

**PROPOSED MARKETING STRATEGY TO IMPROVE PRODUCT VALUE OF ERIGO
(FASHION STORE) USING PERCEPTION CHANGE STRATEGIES**

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Abstract.

Creative economy's sector is one of the most growth sector in Indonesia. Based on data from Badan Ekonomi Kreatif (Bekraf), creative economy's sector in 2016 contributed 7,38% to the total of Indonesia Product Domestic Bruto (PDB). One of the most contributed sector is fashion's sector that contributed as 18,15%. The high contribution of this sector showed an increasing demand of fashion industry products, and also creates high competitive condition. In 2016, the total number of local fashion brand is 1.230.988. High competition on fashion industry in Indonesia also caused by many foreign fashion companies enter to this industry.

One of local fashion brand that compete in fashion industry in Indonesia is Erigo. Erigo is a small fashion company that offers fashion products with low price, so in business activity Erigo must minimizing their cost. The increasing of raw material price caused problem for Erigo because its increasing their production cost. As a fashion company that offers many purchase deal or discount as their marketing program, increasing their price will be irrelevant. Erigo need to formulate new marketing strategy to keep competing in fashion industry in Indonesia.

To formulate new marketing strategy Erigo need to understand the behavior of their consumers. This research using consumer buying process to analyze the consumers behavior. Furthermore this research using product attribute's analysis to understand product attributes that significantly affecting consumer purchase decision.

The result of both analysis generate three new marketing strategies for Erigo to improve their product value. The strategies are changing the consumer's basic motivational function, and associating the product with an admired group or event strategy.

Keywords: Consumer Behavior, Consumer Buying Process, Analysis Product Attribute, Marketing Strategy.

Introduction

Based on data from Badan Ekonomi Kreatif (Bekraf) and Badan Pusat Statistik (BPS), creative economy's sector in 2016 contributed 7,38% to the total of Indonesia Product Domestic Bruto (PDB). One of the most contributed sector is fashion's sector that contributed as 18,15% and as the second place that give contribution below the culinary sector. This situation showed that Indonesian society have big awareness about development on fashion industry also the rise of domestic fashion brands.

The high contribution also indicated that the high demand on fashion industry in Indonesia. High demand of fashion industry in Indonesia also creates high competitive condition. In 2016, the total number of local fashion brand is 1.230.988. The presence of foreign brand also makes the competition higher for local brand. Foreign brand usually have bigger scale than local brand. They also have more experience and capital to compete on fashion industry.

One of the local brands that attend on fashion industry in Indonesia is Erigo. Erigo offers fashion products using travelling, street wear and daily wear concept. In 2015, Erigo already achieved profit around Rp. 22 million. Their success was determined by their capability to adjust their products with the trend that booming on Indonesia society.

The falls of rupiah's exchange rate have significant impact to company in fashion industry, especially Erigo. It's because the fall of rupiah's exchange rate caused the increasing of textile price for fashion industry. The increasing of raw material price caused problem for Erigo because its increasing their production cost. As a fashion company that offers many purchase deal or discount as their marketing program, increasing their price will be irrelevant. Erigo need to formulate new marketing strategy to keep competing in fashion industry in Indonesia.

Methods

This research will divide into two section, first to analysis the consumer buying process and second to analysis the product's attributes. Consumer buying process analysis consist 5 stages of purchase decision making. The first is needs recognition, analysis of needs recognition used to understand consumers personality, motivation, purpose, and value on purchasing fashion products. The second is information search, analysis of information search used to understand source of information for consumers to purchase fashion products and focus of information. The third is evaluation of alternatives, analysis of evaluation of alternatives used to understand consumer decision rule, consumer knowledge and consumer perception. The forth is purchase decision, analysis of purchase decision used to understand consumers decision on selecting and disposing fashion products, consumer willingness to pay for Erigo products, and consumer frequency to purchase Erigo products. The last is post-purchase evaluation, analysis of post-purchase evaluation used to understand consumer satisfaction of Erigo, consumer repurchase intention of Erigo products, and consumer willingness to recomend Erigo products. Analysis of products's attributes using 9 products attributes of Erigo products, there are price, colors, design, brand, fit, comfort, durability, fabric, and general appearance. These attribute will analyze using ordinal regression analysis to determine which attributes significantly affect consumer purchase decision of Erigo products.

Analysis of consumer buying process and analysis product's attributes will lead to understand consumer buying behavior of Erigo consumers. Understanding the consumer buying behavior could help to formulate new marketing strategy as business solution for Erigo.

Method of Data Collection and Analysis

To determine consumer buying process and analysis of product's attributes researcher conduct quantitative method using questionnaire. The questionnaire distributed to customers who have buying Erigo products. Consumer buying process analysis will analyze using descriptive analysis meanwhile analysis of product's attributes will analyze using ordinal regression analysis.

Need Recognition

The buying process begins with need recognition (sometimes referred as problem recognition), where the buyer senses a difference between their actual state and a state they desire. This need can be triggered by either an internal or external stimuli. Other factors besides differences in the buyer's actual and desired state influence need recognition as well.

Consumer Demographic

The gender distribution of the respondents are 71% male and 29% female. The age distribution of respondents are 85% of them are range between 17 and 25 years old, it categorized as ending teenager group. Then, 11% of them are range between 26 and 35 years old, it categorized as early mature group. And only 4% of them are range between 12 and 16 years old, it categorized as early teenager group. The occupation of respondents are , 61% of the respondents are student, 30% of the respondents are private employee, 6% of the respondents are businessman or businesswoman, and 3% of the respondents are government employee. As the majority of the respondents are on ending teenager group, the main occupation of the group is student. And the last demographic attribute is spending per month, there are 39% of the respondents have spending per month range from Rp. 500.000 until Rp. 1.500.000, 31% of the respondents have spending per month range from Rp. 1.500.001 until Rp. 2.500.000, 16% of the respondents have spending per month over Rp. 3.500.000, and 14% of the respondents have spending per month range Rp. 2.500.001 until Rp. 3.500.000.

Consumer Personality Traits

There are four consumption specific personality traits that have score higher than 10%; Product-specific self-confidence, market maven, Centrality of visual product aesthetics, and deal proneness. Product-specific self-confidence has the highest score with 30%. Product-specific self-confidence means consumers have tendency in purchase activity to choose a brand or products that provide self-confidence for themselves. Market maven means consumers have tendency in purchase activity to gather information about the brand or product before doing purchase activity, such as price, promotion, store availability, etc. Centrality of visual product aesthetic means consumers have tendency to choose a brand or product with considering their overall level of visual aesthetics. And Deal proneness means consumers have tendency to choose a brand or product considering the most profitable deal that they could get.

Consumer Motivation

Consumer motivation also explains the driving force of the consumers to selecting a brand on purchasing fashion products. Consumers have four motives to make a purchase activity to fulfill their needs and desires, there are primary motive, rational motive, selective motive, and emotional motive (Basu Swasta and Handoko, 1997). Rational motive has the highest score with 64% followed by primary motive, selective motive, and emotional motive with score 21%, 10%, and 5%. It means that majority of the consumers using rational motive on choosing a brand for purchasing fashion products. So the consumers will choose a fashion brand through proper testing, comparing and observing the brands on the basis of price, quality, promotion etc.

Consumer Purpose

In term of choosing a brand in purchasing activity of fashion products, consumers have recent purpose. Consumer purpose is the reason consumers choosing a brand or product compared to others. The highest consumer purpose of choosing a brand in purchasing fashion product is acquire suitable products with your fashion style with score 29%, followed by finding a cool, comfortable, and durable products with score 24%, using a brand that already have a good image with 16%, seeking various products selection with score 14%, and acquire a good purchase offering with score 13%. The lowest purpose are following your idol fashion style and following the changes of fashion trend with score 2%.

Consumer Value

Consumer value is the satisfaction a consumer feels after making a purchase for goods or services relative to what the consumers must give up to receive them. This research using List of Value (LOV) measurement to understand what kind of value that consumers expect from choosing a brand or purchasing fashion products. Majority of the consumers expected fun and enjoyment, and self-respected with score 43% and 40%. Meanwhile sense of accomplishment has score 12%, being well respected has score 3%, and warm relationship has score 2%.

Information Search

The next stage in the buying process is information search, where the consumer uses different channels to gather information about available products, which might fulfill the needs discussed above. On this stage there will be measurement about the source of information and focus of information. Measuring these aspects could give understanding about which aspects that have more influence to the consumers on adopting Erigo products.

Source of Information

The highest source of information of the consumers are social media with score 80%. As internet penetration in Indonesia was high, social media becomes the most attractive thing to use in Indonesia. In the second place there are friends with score 12 %, following by influencer, family, and fashion blog with score 4%, 3%, and 1%. Meanwhile magazine, television and radio have 0%, it means consumers already leave traditional public and commercials source to find information about fashion products.

Focus of Information

Three majority focus of information are design of the products, quality of the products, and price offered with score 48%, 27%, and 11%. It means that the consumers will be focus on the design of the products, quality of the products, and price offered from the source of information. Meanwhile other factors such as coziness of the products, product specification, brand popularity, color variety, and availability online and offline store have low score with percentage under 10%.

Evaluation of Alternatives

The evaluation of alternatives process refers to consumers evaluation of different products available from the perspectives of functional and psychological benefits. On this stage there will be measurement about decision rule, consumer knowledge, and perception about Erigo. Measuring these aspects could help to understand how the consumers evaluate their alternatives and also how the consumers evaluate Erigo as a brand.

Importance of the Attributes

Consumers have consideration to determine the importance of evaluative attributes of a brand or product. There are some evaluative attributes of fashion brand ; Price, Colors, Design, Brand Image, Fit, Comfort, Durability, Fabric, General Appearance, Online Purchase, Offline Store, and Service.

Table 1. Consumer Importance Attributes

Attributes	Mean	Interpretation
Price	6,27	Strongly Agree
Colors	5,89	Agree
Design	6,42	Strongly Agree
Brand image	5,7	Agree
Fit	6,53	Strongly Agree
Comfort	6,62	Strongly Agree
Durability	6,37	Strongly Agree
Fabric	6,07	Agree
General appearance	6,38	Strongly Agree
Online purchase	6,21	Strongly Agree
Offline store availability	5,6	Agree
Service	6,19	Strongly Agree

The consumers consider all of the attributes are important to choose a brand for purchasing fashion products. There are ten attributes that have mean higher than six ; Price, Design, Brand Image, Fit, Comfort, Durability, Fabric, General appearance, Online purchase, and Service. All of these attributes are strongly considered by consumers to choose a brand for purchasing fashion products. The most important attribute is comfort with mean 6,62, following by fit on the second place with mean 6,53. And on the third place is design with mean 6,42. Attribute that has the lowest score is offline store availability with mean 5,6, this attribute has lowest score because the changing of life style from the consumers. Consumers prefer to buy fashion product by online purchase and it makes consumers do not considered offline store availability very important.

Place to Shopping

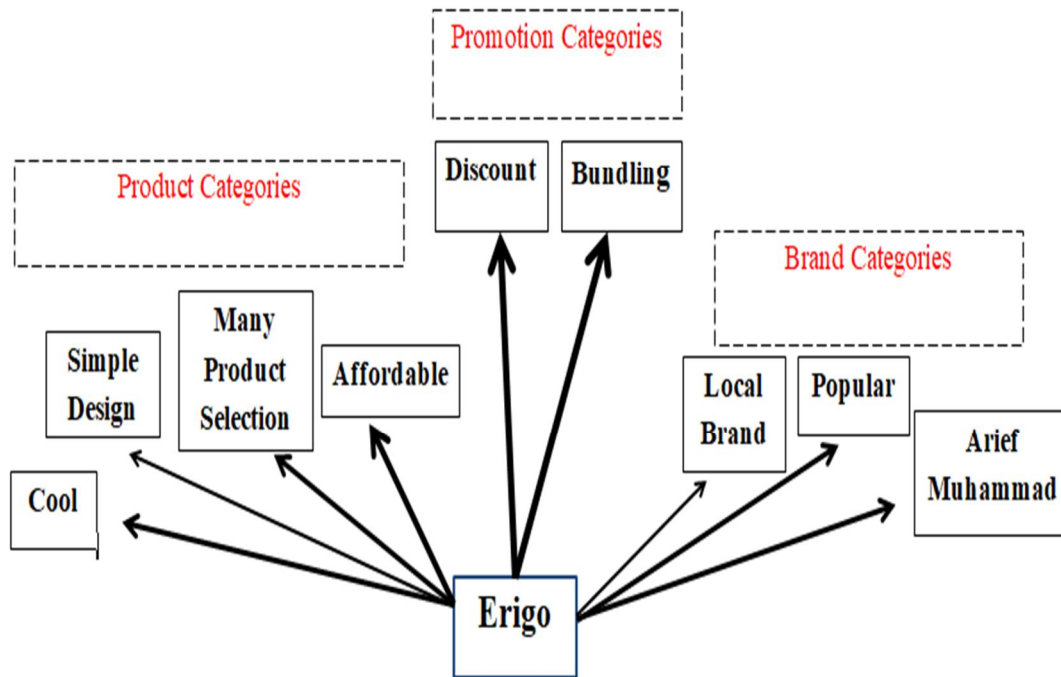
E-commerce is the most favorite place to shopping with score 46%. Website store on the second place with score 27%. Meanwhile traditional place to shopping like mall, and official store have low percentage with score 17% and 10%.

Consumer Knowledge

There are three categories that structured from consumer associations about Erigo; Product, Promotion, and Brand. Associations from product categories are affordable price, many product selection, simple design, and cool. Associations from promotion categories are bundling promotion and discount. Associations from brand categories are local brand, popular, and Arief Muhammad. Discount and Bundling from promotion categories are the highest associations of Erigo based on consumers knowledge. These associations almost show up on every consumers, it means discount and bundling are the focus on consumer knowledge about Erigo. Its showed from the arrow on these associations are the thickest on

Erigo consumer knowledge structure. Meanwhile the lowest association is local brand from brand categories.

Figure 1. Consumer Knowledge Structure



Consumer Perception

Consumer perception refers to the process by which a customer selects, organizes, and interprets information/stimuli inputs to create a meaningful picture of the brand or the product. Companies try to influence consumer perception by making impressions that aim to persuade them toward consumption. Consumers perception toward price, design, and comfort have mean above 6,14. It means that these attributes have well performance on consumers viewpoint. Consumers perception toward colors, brand image, durability, general appearance, online purchase, and service have mean between 5,29 – 6,14. It means that these attributes have moderate performance on consumers' viewpoint. Meanwhile consumers perception toward fit, fabric, and offline store availability have mean below 5,29. It means that these attributes have lack of performance but still good enough performance on consumers' viewpoint.

Table 2. Consumers Perception Towards Erigo

Attributes	Mean	Interpretation
Price	6,61	Very affordable
Colors	5,85	Interesting
Design	6,26	Very Unique
Brand image	5,56	Good
Fit	5,07	Somewhat good
Comfort	6,18	Very Comfortable
Durability	5,38	Good
Fabric	4,21	Somewhat Good
General appearance	5,48	Interesting
Online purchase	5,73	Easy
Offline store availability	4,54	Somewhat easy
Service	5,31	Good

Purchase Decision

On this stage there will be measurement process selecting and disposing products, consumer willingness to pay, and frequency to purchase. Measuring this aspects could help to understand what is the factor the consumers choosing Erigo rather than other brands, how much consumers willing to pay for Erigo products, and how many times consumers purchase Erigo products. Measuring this aspects also could give information what is the reason the consumers dispose Erigo products.

Selecting and Disposing

There are two major factors that affecting consumers to purchase Erigo; Internal reference price, and Perceived quality. Internal reference price and perceived quality have score 29%, it means that these two factors are the most considered factor for consumers to purchase Erigo products. Meanwhile satisfy desire and perceived value both have score 14%, perceived service quality has score 9%, and prestige & respect in the last place with score 7%.

The most considered factors to dispose Erigo products found better brand and difficult to purchase with score 28% and 27%. It means Erigo should maintain their product availability for online or offline store and also need to keep create high quality products to compete in fashion industry. Meanwhile launch similar product design has score 13%, increasing price has score 12%, Erigo do not develop new products has score 9%, purchase promotion not attractive has score 7%, and the last change their brand ambassador with score 4%.

Consumer Willingness to Pay

The highest consumer willingness to pay for Erigo products is in range Rp. 250.001 – Rp. 300.000 with score 30%. And following with range Rp. 150.001 – Rp. 200.000 and Rp.

200.001 – Rp. 250.000 with score 25%. It means that consumers' willingness to pay is in range Rp. 150.000 – 300.000, because from figure 2-13 consumer willingness to pay above Rp. 300.000 has low percentage with score 5%.

Frequency to Purchase Erigo Products

Majority consumers purchase Erigo products once a month and twice a month. 56% consumers purchase Erigo products once a month, and 35% consumers purchase Erigo products twice a month. Meanwhile consumers that purchase Erigo products more than twice a month have low percentage, only 7% consumers purchase Erigo products three times a month and only 1% consumers purchase Erigo products four times and more than four times a month.

Post-Purchase Evaluation

On this stage there will be measurement about Consumer Satisfaction, Consumer Repurchase Intention, and Consumer Willingness to Recommend. Measuring these aspects will help to give an understanding about how is the consumers' outcome after purchasing Erigo products.

Consumer Satisfaction

Based on Consumer Satisfaction Index (CSI), consumers satisfaction of Erigo relatively high with percentage 78,97%. Some factors that already perform well to create satisfaction are price, design, and comfort with mean satisfactions score above 6,14. But the consumers satisfaction level could be develop with improving some factors such as fit, durability, fabric, online purchase, and service because these factors have high importance score but the satisfaction level still have lower score.

Table 4. Consumer Satisfaction Index

Attributes	Mean Importance Score / MIS	Weight Factor	Mean Satisfaction Score / MSS	Weight Score
Price	6,27	8,44	6,61	55,82
Colors	5,89	7,93	5,85	46,41
Design	6,42	8,65	6,26	54,13
Brand image	5,7	7,68	5,56	42,68
Fit	6,53	8,79	5,07	44,59
Comfort	6,62	8,92	6,18	55,10
Durability	6,37	8,58	5,38	46,16
Fabric	6,07	8,18	4,21	34,42
General appearance	6,38	8,59	5,48	47,09
Online purchase	6,21	8,36	5,73	47,92

Offline store availability	5,6	7,54	4,54	34,24
Service	6,19	8,34	5,31	44,27
Total	74,25			552,81
CSI				78,97

Consumer Repurchase Intention

Majority consumers want to do repurchase on Erigo products with score 59%. This condition has relation with consumers' satisfaction of Erigo that also relatively high. But the consumers that consider to choose maybe also high with score 38%, it means Erigo should keep develop their brand or doing innovation to drive the consumers to do repurchase activity. Meanwhile consumers that consider to do not repurchase activity have low percentage with score 3%.

Consumer Willingness to Recommend

Majority consumers willing to recommend Erigo to other people with score 63%. Consumers that choose maybe have score 34%, meanwhile consumers that do not want to recommend Erigo have score 3%.

Analysis of Product's Attributes

The tools or method that used to analysis these attributes is ordinal regression analysis.

Ordinal Regression Analysis

In this research, the independent variables (X) are all of the product's attributes where X1 is price, X2 is colors, X3 is design, X4 is brand, X5 is fit, X6 is comfort, X7 is durability, X8 is fabric, and X9 is general appearance. Meanwhile the dependent variable (Y) is the consumer purchase decision with description:

- Y1 = Very not influenced
- Y2 = Do not influenced
- Y3 = Somewhat not influenced
- Y4 = Neutral
- Y5 = Somewhat influenced
- Y6 = Influenced
- Y7 = Very influenced

Ordinal Regression Analysis Equation

From the ordinal regression results obtained, the regression equation is made as follows:

- $\text{Logit}(Y_1) = 55,552 + 2,437X_1 + 0,983X_2 + 1,635X_3 + 1,245X_4 + 1,417X_5 + 1,978X_6 + 1,187X_7 - 0,095X_8 + 0,787X_9$
- $\text{Logit}(Y_2) = 58,895 + 2,437X_1 + 0,983X_2 + 1,635X_3 + 1,245X_4 + 1,417X_5 + 1,978X_6 + 1,187X_7 - 0,095X_8 + 0,787X_9$
- $\text{Logit}(Y_3) = 62,849 + 2,437X_1 + 0,983X_2 + 1,635X_3 + 1,245X_4 + 1,417X_5 + 1,978X_6 + 1,187X_7 - 0,095X_8 + 0,787X_9$

- $\text{Logit}(Y_4) = 66,436 + 2,437X_1 + 0,983X_2 + 1,635X_3 + 1,245X_4 + 1,417X_5 + 1,978X_6 + 1,187X_7 - 0,095X_8 + 0,787X_9$
- $\text{Logit}(Y_5) = 69,818 + 2,437X_1 + 0,983X_2 + 1,635X_3 + 1,245X_4 + 1,417X_5 + 1,978X_6 + 1,187X_7 - 0,095X_8 + 0,787X_9$
- $\text{Logit}(Y_6) = 73,989 + 2,437X_1 + 0,983X_2 + 1,635X_3 + 1,245X_4 + 1,417X_5 + 1,978X_6 + 1,187X_7 - 0,095X_8 + 0,787X_9$
- $\text{Logit}(Y_7) = 77,199 + 2,437X_1 + 0,983X_2 + 1,635X_3 + 1,245X_4 + 1,417X_5 + 1,978X_6 + 1,187X_7 - 0,095X_8 + 0,787X_9$

The constant of variable dependent (Θ) shown on estimate value of the threshold. The constant of $Y_1 = 55,552$, $Y_2 = 58,895$, $Y_3 = 62,849$, $Y_4 = 66,436$, $Y_5 = 69,818$, $Y_6 = 73,989$, and $Y_7 = 77,199$. Meanwhile the coefficient of variable dependent shown on estimate of location. The coefficient of $X_1 = 2,437$, $X_2 = 0,983$, $X_3 = 1,635$, $X_4 = 1,245$, $X_5 = 1,417$, $X_6 = 1,978$, $X_7 = 1,187$, $X_8 = -0,095$, and $X_9 = 0,787$.

Goodness of Fit Test

The result about goodness of fit test on the model is described below:

Figure 2. Analysis of Goodness of Fit Test

Goodness-of-Fit			
	Chi-Square	df	Sig.
Pearson	303,096	670	1,000
Deviance	148,185	670	1,000

Link function: Logit.

Goodness of fit test used for identification of the logit model. The logit model stated significant or feasible to use if the significant value of deviance on goodness of fit test higher than 0,05 ($\alpha = 5\%$). The significance value of deviance on goodness of fit test is 1,000, which higher than 0,05 (α). From this result the logit model stated significant or feasible to use for this analysis.

Model Fitting Information Test

Model fitting information test stated significant if the significance value of model with independent variables are lower than 0,05 (α). If the model stated significant on model fitting test, it means that there is minimum one independent variable that influenced the dependent variable

Figure 3. Model Fitting Information Test

Model Fitting Information				
Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	385,771			
Final	148,185	237,586	9	,000

Link function: Logit.

The significant level of the model with independent variable is 0,000, which is lower than 0,05 ($\alpha = 5\%$). It means that the model is significant or there is minimum one independent variable influenced the dependent variable.

Wald Parameter Estimates Test

The result of Wald parameter estimates test shown below:

Figure 4. Wald Parameter Estimate Test

		Parameter Estimates					95% Confidence Interval	
		Estimate	Std. Error	Wald	df	Sig.	Lower Bound	Upper Bound
Threshold	[Y1 = 5]	55,552	6,686	69,029	1	,000	42,447	68,657
	[Y1 = 5]	58,895	7,095	68,901	1	,000	44,989	72,802
	[Y1 = 5]	62,849	7,486	70,486	1	,000	48,177	77,521
	[Y1 = 6]	66,436	7,913	70,497	1	,000	50,928	81,945
	[Y1 = 6]	69,818	8,299	70,768	1	,000	53,551	86,085
	[Y1 = 6]	73,989	8,703	72,268	1	,000	56,930	91,047
	[Y1 = 7]	77,199	9,074	72,382	1	,000	59,414	94,983
Location	X1	2,437	,522	21,774	1	,000	1,413	3,461
	X2	,983	,319	9,483	1	,002	,357	1,609
	X3	1,635	,615	7,075	1	,008	,430	2,840
	X4	1,245	,378	10,862	1	,001	,505	1,986
	X5	1,417	,523	7,337	1	,007	,392	2,443
	X6	1,978	,637	9,640	1	,002	,729	3,226
	X7	1,187	,511	5,387	1	,020	,185	2,189
	X8	-,095	,535	,032	1	,859	-1,145	,954
	X9	,787	,564	1,949	1	,163	-,318	1,893

Link function: Logit.

Wald parameter estimates test used to analyzing the significance of each independent variable to the dependent variable. If the independent variable stated significant, it means that the variable influenced the dependent variable. In other word, Wald parameter estimates test is analyzing the independent variable partially with the dependent variable. The independent variable stated significant if the significance value of the variable lower than 0,05 ($\alpha=5\%$).

There are seven independent variable that have significance level lower than 0,05 ($\alpha=5\%$) ; X1 (Price), X2 (Colors), X3 (Design), X4 (Brand), X5 (Fit), X6 (Comfort), and X7 (Durability). Furthermore there are two independent variable that have significance level higher than 0,05 ($\alpha=5\%$) ; X8 (Fabric), X9 (General Appearance). It means price, colors, design, brand, fit, comfort, and durability significantly influenced purchase decision. Meanwhile fabric and general appearance not significantly influenced purchase decision.

Determinant Coefficient Model

Figure 5. Determinant Coefficient Model

Pseudo R-Square	
Cox and Snell	,907
Nagelkerke	,927
McFadden	,616

Link function: Logit.

Determinant coefficient model used to analyze the percentage of independent variables on affecting the dependent variable. Determinant coefficient of Mcfadden stated 0,616, determinant coefficient of Cox and Snell stated 0,907, and determinant coefficient of Nagelkerke stated 0,927. The highest value is from determinant coefficient of Nagelkerte, it means that independent variables influenced dependent variable as 92,7%, meanwhile 7,3% influenced from other variables that do not used in this research.

Results and Discussion

Based on evaluation of alternatives stage on consumer buying process analysis, consumers of Erigo have tendency to choose Erigo because purchase deal that their offers. On consumers perception of Erigo, price attribute has the highest score with mean 6,61, it showed that Erigo is focusing on price attribute on their current marketing activities therefore make consumers very satisfied with price attribute performance. It also supported by the result of consumer perception towards marketing activities, where bundling and discount are the most interesting marketing activities for consumers. Consumer knowledge also showed the same condition, where the highest association from the consumers are discount and bundling on promotion categories. This condition indicate Erigo is a brand that only provide purchase deal or promotions such as discount and bundling on consumers mind.

As the increasing of raw material price is the main problem of Erigo, Erigo needed to reduce marketing activities on price attribute. Based on need recognition result on consumer buying process analysis, consumers have rational motive on choosing fashion brands. It means consumers do not focusing on price to purchase fashion products but the consumers more aware about the advantage that the products offers. So if the consumers look many product advantages on the fashion brand, they will consider to purchase although the brand offering high price. This condition also showed on consumer purpose to choose a fashion brand, where acquire a good purchase offering has lower percentage than finding a cool, comfortable, and durable products. Furthermore on purchase decision from consumer buying process analysis, consumers stated that their major reason to dispose Erigo products are found a better brand and difficult to purchase. Meanwhile consumers reason to dispose Erigo products because increasing price and purchase promotion not attractive have low percentage. This condition describe that consumers will not dispose Erigo products although they reduce purchase deal promotion as long as Erigo improve their product advantages.

In this case Erigo could reduce their marketing activities on price attribute to deal with increasing raw material price problem and develop new marketing activities that focus on increasing their product value with showing their product advantages. On consumer satisfaction index on post purchase evaluation stage performance score of attributes besides price are lower than their importance score. For increasing their product value Erigo could improve the performance score of attributes such as colors, design, brand image, fit, comfort, durability, fabric, and general appearance that considered as product advantages of fashion products.

As the consumers have perception that Erigo offers many purchase deal and also their tendency to choose Erigo because their purchase deal, Erigo needed to transform these perception towards their brand on their new marketing activities. To transform this perception Erigo could use perception change strategy as their new marketing strategy. To implement perception change strategy Erigo could use other attributes beside price that affecting consumer purchase decision. Based on analysis of product's attributes using ordinal regression analysis, there are six attributes beside price that affecting consumers purchase decision : Colors, Design, Brand, Fit, Comfort, and Durability. Erigo could use these attributes on perception strategy to transform consumer perception and accentuate their product advantages to improve their product value.

Analysis of Business Solution

There are various management tools and method to give the information and insight about this condition, in this study researcher will use perception change strategies using changing the consumer's basic motivational function, and associating the product with an admired group or events strategy.

Perception Change Strategies

Perception change strategies are used to change perception that already formed on consumers mind. There are two method to do perception change strategies ; changing the consumer's basic motivational function, and associating the product with an admired group or events. Erigo could used this strategies to change consumers perception that have focus on price attribute to be focus on product value attributes.

Changing the Consumer's Basic Motivational Function

a. Utilitarian Function

Erigo could used comfort, fit, and durability attributes to change the consumer's basic motivational using utilitarian function. These attributes could used on this function because they could describe the utility function of products that Erigo produce. To implement this strategy, Erigo need to accentuate their product advantages on comfort, fit, or durability attribute on their advertisement or their product description. Accentuate product advantages on these attributes have purpose to create positive perception on Erigo products, where Erigo have produce a very comfortable, good fit, and durable products. This positive perception will shifting consumers perception that only focus on price attribute to be more aware on product value.

b. The Ego-Defensive Function

To Changing the consumer's basic motivational using ego-defensive function, Erigo must showing their products could improve the consumers self-image on their advertisement. This condition is related with the result of consumption specific personality traits because the highest percentage of this traits is product specific self-confidence with score 30%. It means majority consumers selecting a brand or product that could improve their self-confidence.

Attributes that could be used to implement this strategy are colors and brand.

Erigo always selects bright colors on producing their products. Erigo could use this as the background to build a story that they choose bright colors as a symbol of confidence on their advertisement. In this advertisement Erigo could describe that they believe every person that purchases their products is a confidence person. Erigo also could state that the bright colors of their products could express the consumer's confidence to others. This advertisement could create the consumer's perception that using Erigo products will reflect or improve the confidence level of the consumers.

Erigo also could use brand attribute on this strategy through brand ambassador. Brand ambassador could be used to form or improve the consumer's self-image with their personality. Personality of the brand ambassador will represent the self-image of the consumer of a brand or product. Erigo already has a brand ambassador, he is Arief Muhammad. Erigo could describe his personality that represents the Erigo brand on their advertisement as part of forming or improving the consumer's self-image. Erigo could show Arief Muhammad's statement about how Erigo products help him to express himself.

c. The Value Expressive Function

Erigo could use brand attribute to change the consumer's basic motivational using value-expressive function. Based on the consumer value of Erigo consumers, fun and enjoyment has the highest percentage. So Erigo needs to create fun and enjoyment value to implement this strategy. Fun and enjoyment value could be formed by travelling activities as the main concept of Erigo products. Erigo could describe a cheerfulness and happiness side of their travelling activities on advertisement. Erigo could describe the travelling campaign is an expression of their brand to share a happiness and excitement for their consumers. Erigo also could create an event travelling with their consumers as part of sharing their happiness and excitement on travelling campaign. Showing happiness and excitement of their activities have the purpose to create a perception of consumers that Erigo expresses value fun and enjoyment on their brand.

d. Knowledge Function

Erigo could use comfort, fit, and durability attributes to change the consumer's basic motivational using knowledge function. These attributes could be shown on information about their advantage on production activities. Erigo already cooperates with garment company on their production activities. Erigo could give information about the advantage of garment company on producing fashion products. Erigo could describe the strictness of their quality control, the modern equipment of their production machine, and using professional labor. Erigo also could give information about the advantage of the detail of their products such as the quality of the fabric, the size measurement, and the cutting method. This information could create a positive perception of consumers about the advantage of Erigo product's quality compared with the competitors, and also improve their product value.

Associating the Product with an Admired Group or Event Strategy

Associating a group or event to a brand or product will distribute the positive perception of the group or event to the brand or product. Associating a brand or product to a group or event also could eliminate negative perception of the brand by creating positive perception from the group or event. Erigo could use design attribute to implement this strategy. Erigo uses travelling concept to develop and launch new products, where the design of the products is inspired by their travelling campaign destination. To implement this strategy, Erigo could associate their design

with the culture of their travelling destination. Erigo could describe design of their products are represent the culture of their travelling destination. They could use the famous tradition, norms, beliefs, or rituals of the destination as the background story of the design. Erigo also could use the history of destination country or even history of famous monument as the background story of the design. Associating the design with culture of travelling destination have purpose to distribute the value of culture of travelling destination to the product so it will increase the product value of Erigo.

Conclusions

The researcher used perception change strategies to develop new marketing strategies that could improve Erigo product value. There are two method to do perception change strategies. The first method is changing the consumer's basic motivational function. There are four function that could use to implement changing the consumer's basic motivational function strategy. First function is utilitarian function. On this function Erigo could use comfort, fit, and durability attribute to change the consumer perception through accentuate their product advantages on comfort, fit, or durability attribute on their advertisement or their product description. The second function is Ego-defensive function. On this function Erigo could use colors and brand attribute to change consumer perception. Erigo could use colors attribute by build story of using bright colors on their products as symbol of confidence and Erigo could use brand attribute thorough using their brand ambassador. The third function is value expressive function. On this fuction Erigo could use brand attribute to change consumer perception. Erigo could use brand attribute by creating fun and enjoyment value of their brand through their travelling campaign activities. And the last function is knowledge function. On this function Erigo could use comfort, fit, and durability attribute. Erigo could use these functions through showed their advantage on production activities. The second method is associating the product with an admired group or events. Erigo could use design attribute to implement this method. Design attribute could use through travelling campaign activities by associating the products design with the culture of the travelling destination.

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