# ANALYSIS OF POT MEETS POP'S MARKETING STRATEGY WITH PERCEPTUAL MAPPING APPROACH

**(Study on Men's Jeans Consumers in The City of Jakarta)**

## UNDERGRADUATE THESIS

Submitted as Perquisite for Undergraduate Thesis
at Faculty of Administrative Science University of Brawijaya

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**BUSINESS ADMINISTRATION**
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**2018**

**MOTTO**

*"Live as if you were to die tomorrow. Learn as if you were to live forever"*

- Mahatma Gandhi -

# UNDERGRADUATE THESIS APPROVAL

Title : **Analysis of Pot Meets Pop's Marketing Strategy with Perceptual Mapping Approach** (Study on Men's Jeans Consumers in The City of Jakarta)
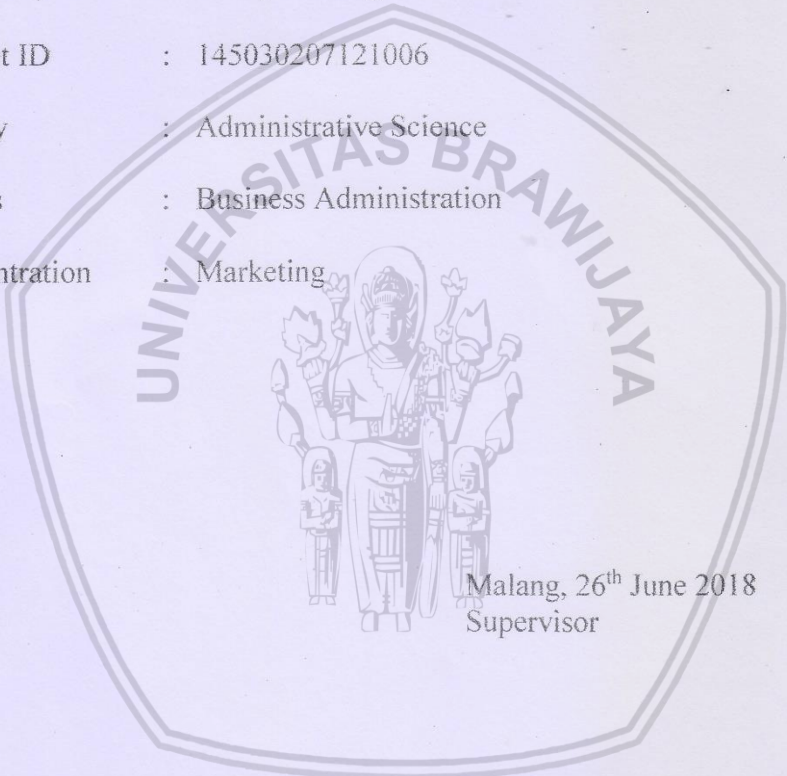
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Faculty : Administrative Science

Majors : Business Administration

Concentration : Marketing

Malang, 26th June 2018
Supervisor

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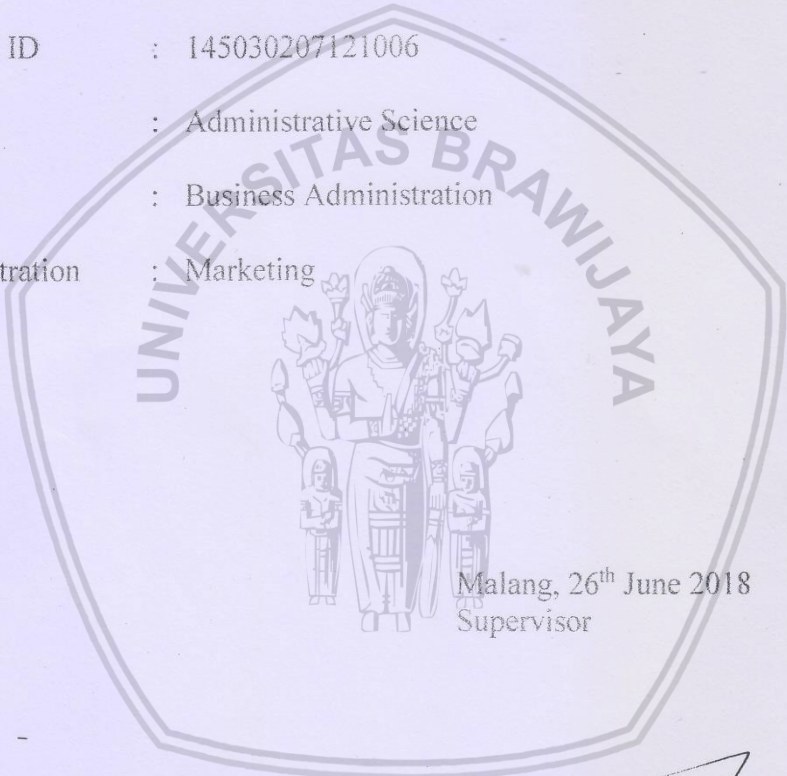
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# VALIDATION SHEET

This undergraduate thesis has been examined in front of the board of examiners, Faculty of Adminstrative Science Brawijaya University at:
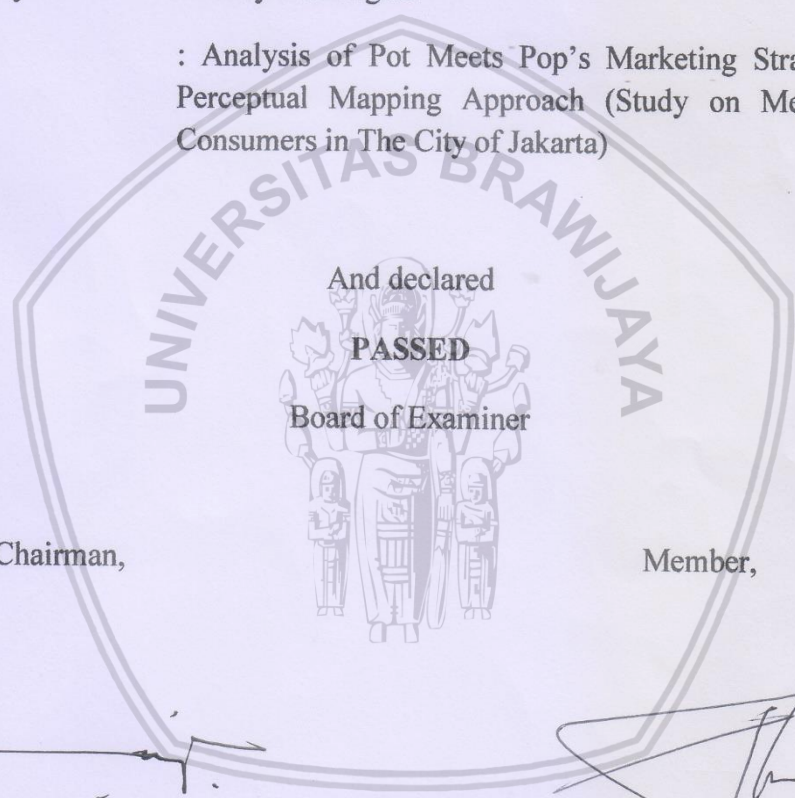
Day            : Monday

Date          : 16th July 2018

Time          : 08.00 WIB

Written by   : Henry Pamungkas

Tittle         : Analysis of Pot Meets Pop's Marketing Strategy with Perceptual Mapping Approach (Study on Men's Jeans Consumers in The City of Jakarta)

And declared

**PASSED**

Board of Examiner

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# MINOR THESIS ORIGINALITY STATEMENT

I thruthfully declare to my knowledge, in this undergraduate thesis there is no scientific paper that have been submitted by other party to get work or opinions ever written or published by another person, except that in writting this manuscript and cited the reffered the source of quotations and references.

If I turn out the text of this undergraduate thesis could be proven there are elements of plagiarism, I prepared this undergraduate thesis disqualified and academic degree that I have gained (S-1) was cancelled and processed in accordance with legislation that apply *(UU No. 20 Tahun 2003, Pasal 25 ayat 2 dan Pasal 70).*
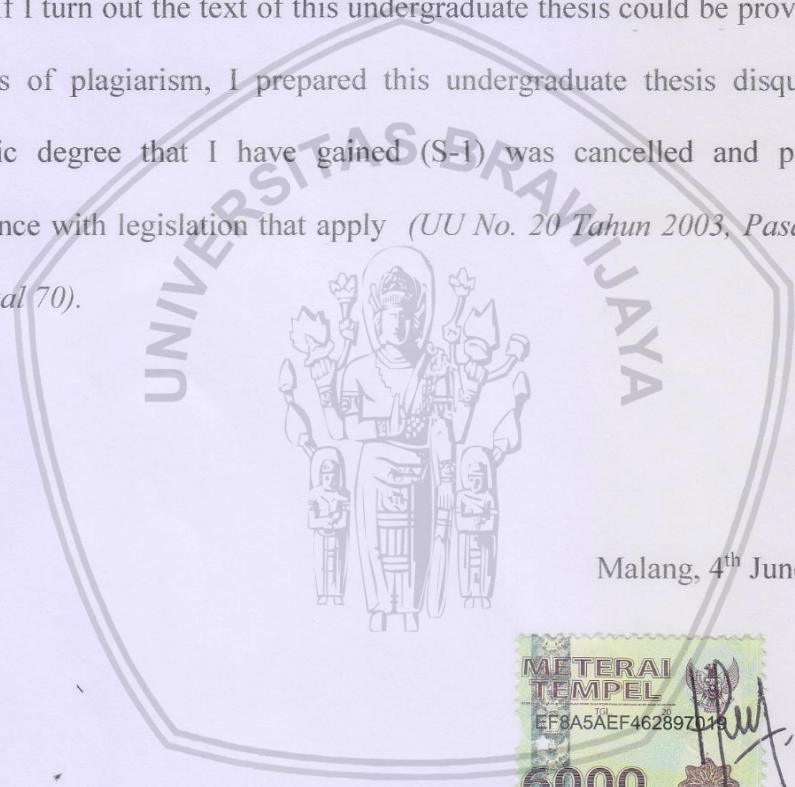
Malang, 4<sup>th</sup> June 2018

**Henry Pamungkas**
145030207121006

# SUMMARY

Henry Pamungkas, 2018. **Analysis of Pot Meets Pop's Marketing Strategy with Perceptual Mapping Approach (Study on Men's Jeans Consumers in The City of Jakarta)**. Mohammad Iqbal, S.Sos., MIB, DBA and Rizal Alfisyahr, SE., M.M. 139 Pages + xvi.

This research aimed to (1) explaining the customer perception of Pot Meets Pop jeans and its competitors in jeans industry of men's fashion in Jakarta and (2) explaining the strategy that should be run by Pot Meets Pop jeans based on indicators of customer perception.

The type of this research is descriptive research with quantitative approach. The variables of the research are perceptual mapping with brand image, buying preference, and brand awareness as the indicators. The criteria of target population in this research are (1) Men's respondent with 17 – 40 years old, (2) Men's respondent who wear jeans product, (3) Men's respondent who know the brand of jeans products, and (4) Men's respondent who make a purchase of jeans products last 12 months. The sampling technique for this research was using purposive sampling and the data collecting method by distributing offline questionnaire to 150 respondents in the city of Jakarta. Data analysis used descriptive analysis and multidimensional scalling (MDS).

The results showed that Pot Meets Pop jeans is ranked in ninth of the top ten jeans brands based on consumer perceptions of jeans in Jakarta from 52 jeans brand according to respondent knowledge, but has not gained top rank in top of mind, most buying, most favorite, and brand recall categories. Pot Meets Pop jeans on the perceptual mapping is at coordinate 15 in dimension 1 and coordinates 49 in dimension 2 where in first quadrant along with H&M and Wrangler jeans. These three brands are perceived by consumers to have similarities or similar product attributes of unique, young, and cool. Characteristics of Pot Meets Pop jeans consumers is dominated by young age as a student who has unmarried status and has household income under two million rupiah that very suitable with jeans consumers characterictics in Jakarta. Looking from sales jeans map, shows that the position Pot Meets Pop is farthest away from the crowded jeans market and very different from other mass jeans market. It making Pot Meets Pop into a niche market. It needs to apply niche market strategy with focus in its own market to better meet consumer needs and can charge a substantial price over costs and achieves high margins as the result. Pot Meets Pop needs to prepare larger capital for mass products, wider distribution channels, and be ready to compete with big competitors to increase the sales and dominate in crowded jeans market zone.

**Keywords: Perceptual Mapping, Marketing Strategy, Men's Fashion**

# RINGKASAN

Henry Pamungkas, 2018. *Analysis of Pot Meets Pop's Marketing Strategy with Perceptual Mapping Approach (Study on Men's Jeans Consumers in The City of Jakarta).* Mohammad Iqbal, S.Sos., MIB, DBA dan Rizal Alfisyahr, SE., M.M. 139 Halaman + xvi.

Penelitian ini bertujuan untuk (1) menjelaskan persepsi konsumen tentang Pot Meets Pop jeans dan pesaingnya pada industri jeans fashion pria di Kota Jakarta dan (2) menjelaskan strategi yang harus dijalankan oleh Pot Meets Pop jeans berdasarkan seluruh indikator persepsi konsumen.

Jenis penelitian ini adalah *descriptive research* dengan pendekatan kuantitatif. Variabel dalam penelitian ini adalah *perceptual mapping* dengan *brand image, buying preference, dan brand awareness* sebagai indikatornya. Kriteria sasaran populasi dalam penelitian ini adalah (1) Responden pria berusia 17 - 40 tahun, (2) Responden pria yang memakai produk jeans, (3) Responden pria yang mengetahui merek produk jeans, dan (4) responden pria yang melakukan pembelian produk jeans dalam 12 bulan terakhir. Teknik pengambilan sampel untuk penelitian ini menggunakan *purposive sampling* dan metode pengumpulan data dengan menyebarkan kuesioner *offline* kepada 150 responden di Kota Jakarta. Analisis data menggunakan *descriptive analysis* dan *multidimensional scalling (MDS).*

Hasil penelitian menunjukkan bahwa Pot Meets Pop jeans berada pada peringkat kesembilan dari sepuluh merek jeans teratas berdasarkan persepsi konsumen di Kota Jakarta berdasarkan 52 merek jeans menurut pengetahuan responden, tetapi belum memperoleh peringkat teratas pada kategori *top of mind, most buying, most favorite,* dan *brand recall.* Pot Meets Pop jeans pada *perceptual mapping* berada di koordinat 15 pada dimensi 1 dan koordinat 49 pada dimensi 2 yang berada pada kuadran pertama bersamaan dengan H&M dan Wrangler jeans. Ketiga merek ini dipersepsikan oleh konsumen memiliki kesamaan atribut produk serupa yaitu unik, muda, dan keren. Karakteristik konsumen Pot Meets Pop jeans didominasi oleh usia muda sebagai mahasiswa yang berstatus belum menikah dan memiliki pendapatan rumah tangga di bawah dua juta rupiah yang sangat cocok dengan karakteristik pengguna jeans di Kota Jakarta. Melihat dari peta penjualan jeans, menunjukkan bahwa posisi Pot Meets Pop berada paling jauh dari pasar jeans yang ramai dan sangat berbeda dari pasar jeans massal lainnya. Sehingga membuat Pot Meets Pop menjadi *a niche market.* Perusahaan perlu menerapkan *niche market strategy* dengan fokus pada pasarnya sendiri untuk memenuhi kebutuhan konsumen dengan lebih baik dan dapat membebankan harga yang besar atas biaya serta mencapai margin tinggi sebagai hasilnya. Pot Meets Pop perlu menyiapkan modal yang lebih besar untuk produksi massal, saluran distribusi yang lebih luas, dan siap bersaing dengan pesaing besar untuk meningkatkan penjualan dan mendominasi pada zona pasar jeans yang ramai.

**Kata Kunci:** *Perceptual Mapping, Marketing Strategy, Men's Fashion*
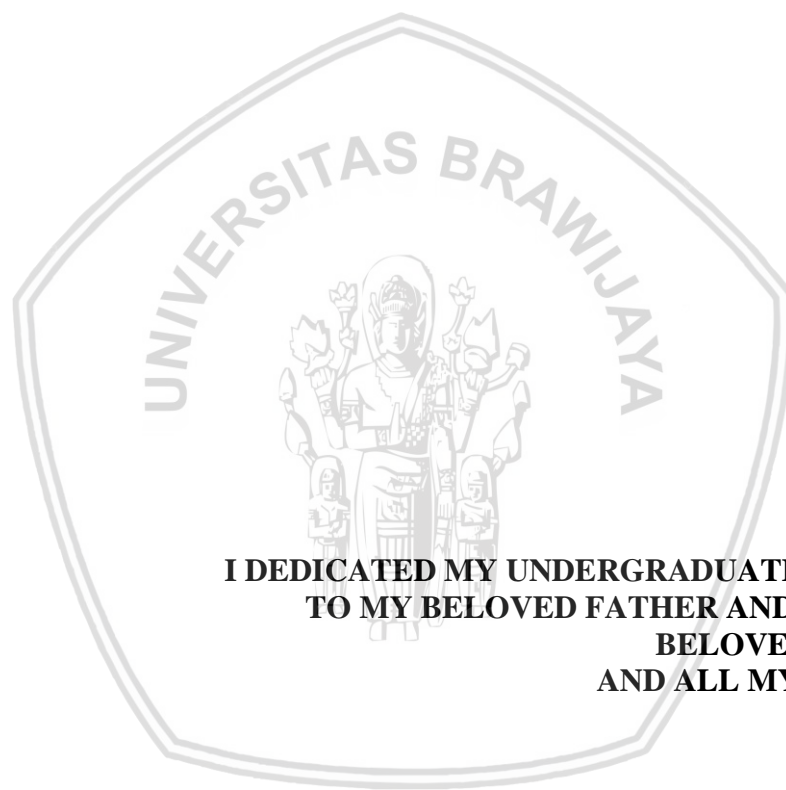
**I DEDICATED MY UNDERGRADUATED THESIS
TO MY BELOVED FATHER AND MOTHER
BELOVED FAMILY
AND ALL MY FRIENDS**

# PREFACE

By praising and thankful to the presence Allah SWT, which has bestowed His grace and guidance, so that researcher can finish well and on time with the undergraduate thesis entitled "Analysis of Pot Meets Pop's Marketing Strategy with Perceptual Mapping Approach (Study on Men's Jeans Consumers in The City of Jakarta)". This undergraduate thesis is the final task proposed to qualify in obtaining a Bachelor degree in Business Administration Science at the Faculty of Administration Universitas Brawijaya.

Preparation of this thesis will not be realized without the help and support from various parties. Therefore, on this occasion the researcher expressed his gratitude to the honorable:

1. Allah SWT who has blessed the researcher to be able to finish this thesis research well.

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The researcher expressed gratitude for all the support and assistance that has been given during the making of the thesis. Researchers realize that there are still many shortcomings and mistakes in the dissertation of this thesis. So the authors expect criticism and suggestions in order to improve for the better.
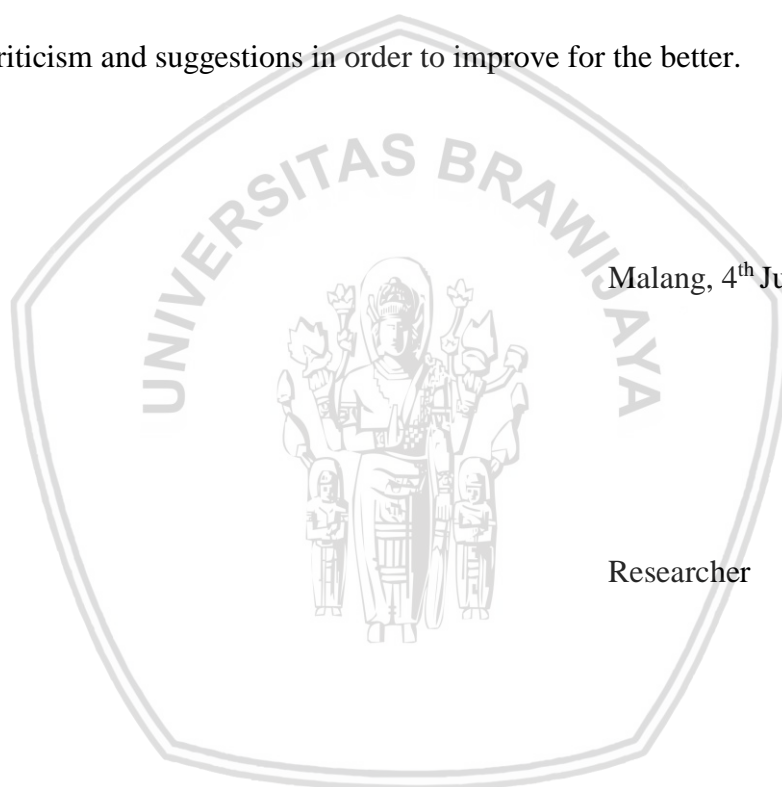
Malang, 4<sup>th</sup> June 2018

Researcher

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# CHAPTER I

# INTRODUCTION

## A. Background

The development of the fashion industry has been growing very rapidly. This can be seen from the increasing number of sales of each manufacturer and supported by a change in the social minds of fashion that is worn not only as a body cover and ornaments, more than that also become a means of communication as a determinant of attitudes, values, wealth, and social position. So the demand for the needs and diversity of fashion becomes increase from year to year. The increasing economic condition of the society is also a factor triggering the rise in the numbers.

All fashion manufacturers are competing to produce fashion items that captivate and sell high in the eyes of costumers with the design and continue to follow the latest world fashion trends that can lure the customers. In modern society lifestyle, fashion helps to reflect the personality of the person. In other words, people can express through the fashion that he wore. Therefore, manufacturers not only produce fashion items to meet the needs, but create a value that can reflect the personality of the customers. From that basic idea, it can conclude that the fashion industry began to grow.

Seen of the textile and fashion industry in Indonesia from The Indonesian Textiles and Apparel Community Reference, the market value offered is very tempting. It is reasonable considering that the textile and fashion industries are the primary needs of Indonesian society, although the purchasing

power is not as big as Singapore. The market value of textile and fashion products industry in 2015 is estimated to reach US $ 15.19 billion or equivalent to Rp 208 trillion (exchange rate of Rp 13,700 / US) (indotextiles.com, 2016).

Creative economy player in the fashion industry in Indonesia continue to seek references and open themselves to new trends. This behavior emerged as the development of the fashion industry is increasingly showing positive power in Indonesia.
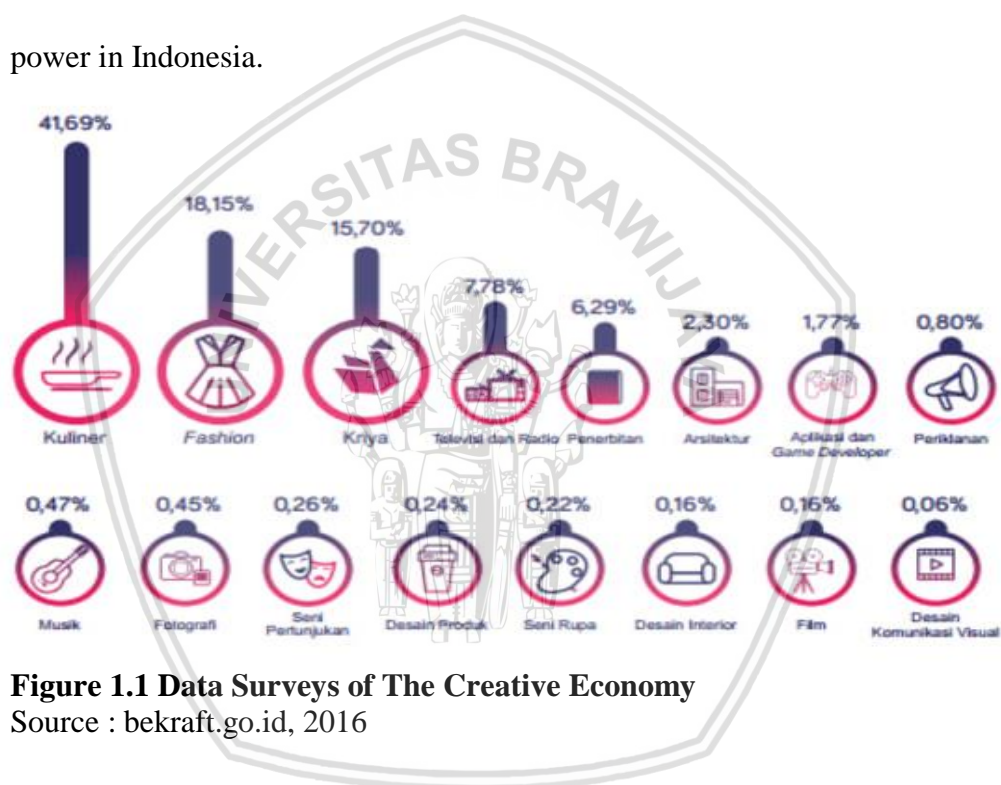


**Figure 1.1 Data Surveys of The Creative Economy**
Source : bekraft.go.id, 2016

Based on data from a survey of the Badan Ekonomi Kreatif (Bekraf) and Badan Pusat Statistik (BPS) 2016 indicated that the Creative Economy sector contributed 7.38% to the total national economy in 2016, which dominated by three subsectors (culinary, fashion, and craft). Further, the fashion sector contributed as much as 18.15% or number two after culinary (kumparan.com, 2017). According to Harry Waluyo (2017) as a Director General for Creative Economy Based on Media, Design, and Science said that

fashion became the pioneer of Indonesia's economic growth. Disclose the results of research and data Badan Pusat Statistik, fashion had become one of the drivers of the Indonesian creative economy.

One of the fashion attributes that are popular all over the world is denim. At first jeans is a trouser for the purposes of the navy, but as the age of jeans developed into a fashion product that can be worn by everyone (Hegarty, 2012). Cause of jeans is one of the fashion attributes that always favored from various circles and timeless, a trend pants always grow, unique, and enthused in the society, and easy to find in stores that make interested in the world of fashion industry competition. Thus making the author's reason to takes the topic of jeans as a topic in fashion marketing research.

In the 1950s jeans began to become casual item clothes that are considered as a form of rebellion because at that time jeans is a clothing used by navy, mining workers and farmers. And in the 1980s fashion designers began to develop jeans as one of the must-have fashion items for everyone, and the design of the jeans made by the fashion designer was tailored to the personality of the brand. Jeans at this time has become a primary requirement. Looking jeans fashion trends until now, make jeans into the main needs of fashion especially in Indonesia.

Dressing style jeans in Indonesia influenced by foreign culture dominated by various brands that have been known today such as Levi's, Wrangler, Lee, Zara and others. The brands are in great demand even though the price of their products is quite expensive, because for its customers the

brand has its own uniqueness in terms of quality, design and can improve the status of the wearer. The Indonesian designers are also interested in creating new innovations using jeans.

The city of Jakarta, as the capital of the State of Indonesia and a business center in Indonesia which became a barometer of competition in the creative industry. Small to large scale local brands are popping up day by day. Various innovations and alternatives from different fields are combined to produce the best quality to enhance market advantage. In Jakarta can easily find the famous jeans brand from local to international brand and also can found most of the jeans store easily, thus providing many alternatives for consumers to be able to choose the desired product according to taste, purchasing power and of course put the quality. It certainly requires every entrepreneur to give more value than any product creates to win the competition in the industry. Thus making Jakarta as a city for the development of a fashion including jeans industry.

The presence of "darahkubiru" community that makes the development of jeans growing very rapidly in Indonesia. Darahkubiru is a website that presents online magazines as well as online community forum. The first community group online on May 29, 2009. At that time the trend of denim and jeans was high but there was no media to gather and exchange information, so it was initiated forum darahkubiru (id.techinasia.com, 2014).
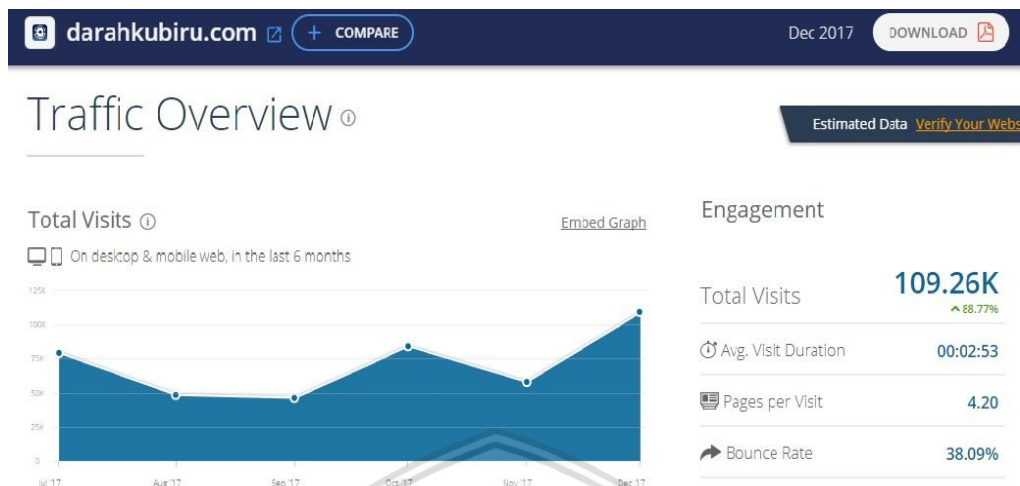
**Figure 1.2 The Statistic of Website Visitors www.darahkubiru.com**
Source : similarweb.com, 2017

In Figure above shows the statistics of website visitors www.darahkubiru.com for the last 6 months ie from July to December 2017, which shows the increase in the number of site visitors. From the data can be seen the enthusiasm of the people of Indonesia to fashion especially jeans is very big. Most of the visitors from the darahkubiru site are the ones who are critical in judging a product. Therefore, currently darahkubiru has become one of the trusted publications for fashion and jeans enthusiasm in Indonesia.

Quoted from interviews (mldspot.com, 2017) to Dimas Respati as the Co-founder of darahkubiru said that, a good development not only from the consumer side, but began to have the awareness that the potential of resources in Indonesia was able to make international quality jeans. In this forum, in addition to being a place of discussion, but also become an incubator for the brands related to jeans so they sell goods and get a direct response from the market they are headed. This has led to developments, not just for sellers, but also for buyers because of the discussion in this forum. So its development is

acceptable in widespread. And also from the Darahkubiru community many great fashion events created, especially for the jeans lovers namely; Wall Of Fades, Pop Up Market, and Brightspot Market are always present in every year and always crowded. From the big event is born a lot of local brands with the concept of a very interesting and innovative concept that wants to break the creative economy market in Indonesia and ready to compete with international brands, namely: Mischief denim divisions, Pot Meets Pop, Elhaus, Aye denim, Old Blue co and others.

Selection of Pot Meets Pop as the object of this research, because the focus of the researcher wants to give input to the local brands in order to survive in jeans industry in Indonesia which mostly held by international brand such as; Levis, Wrangler, lee cooper, and others. Pot Meets Pop as the originator of local jeans brands that use raw materials denim as a new thing in the jeans market in Indonesia, but its existence until now only in stagnant conditions did not show a very significant progress during the 10 years this brand stands. As well as seeing more and more brand jeans that appear, so Pot Meets Pop required to strengthen the level of competitiveness in various aspects. Because the superiority of each brand needs to be highlighted so that brand name is getting stronger and imprinted in the minds of customers. So Pot Meets Pop will get the image and win the market.

Pot Meets Pop is an Indonesian jeans brand founded at the end of 2008 in Bandung Indonesia that can survive until now. Pot Meets Pop Denim was first launched into the market in March 2009. Many reviews have come from

local & international media since then. From the first launch, Pot Meets Pop has teamed up with some big names in the local creative industry. Currently, Pot Meets Pop are distributed to major cities in Indonesia, and entered overseas market (potmeetspopdenim.com, 2017). Pot Meets Pop has a strong brand concept about marijuana, because the culture that had really mainstream in the 70s era. Everyone smoke pot at that time and we want everyone wears our pot meets pop denim at this time (darahkubiru.com, 2009). In addition to having a strong brand concept. Pot Meets Pop as one of the pioneer of premium brand original Indonesian jeans, very respect and support some musicians, fixie riders, skateboarders, & other underground events as a brand collaboration strategies. As well as focus products for convenience not just the cutting, but think mature of the materials.

Seeing above the phenomenon as the rapid development and the enthusiasm of fashion especially jeans in Indonesia, and also as a reference of opportunity, resulting in a lot of competition between entrepreneurs. Company are compete to grab their market. Employers always strive to create new products and innovate to attract the attention of consumers. The number of products that are sale, also giving the number of choices for consumers to buy or use certain products. Thus making the entrepreneurs should be more creative in marketing their products.

The company need to do the latest perceptual mapping to know consumer perception of its brand among its current competitors. Perceptual Mapping is a mapping technique for the perception of a consumer to a brand.

According to Gower in Octaviani (2017), perceptual mapping are often used in marketing to visually study the relationship between two or more attributes and represent a visual representation of the respondent's perception of an object in two or more dimensions. Meanwhile, according to Prasetya and Iskandar (2014) states positioning maps are defined as a diagram that is used to try to show a perception of consumers or potential consumers of a brand and its competitors. Where positioning map will show consumer perception in important purchasing dimension.

By knowing consumer perceptions of brands on perceptual mapping, existing companies and potential firms can decide where they will postulate their products. The company has two options to meet the needs of dissatisfied customers or compete with their competitors by placing their products close to the competitor's product position according to their attributes. So that company able to formulate strategy used to know perception and desire of consumer to our product so that will be able to compete in market and can take big part in market share. Because the stimulation of the company is one of the factors that can affect the decision making on the consumer then each company must design the right strategy to grab the attention of consumers. Essentially marketing strategies provide direction in relation to variable such as market segmentation, target market identification, positioning, and marketing mix elements.

Kohli (2001) mentions that the key element of a competitive marketing is on product positioning. Positioning is concerned with creating a brand

perception in the minds of consumers by acquiring different brand images compared to their competitors products and meeting consumer needs or consumer expectations. It should be remembered that consumer decision-making is not only influenced by the consumer environment, but also by the individual consumer itself as well as the psychological processes that occur in the mind of the consumer or commonly called the perception. Consumer perceptions will determine how the position of each product among competitors, so it will be known whether the consumer perception is in accordance with what the company wants or just the opposite (Yunarwanto, 2010).

One that can be used to measure perception is the product attribute. According to Johnson and Gustafsson in Deppa (2009) Attributes in perceptual mapping are dimensions of a product that define a given purchasing experience and represent consumer ratings of product and purchase decisions. Product attribute represent the development of a product or service that involves determining the benefits offered, communicated and delivered (Kotler and Armstrong, 2004: 347). So the product attribute is used as one of the tools to reveal the superiority of the product and have an influence in purchasing decision.

In assessing a brand we need to connect psychological values, so the authors take several attributes in fashion products based on Brand Luxury Index (BLI) and several other attributes that are match with the fashion conditions in Indonesia, especially Jakarta and Bandung. In this Brand Luxury

Index (BLI), Vigneron and John (1999) developed a conceptual model with non-personally oriented perceptions (perceived conspicuousness, perceived uniqueness, and perceived extended-self) and personal-oriented perceptions (perceived hedonism and perceived quality/perfection). So it can be used to provide quantitative data on consumer brand perceptions.

Based on the background, the authors are interested to conduct research entitled **"Analysis of Pot Meets Pop's Marketing Strategy with Perceptual Mapping Approach"** survey on consumers of Men's Fashion especially Jeans Industry in the City of Jakarta. This research aims to determine the position of a particular brand in perceptual mapping based on the perceptions of the respondents, so that the Pot Meets Pop brand can determine the marketing strategy to win the market competition in mens jeans industry.

**B. Problem Formulation**

Based on the background then the formulation of the problem in this research are:

1. How the customer perception of Pot Meets Pop jeans and its competitors in jeans industry of mens fashion in Jakarta?

2. What strategy that should be run by Pot Meets Pop jeans based on indicators of customer perception?

### C. Research Objective

Based on the problem formulation, the objectives that achieved in this research is to know the customer perception of Pot Meets Pop brand based on product attributes offered to mens jeans consumer in the City of Jakarta, so that brand of Pop Meets Pop can arrange the new marketing strategy that will run and win the market in jeans industry.

### D. Research Contribution

The benefits of this study are expected to provide benefits of the theoretically and practically as follows:

1. Academic Contribution

This research is expected to be utilized as an additional knowledge in the field of marketing science, especially consumer behavior, and become a reference material for further research, especially for focusing its research on the Analysis of Marketing Strategy with Perceptual Mapping Approach. Many phenomena in consumer perception and attributes in mens fashion especially in jeans industry that can be researched and utilized for the development of knowledge marketing world.

2. Practical Contribution

This research is expected to provide an overview of information, view, and suggestion in preparing the marketing strategy with perceptual mapping approach. Positioning and consumer perceptions become one of the aspect that must be studied to determine the final outcome of purchasing decisions and

win the market, so hopefully this research can also provide lessons to achieve

these goals through the proper way of interacting.

**E. Minor Thesis Structure**

In order to clarify this study, the formulated a systematic writing is

general overview of the discussion and the reasearch chapter as the outline. The

structure is a follows :

**CHAPTER I**          **INTRODUCTION**

This chapter contains the explanation of background,

research problems, research objectives, contribution

of research and systematic discussion

**CHAPTER II**          **LITERATURE REVIEW**

This chapter contains the explanation of theoritical

basis of the research. This chapter discusses the

theories used in this research include marketing

strategy, consumer perception, perceptual mapping,

and attributes.

**CHAPTER III**          **RESEARCH METHODS**

This chapter contains the description of techniques

used in this research. The research techniques include

the type of research, variables, indicators, population

and sample, sampling techniques, data collecting

technique, instrument testing, and data analyzing technique.

study and the analyzed and interpreted to be able answer the purpose of the research.

**CHAPTER IV**    **RESULT AND DISCUSSION**

This chapter contains the discussion of research result. Describes the results of research conducted by researchers and discussion of research results. This chapter also includes an overview of the company as well as the general picture of respondents in research conducted by researchers.

**CHAPTER V**    **CONCLUSION AND SUGGESTION**

This chapter contains conclusions regarding the end of the study, suggestions and limitations in research.
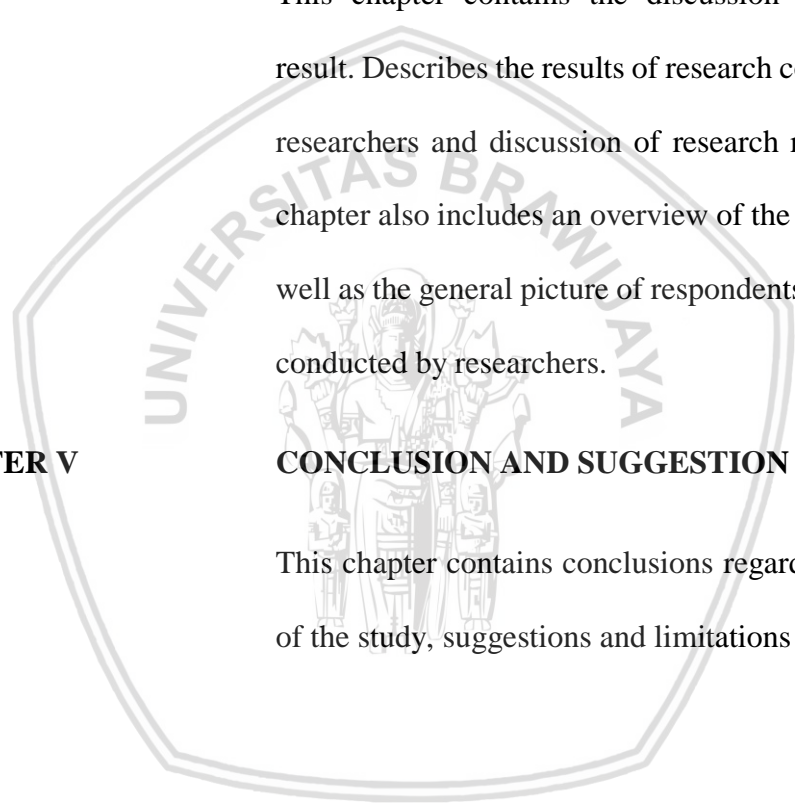
**CHAPTER II**

**LITERATURE REVIEW**

**A. Empirical Review**

To give empirical review of this research, there are several studies discussed in this chapter.

**1. Previous Research**

The previous research relevant to the theme in this study is a support of research that is expected to assist in directing research that will be done. Previous research conducted by several researchers was chosen in accordance with similar topics that can be used as a guide, basic considerations, as well as comparisons for researchers in an effort to obtain a clear direction and frame of thinking. Some of the previous researches used as references in this study include:

**a. Surhayati and Andrianus Febri (2013)**

The title of research "Analysis of Perceptual Mapping of Sport Motorcycle Products" aims to find out the consumers' perceptual mapping of the four branded of sport motorcycles, namely: Yamaha V-xion, Honda Tiger, Kawasaki Ninja R and Suzuki Thunder. It aims also to know which sport motorbike is the most preferred by consumers based on their attributes such as model, engine performance, availability of spare parts and the price offered. The population used in this study are those

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consumers who use sport motorcycle. The 100 respondents are obtained by purposive sampling technique. The results obtained through perception analysis that is by using the Multidimensional Scalling analysis (MDS). It states that the difference in consumer perception which is based on a particular indicator may form a map of different competitive position of different sport bikes. It can say that consumers can state that each brand of sport motor bike has a different meaning. Then, by using the analyzing preference it can rank from 1 to 4. The results indicates that Yamaha V-xion, is the most preffered sport motor bike by consumers because of its first rank in all its indicators.

**b.  Farrel and Tammy (2013)**

The title of research "Luxury perceptions: Luxury brand vs counterfeit for young US female consumers" This study aims to expand the empirical knowledge of the customer's luxury brand perception by using the Brand Luxury Index Index (BLI) scale to compare and differentiate the luxurious perceptions of young female customers for a luxury and artificial brand from the brand, and use data from this study to investigate reliability and the validity of the BLI scale. The sample consists of 215 female students, Modified BLI scale for luxury brand and imitation of the brand. BLI Scale Has 5 dimensions or factors of luxury goods using the perception of orientation that is not personal and personal.

The results of this study show that α is above 0.900 where internal reliability is excellent. To test the research hypothesis, analysis of GML variance with recurrent size and factor between subjects. For both hypotheses, "last handbags gained, fancy or fake" are inter-subject factors. H1 and H2 are supported because of significant differences (po 0.05) for consumer-oriented perceptions of H1a: perceived perception, H1b: perception of uniqueness, H1c, and personal perceptions of H1d: perceived hedonism, and H1e: quality perceptions / perfection; and for H2, all 20 matched pair items on the modified BLI scale between the luxury brand and the brand counterfeit. Generally, respondents consider fake brands lower than luxury brands in all sizes. The results support the findings by Nia and Zaichkowsky (2000) that consumers consider fake brands as inferior inferior brands.

**c.    Prasetya and Iskandar (2014)**

The title of research "Perceptual Map of Online Fashion Store". The core theme of this research is fashion marketing and focuses on customer-based marketing strategies and brand image marketing strategies. The purpose of this research is to map the customer positioning of the local online fashion company, which is the branch market of the world famous fashion brand. In this study, as many as 60 respondents and 600 questions with 10 brands became the object of research. In accordance with Tucker's Coefficient of Congruence, the factors in the

questionnaire are essentially the same, however, the questionnaire has a good basis in normalized stress tests.

Based on explorative research with interviews and secondary data analysis methods. Researchers found that Cotton Ink is a novice in online fashion brand in Indonesia. However, as a beginner, Cotton Ink has not found the correct positioning for their customers, where perception can help fashion businesses to define the point that differentiates them which will make the brand a top of mind. Demonstrated with the matching of nonmetric MDS in this study. Based on Kruskal (1964), stress-I, defined as mismatch results are not good. stress-II based on kruskal (1964) shows the proposition of variance at a distance of scale that is inconsistent with the assumption of monotonicity. 0.76134 shows the inconsistency of monotonicity assumptions. A normalized stress indicates that stress is 0.07565, which indicates that the goodness of the questionnaire results is good, based on Kruskal (1964a). Tucker's coefficient coefficients show a high degree of factor similarity. The coefficient of 0.96143 in the results of this questionnaire shows that the factor is almost identical.

**d. Miftahur (2017)**

This title of research "Analysis of Perceptual Mapping Value Proposition in Selection of E-Commerce-Based Products" (Study on Consumers Uber, Grab and Go Jek in Surabaya). The main aims of this research were to analyze position of several e-commerce based products

such as Uber, Grab and GoJek viewed from its perceptual mapping, cause of perceptual mapping analysis was meant so that firm could found out how does its brand position viewed from several perceptions of customers, therefore firm could found out the weak and strong point of its competitors. It aims also to found out the advantages possessed by Uber, Grab and GoJek in several indicators of value proposition viewed from perceptual mapping. Type of study was quantitative descriptive study. Data analyses used were descriptive statistical analysis and Biplot analysis. Descriptive statistical analysis was used to describe customer perception within perceptual mapping. Biplot analysis can be used to give information regarding diversity in each indicator, correlation between indicator, proximity between objects and variable value in an object. Data source used in this study were primary and secondary data with data collection technique using questionnaire.

2. **Mapping for Prior Research**

For more details, the prior research mapping can be found in the Table 2.1. in the next page.

**Table 2.1. Previous Research Maping**

| No | Authors | Title | Purpose | Research Methos | | | Result |
|----|---------|-------|---------|--------|-----------|-----------------|--------|
| | | | | Sample | Variables | Analysis Method | |
| 1 | Surhayati and Andrianus Febri (2013) | Analysis of Perceptual Mapping of Sport Motorcycle Products. | To find out the consumers perceptual mapping of the four branded of sport motorcycles and to know which sport motorcycle that most preferred by consumers based on the attributes. | 100 respondents with purposive sampling technique. | - Product Attributes <br> - Consumer Preferences | Multi Dimensional Scalling Analysis. | The difference in consumer perception which is based on a particular indicator may form a map of different competitive position of different sport bikes. It can say that consumers can state that each brand of sport motor bike has a different meaning. |

**Continue from Table 2.1. Previous Research Maping**

| No | Authors | Title | Purpose | Research Methos | | | Result |
|----|---------|-------|---------|-----------------|---|---|--------|
| | | | | Sample | Variables | Analysis Method | |
| 2 | Farrel and Tammy (2013) | Luxury perceptions: Luxury brand vs counterfeit for young US female consumers | The expansion of empirical knowledge of customer's luxury brand perception by using Brand Luxury Index (BLI) | 215 respondents with modified BLI scale | - Consumer perception - Brand Luxury Index (BLI) scale | Analysis of GML variance with recurring size and factor between subjects | Consumers consider fake brands as an inferior brands. |
| 3 | Prasetya and Iskandar (2014) | Perceptual Map of Online Fashion Store | To map customers-based positioning of local online fashion companies, which are benchmarked by global leading fashion brands. | 60 respondents with purposive sampling technique. | Consumer Perception | Multi Dimensional Scalling Analysis. | Multidimensional scaling in SPSS analysis which plots brands based on information collected from the questionnaire, |

| | | | | | | | Cotton Ink can compare to the world leading fashion brands. In local fashion market segment, Cotton Ink compete with seven other online fashion retailers. |
|---|---|---|---|---|---|---|---|
| 4 | Miftahur (2017) | Analysis of Perceptual Mapping Value Proposition in Selection of E Commerce | To analyze position of several e-commerce products viewed from perceptual mapping, and found out the advantages possessed by several e-commerce products in several | 60 respondents with purposive sampling technique. | - Value Proposition<br>- Consumer Perception | Descriptive Statistical Analysis and Biplot Analysis | Grab is more desirable for consumers to have a cost-reducing solution that should be covered and also their application materials that can be easily |

| | | Based Products. Study on Consumers Uber, Grab and Go Jek in Surabaya. | indicators of value proposition viewed from perceptual mapping. | | | | consumed by consumers. Uber located in second position because have excellence on branding strategy and can reducing risk of crime and tardiness. Go Jek only excels on the indicator of conformity. |
|---|---|---|---|---|---|---|---|

Source: Data Processed, 2018

B. **Theoritical Review**

1. **Fashion**

Fashion is defined as a social norm that is recognized and recommended by a particular social class at a time. In principle, fashion is inseparable from the factors of certain societal tastes that are influenced by certain socio-cultural developments and within a certain time span. According to Solomon (2013) states that Fashion is a process of social diffusion where some consumer groups use a new style. Fashion process includes all types of cultural phenomena, including art, music, architecture and even science. Fashion is the process of social dissemination for a new fashion to be adopted by consumer groups. Fashion refers to a combination of some attributes that are considered up to date, so if not adopt it then it can be considered not fashioned or outdated.

Based on various definitions of the definition of fashion. In simple, fashion can be concluded as a tendency to follow a particular style that is in love at a certain time and will apply within a certain period. Fashion is reflected by the clothing and accessories that have a particular design that most people love.

Fashion not only gives a person a certain clothing model that makes him feel more comfortable, but can also reflect his class through the clothes he wore. From time to time the development of fashion is

difficult to predict because it is influenced by various factors, especially the consumer's tendency towards new and newer designs. Fashion is not determined by the results of designer design or incessant promotion by the manufacturer. They only offer a variety of designs, but ultimately the choice of which will be a trend depends entirely on consumer perceptions.

2. **Marketing**

a. Definition of Marketing

According to the American Marketing Association (AMA) Board of Directors, Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Philip Kotler defines marketing as the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services.

According to Kotler and Keller (2009:6), Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and managing customer relationships in ways that benefit the organization and its shareholders. Swastha and Irawan (2008:5) Marketing is an overall

system of business activities aimed at planning, pricing, promoting and distributing goods and services that satisfy the needs, both to existing buyers and potential buyers.

The marketing function of a company is very important. It plays the role of the spearhead. That is, with a good marketing function of a company it can be achieved sales in accordance with the expected and the company can survive in an increasingly competitive business world.

b.   Marketing Concepts

According to Kotler and Keller (2009), there are five marketing concepts, namely:

1)   Concept of Production

The concept of production is the first concept in the business world. Where consumers consumers will choose products that are available and not expensive. Production managers are oriented towards achieving product efficiency, low cost and distribution.

2)   Product Concepts

The concept of a product where consumers will ask for the most qualified product, has an innovative performance or features. Managers who focus on this concept make the product superior and continue to improve from time to time. A new product or newly upgraded product is not necessarily a success without costing, distributing, advertising and selling the right one.

3) Sales Concept

The sales concept establishes aggressive sales with promotional efforts, which if not implemented then the product will not sell satisfactorily.

4) Marketing Concepts

Marketing philosophy that believes that the achievement of organizational goals depends on determining the needs and wants of the target market and delivering satisfaction more effectively and efficiently than competitors.

5) Social Marketing Concepts

Where an organization must determine the needs, wants, and interests of the target market and deliver that coveted satisfaction more effectively and efficiently than the competitor in a way that maintains or improves the welfare of consumers and society.

3. **Marketing Mix**

The marketing mix definition based on Armstrong and Kotler (2004:62) is a set of tactical marketing tools that companies combine to responding to his desire for the target market. The marketing mix consists of all the things a company can do to influence demand on the products that produces. It should be runned by the company's circumstances, besides marketing mix is a combination of factors that can be controlled

company to facilitate the buying decision. Some possibilities can be grouped into 4 variables, namely: Product, Price, Place, and Promotion.

a.    Product.

The product means the combination of goods and services the company offers to target market.

b.    Price.

Price is the amount of money that the customer must pay to get the product.

c.    Place.

Places include company activities that make the product available to the target consumers.

d.    Promotion.

Promotion means activities that communicate how valuable its product and encourage the target consumers to buy it.

4.    **Marketing Strategy**

According to Kotler and Armstrong (2004: 45) marketing strategy is the marketing logic where the business unit hopes to create value and benefit from its relationship with consumers. While based on Kurtz (2007: 42) marketing strategy is an overall corporate program to determine the target market and satisfy consumers by building a combination of elements of the marketing mix; product, place, promotion and price.

Before designing a marketing strategy, a review of the future business situation needs to be undertaken. The SME concept is known as 4C Diamond consisting of Change, Customer, Company and Competitor (Kartajaya, 2014). As the name implies, 4C consists of four factors that are mutually tied to one another. The first of three factors are the main elements of the business landscape that is an external factor that must be continuously observed because as it is formulated in its marketing philosophy. Marketing is an "outside-in" approach, rather than "inside out". While the last factor of the Company, is the internal factors of the company that are very critical of its position in strategy development.
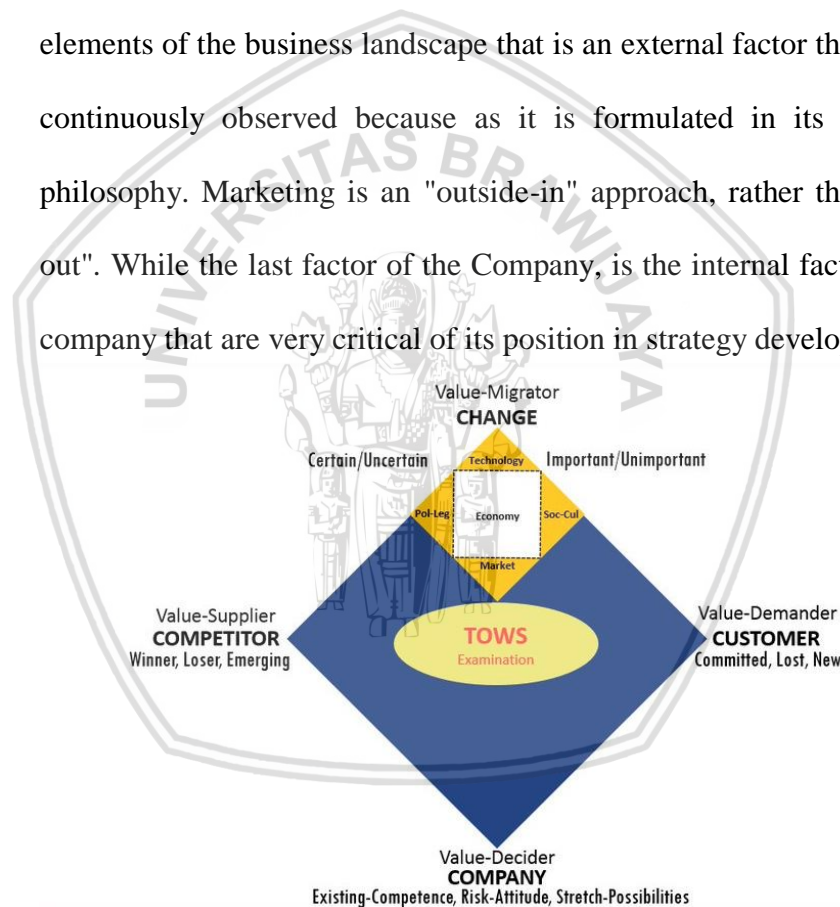


**Figure 2.1 4C Diamond Analysis**
Source: Hermawan Kartajaya, Marketing in Challenging Times 2014.

The Change (environment), Customer, and Competitor studies generate an outlook on the future business landscape. Insight gained from

external changes are things that can threat and also bring new opportunities for internal company. After analyzing the three of "C", then marketers look inside the company, various aspects related to weaknesses and strengths in the midst of landscape changes. Following explanation 4C Diamond based on hermawan kartajaya (2014):

a. Analysis of Changes (Value Migrator)

There are several aspects that affect the occurrence of changes, including technology, political-law, socio-cultural, economic and market. This change includes how definite / uncertain the change is, how important or unimportant the change is. examples of impacts Current technological changes can be seen in the use of internet, twitter, facebook. Even today social change also penetrated into the on-line world. Companies are also currently competing to improve technology, especially the banking industry that offers many features of ATM services and other facilities related to technology.

b. Customer Analysis (Value Demander)

Customer is a value demander, which is where purchasing power needs, the decision is in the hands of the customer. As a result of changes occur, the customer can be a loyal customer, lost customers, or it could be a new customer.

c.  Competitor Analysis (Value-Supplier)

Competition makes the market change. Competitor in this case is a value-supplier. Competitor analysis to know market competitiveness. As a result of competition, competitors can be strong, or vice versa and can also happen potential competitors.

d.  Company Analysis (Value-Decider)

Company is a Value Decider, to identify its effect on the company, the other 3C must be well analyzed. In analyzing the 4C aspect especially in the banking industry, the more ideal analysis used today is the analysis of TWOS (Threat, Weakness, Opportunity, and Srength). This analysis tends to observe outside opportunities and challenges, new to internal potentials.

By predicting accurately the future of the company to be faced. Companies must seek opportunities in uncharted markets. The company decides which customers to serve (segmentation and targeting) and how the company serves them (differentiation and positioning). In other words, marketing strategy consists of 3 activities that form a unity of STP and forming stages in marketing strategy in accordance with Fandy Tjiptono in Tiara (2014) express that STP (Segmenting, Targeting, and Positioning) as the core of modern strategic marketing. The first step is the market segment, which identifies and forms separate groups of buyers

who may need their own product and / or marketing mix. The second step is the determination of the target market, namely the act of choosing one or more market segments to enter or serve. The third step is positioning, which is the act of building and communicating the special benefits of a product in the market.

a. Segmenting

Segmentation is a heterogeneous process of market-boxing into "potential consumer" groups that share the same needs and / or similarities of characters that have the same response in spending money. The main objectives of segmentation are to serve the consumer better and improve the company's competitive, and increase sales, improve market share, communicate and promote better and strengthen the image. In general, segmentation is useful to improve the position of corporate competition and differentiate better service to consumers.

According Weinstein (1994) grouping a more complete segmentation approach including geography, demography, socio-economic, psychography, usability, benefits and behavior. Based on the approach, behavioral segmentation approach consisting of psychograph, product usage, benefit, perception, preference, image concept, media exposure and marketing factor is one of the approaches recommended for developing positioning strategy.

b. Targeting

Targeting in the STP (segmenting, targeting and positioning) is closely related to the media that can be used to reach new groups or segments. According Kasali (2001) targeting has two functions at the same time that is selecting the market targeted in accordance with certain criteria (selecting) and reaching the target market (reaching) to communicate themselves.

c. Positioning

According Kotler (2009) positioning is an action that the marketer to make the image of the product and the things that want to be offered to the market managed to gain a clear position and meaning in the minds of their target consumers. Positioning can also be interpreted as a first opinion or what arises instantaneously in the minds of consumers when they think of a product, and also part of the marketing strategy in the main marketing principles along with targeting and segmenting, as shown in the figure below;



**Figure 2.2 Relationship Positioning with Segmentation and Targeting**
Source: Kotler, Amstrong, Principles of Marketing.

There are 3 stages in determining positioning, which is collecting customer value differences to build positions, choose the right competitive advantage, and choose the overall positioning strategy. According to Tjiptono (2008) to create competitive advantage in order to position itself in the minds of consumers, the right positioning strategy and marketers must be able to communicate and provide the specific benefits that the target market needs.

Tjiptono (2008) mention that positioning can be distinguished into physical positioning and perceptual positioning. Physical positioning is based on objective physical characteristics such as price, weight, volume, physical size, memory capacity, fuel consumption, capacity and so on. Instead perceptual positioning emphasizes more on the subjective aspects of the consumer's judgment of factors other than the physical characteristics of a product or service such as the opinions of others, how the product is presented, the past experience of the product. In this perceptual positioning, products that are physically similar, may be perceived differently due to subjective judgment.

Based on these two types of positioning, Kotler and Keller (2009) suggest that perceptual attributes should be considered in the positioning strategy of all sorts of products. This is because the physical

characteristics of products circulating in the market today tend to be the same or similar to the others.

Kotler (2004) defines Positioning as the reason of being, that is how to explain the identity and personality of the company's company in the minds of customers so that it can seize the customer's trust. The key to the success of positioning lies in the perception created. Because positioning:

1) Positioning is a communication strategy undertaken to bridge the product with potential customers, communications relating to attributes that are physically and non-physically attached to the product.

2) Positioning is dynamic because it is a strategy that must be continually evaluated, developed, maintained and raised.

3) Positioning relates to marketing event, because the positioning is related to the image of the consumer mind, it must develop public relations marketing strategy through marketing event chosen in accordance with the character of the product.

4) Positioning relates to product attributes, the consumer basically does not buy the product, but combines the attributes that the manufacturer is highlighting in positioning.

Cause of human behavior according to the concept of cognitive psychology will react to a certain information that begins by a rational awareness of the environment. The process of sensation to the senses will provide information into the brain, then the process of thinking (cognition) involves something called perception. That perception is the basis and center of attention of positioning experts. A company can determine its position through customer perceptions of its products and competing products so that it will produce a perceptual mapping. By using the perceptual mapping that can be identified various strategies of positioning according to Simamora in Fatmayuslia (2016), namely:

1) Attribute positioning. This happens when companies position themselves through attributes, such as size, length of presence, taste, etc., for example Fuji Film is claimed to be the most complete color film.

2) Benefit posotioning. The product is positioned as a leader in certain benefits. For example, Toyota Avanza brand car is claimed as the most econimic family car.

3) Use / application positioning. The product is claimed to be the best for a particular use. For example, the Mitsubishi Pajero car brand as a formidable all-terrain car.

4) User positioning. It is a claim that the product as the best for certain users. Anlene's milk sample is a milk suitable for middle-aged women.

5) Competitor positioning. The product is positioned as the best of its competitors in certain respects. The example of Pepsi Cola is better to have a larger bottle at a relatively similar price than its competitors.

6) Quality / Price Positioning. The product is positioned to provide the greatest value because of the cheap price with better quality. For example, mosquito reps Hit dopaign sabagahi mosquito repellent with cheaper price and better quality than competitors.

Now, positioning is the center of activity in modern marketing, by providing a bridge between companies and targeted consumers, illustrating to consumers how the company embodies something different from its competitors. Positioning becomes a real design to create the company's image, so that the targeted consumer understands where the company stands among its competitors.

## 5. Buying Preference

According to Koksal (2014) Every different buyer has different needs and consequently each buyer has a special needs structure. In general, Buying Preference is the level of interest or the most important factor when buying a product. It was then confirmed by Matthiesen and

Phau (2010) in his article entitled Brand image inconsistencies of luxury fashion brands, stating that "Fundamental to this structure is the buyer's generic need which, depending on the extent of the buyer's specificity, transforms into a unique need" (Pels et al., 2000).

6. **Perception**

Perceptions often speak stronger than facts. So it gives the impression that consumer perception looks more useful than showing fact that not necessarily acceptable by consumer. According to Kotler and Armstrong (2004: 193) perception is a process by which a person can choose, organize and interpret information into a very meaningful image in the world. Meanwhile based on Horovitz in Febri (2013) perception is the assumption that emerged after making observations in the surrounding environment or see the situation that happened to get information about something. Therefore, the concept of positioning is closely related to how consumers process information. In his brain man processes information from a thought process involving something called perception.

According to Suryani (2008) perception formed from a series of information and attributes related to the product or service. Such information and attributes can be intrinsically related directly to products such as color, size and more. And those that are not externally related to products such as brand placements, prices, imagery, services or

promotional / advertising messages. Perception can also play an important role especially in applications in implementing:

a.    Brand image

Brand image is generally identified all things related to the brand that is in the minds of consumer memory. According to Keller (1993) in Vahie and Paswan (2006) defines Brand Image as the total number of brand associations that consumers have as a memory that leads to brand perceptions. According to Schifman and Kanuk (2010) in Saputri and Pranata (2014), brand image is a long-lasting perception, shaped through experience, and has a relatively consistent nature, and therefore consumer attitudes and actions toward a brand image is an important element which encourages consumers to buy a product. Based on the description can be concluded that a good brand image will have a positive impact on consumer behavior on the brand, such as the opportunity to obtain more loyal buyers.

b.    Brand Awareness

According to Macdonald and Sharp (2003) in Sasmita and Suki (2015) Brand Awareness is the point of view of how consumers associate brands with specific products that they aim to have, brand awareness is indispensable for communication as a process to raise awareness of top of the mind. Brand awareness refers to the "likelihood that a brand name

will come to mind and the ease with which it does so" (Keller 1993 in Brochado 2015). Brand awareness can be conceptualised as having different levels, ranging from brand recognition, at the lowest level to brand recall directly from memory, at the highest level. Whereas brand recall is defined as the consumers ability to retrieve the brand in a given product categor, brand recognition represents the consumers ability to confirm prior exposure to the brand when given the brand as a cue. When a brand is well entrenched in an individual's memory, it becomes easier to develop brand associations and establish them firmly in memory.

c.  Brand Preference

Corporate image that obtained by brand preference has a big role in influencing consumer decision making. When consumers do not have complete information about products and brands, the consumer will use the company image as a basis in choosing the product (Kartajaya, 2014).

d.  Perceptions of risk

In the buying process, consumers will consider the risks that will occur. This perceived risk will be based on many considerations sourced from relevant information and experience. Risks are defined as uncertainties faced by consumers when they are unable to see the possibility of a purchasing decision being made. Mowen and Minor in Fatmayuslia (2016) explains there are 6 types of risks perceived by

consumers, namely: risk of financial, psychological, physiological, social and time.

e.   Perception of quality

Consumers will directly or indirectly provide an assessment of the services they will buy or have consumed. Evaluations are based on an overall assessment of what is received and experienced compared to what is expected. There is acceptable service and expected service.

Humans can form different perceptions although the same stimulus is due to three perceptual processes: selective attention, selective distortion, and selective retention. How the person acts was influenced by his own perception of the situation and information. We all learn through the flow of information through the five senses. Nevertheless, each of us receives, regulates, and interprets this sensory information in our own way. Perception is important for measuring products or services. Knowledge of consumer choice of a product is very useful to build positioning strategy.

The disparity between consumer perceptions and product positioning is a measure of the success of a product positioning strategy that is in accordance with the function of product positioning itself. The function of product positioning is to organize and coordinate marketing programs, to provide unity of views on the superiority of a product in meeting the needs of the intended segment. Assael as cited by

Fatmayuslia (2016) states that "product positioning is a strategy designed to communicate product benefit to meet consumer needs. In addition, the success of positioning strategies depends on how the target segmented react to direct marketing strategies".

Consumer perceptions can be measured by asking for help to consumers to assess product attributes by using a scale appropriate to their opinion, which illustrates consumer perceptions. If the consumer has the perception as expected by the company, then it can be said that the company's product positioning strategy has succeeded in influencing its sales. So it can be said also if a product already meets the needs and satisfaction of the desire for the product offered, then the product has been in accordance with the needs and desires of consumers. Schiffman and Kanuk (2007) describes the success of product positioning that is executed is as follows "the result of successful positioning strategy is a distinctive brand image on witch consumers rely in making product choice, consumers rely more on the product image in making purchase decision" .

By looking at the role of perception of product positioning, marketers must pay attention to the stimuli and product attributes that will be given in doing product positioning, so that will get a better perception on the consumer and can be selected as a product that is superior to other competitors.

### 7. Product Atrributes

According Kotler and Armstrong (2004:347) attributes are the development of a product that involves a picture of the benefits for the product to be offered, while based on Kotler (2004) product attribute is a component that is the nature of a product that ensures that the product can meet the needs and desires applied by the buyer. Product attributes are elements that are considered important by consumers and used as the basis for return of purchase decisions. Product attributes consist of:

a.  Brand

Brand is the name, term, sign, symbol / symbol or combination of other attributes that are expected to give the identity and differentiation to the competitor's product. In order for a brand to reflect the meaning conveyed, there are several requirements, namely: the brand must be unique and unique, and the brand should be able to describe the benefits and quality of the product.

b.  Packaging

Packaging is a process related to the design and manufacture of containers or wrappers for a product.

c.  Services

At this time a product can not be separated from the elements of services or services, whether it services as a core product or service as a complement.

d.    Warranties

Guarantee is a promise which is the obligation of the manufacturer of the product to the consumer, where the consumer is compensated if the product is not working properly.

Product attributes become a very important factor for consumers in making decisions based on product image or product position in mind that is the result of assessment based on product attributes. With product attributes, both directly and indirectly consumers position a product has an advantage over the mind compared to other products. Based on Kotler (2004) states that consumers can behave differently in view of product attributes that are considered relevant and prominent. They will pay the most attention to attributes that bring the benefits they seek.

Vigneron and Johnson in Doss and Robinson (2013) developed a conceptual model that identified components of consumer luxury brand perceptions as the product attributes. The first component, nonpersonal-oriented perceptions, included the factors of perceived conspicuousness, perceived uniqueness, and perceived extended-self. Personal-oriented perceptions were the second component and included the factors of perceived hedonism and perceived quality/perfection. In 2004, Vigneron and Johnson developed and tested the 20-item BLI scale, a tool that could be used to provide quantifiable data on consumer brand luxury

perceptions. The BLI scale could be used as an instrument that would address concerns about luxury brands mentioned by Cailleux et al. (2009), Wiedmann et al. (2007), and Keller (2009). Vigneron and Johnson in Doss and Robinson (2013) stated the BLI could be used to gauge consumer perceptions and to also develop effective product promotional and positioning strategies. Such a tool could also prove useful in the comparison and contrasts of competing brands. The five factors of the Vigneron and Johnson (2004) BLI scale are described as follows:

a. Perceived Conspicuousness

The public consumption of brand products can be important to individuals looking for social prestige and status (Bearden and Etzel, 1982). For many consumers, a higher price denotes higher quality; therefore, a more expensive good can be viewed as a luxury good. Vigneron and Johnson (1999) noted that the use of a "prestige-pricingstrategy" is appropriate when appealing to status-seeking consumers.

b. Perceived Uniqueness.

Brands atrributes have often been viewed as products that are not accessible by the mainstream consumer due to their higher price. They are considered to be unique because not everyone can afford

them. They are considered to be exclusive since theymay be available only at select retail outlets.

c. Perceived Extended-Self.

Consumers may use a products to construct their own identity. Belk (1988) noted that many consumers regard their possessions as being part of their identity. Consumers may also use expensive and exclusive luxury products to distinguish themselves from others. Vigneron and Johnson (2004) stated that consumers' need to separate themselves from a non-affluent lifestyle affected their luxury-seeking behaviour.

d. Perceived Hedonism.

According to Bearden and Etzel (1982), hedonism refers to sensory gratification and sensory pleasure derived from the consumption of a luxury brand. Hedonism captures the emotional and pleasurable benefits of a product, rather than its functional properties.

e. Perceived Quality/Perfection.

As previously mentioned, consumers often associate a higher price with higher quality, and therefore often assume that a luxury, higher-priced brand has superior characteristics over a non-luxury brand. These characteristics may include craftsmanship, design, and durability.

8. **Perceptual Mapping**

   To know the position of product and brand company in consumer mind, can be done by measuring perception of consumer through perceptual mapping, because perception of consumer in seeing a product with certain brand make a reason consumer choose the product, always wear it and not easily to move to other brand. This is what the company knows about how consumers see products issued by the company, whether consumers remain loyal to the product of one brand only. For that the company needs to map the consumer perception, so it can be seen that the mapping of perceptions of a brand due to the consumer's view of a product from one brand with another brand.

   Perception map is a quantitative that can help marketers to position the products in order to gain consumer confidence in the brand of the product. In this case it can be concluded that the map perception can occur because of the view of consumers in assessing a brand so that then trust the brand.

   To know more clearly about Perceptual Mapping, the following describes the understanding of some management experts: According to Henry Assael (2007: 661) "perceptual mapping is a group of quantitative techniques which are based on the way they are perceived by the consumer. The closer one is similar to another brand. The basic

assumption is that if consumers see two brands as being similar, they will behave similary to word the two brands."

According to Ratnawati in Febri (2013) "perceptual mapping shows the place where consumers prefer to place products according to what they feel". With a map of perception, each brand or product occupies a special place (point). Products or brands that have similarities will be close together, while those with many differences will be far apart. Meanwhile, according to Schiffman and Kanuk (2007) perceptual mapping is "The technique of perceptual mapping helps marketers to determine how their product or service appear to consumers is relations to competitive brands on one or more relevant characteristics."

Thus it can be seen that from each perception sorted in a map to be able to see the advantages and disadvantages of each brand based on its product attributes, whether it affects the sales capacity and the chances of competition is very prominent or strict. For that a company must be able to keep watch do not be careless and one way is to create a map of consumer perceptions. In order to obtain an accurate data with intense competition.

Perceptual mapping results show how the position of the product or service is assessed based on certain attributes and can provide information to the company about the description of the position of the product or brand of their company compared to the competitors. Thus in

the two-dimensional image, some things in perceptual mapping can be known, namely:

a.  Relative position between objects. Based on this information two objects that have the closest distance are said to have a high degree of similarity and proximity based on the observed attributes, compared with objects that have longer distances.

b.  The relationship between attributes, from this information will be known about the linear relationship (correlation) between attributes and the importance of an attribute based on its diversity (variance).

## C. Research Design
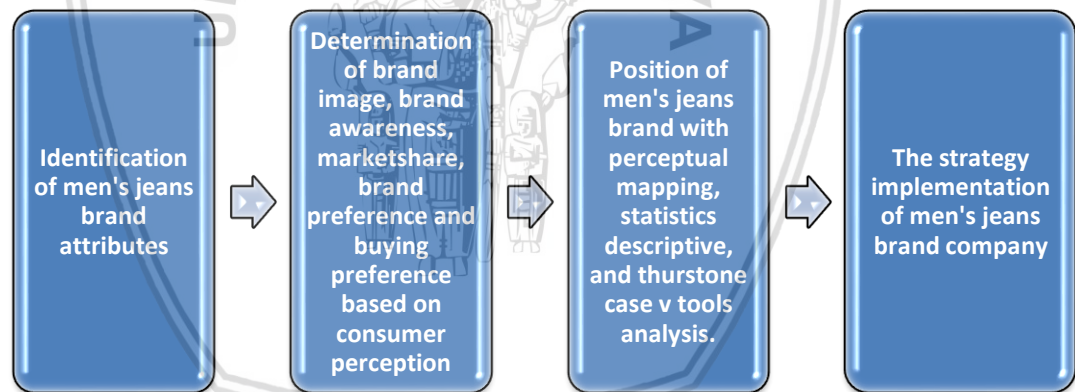


**Figure 2.3 Research Design**
Source: The author processed, 2018

This research is focused on consumers of men's jeans brands in Jakarta. Men's jeans brand attributes are used as a benchmark that distinguishes between brands seen from consumer perceptions. Then the results with the tools of perceptual mapping, statistics descriptive, and thurstone case V analysis used to determine the positioning of a brand

according to consumer perceptions and can know the weakness and strength of a product where the results are expected to be used for companies to determine marketing strategy that should be done. The focus of research on perceptual mapping analysis because researchers want to provide a picture or mapping in the form of visual dimensions that make it easy to read, understood, and intepretable. So that it can know the consumer perceptions, weakness, strength, and position of a brand so it can determine the strategy to be applied.
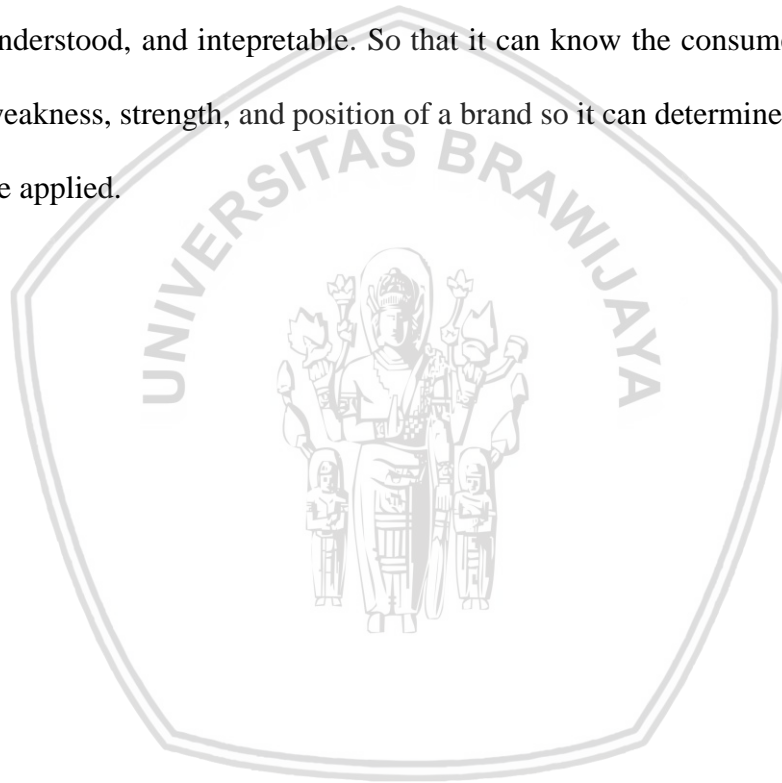
# CHAPTER III

# RESEARCH METHODOLOGY

## A. Type of Research

The type of research is using a descriptive research and using a quantitative approach. This study measures social phenomena, and collect facts that are uncertain or temporary and will continue to grow. Nazir (2011: 54) defines descriptive research as a method of researching the status of human groups, an object, a condition of a system of thought, or a class of events in the present which aims to make descriptive, image or painting systematically, fluctuall and accurate facts as well as the relationship between the phenomena being investigated. According to Zulganef (2013: 11) descriptive research method is research that aims to describe a particular condition or phenomenon, not sifting through or looking for factors or certain variables. The reason for using of this type of descriptive research because in this study will explain in full of marketing strategy analysis with perceptual mapping approach.

According to Malhotra (2009: 161) Quantitative research is a research methodology that attempt to quantify data and usually describes a particular analysis. This quantitative approach occurs when the process of simplification into a form that is easier to read and interpret. This process starts from a theory that is derived into a hypothesis. Retraction of the hypothesis is done so that the conclusion of the required sample of the whole population is done correctly by the researchers (Malhotra, 2009: 161).

**B. Research Location**

The location of the research is where the research took place and conducted by researchers in order to collect data as a reinforcement base as well as a real evidence in writing. This research was conducted on the men's jeans consumer in Jakarta.

Jakarta, as the capital of the State of Indonesia and a business center in Indonesia. It can easily find the famous jeans brand from local to international brand and also can found most of the jeans store easily. Thus became a place for the fashion development. The presence of "darahkubiru" community in Jakarta that makes the development of jeans growing very rapidly in Indonesia. The city of Jakarta selected by researchers as a city to collect data from respondents. Based on that, it can be easier for researchers to get respondents related to the study, in addition to consideration of time, cost, and manpower.

**C. Variables and Measurment Scale**

    **1. Variable and Operational Definition**

        **a. Variable**

Before doing the research to answer a particular purpose, firstly done identification of variables that can be used to measure the position of jeans brands in Jakarta. This variable will be used in analyzing perceptual mapping. According Sugiyono (2016: 38) research variables are anything in the form of what is set by the researchers to learn so obtained information about it, then drawn conclusions.

This research is a quantitative descriptive analysis and the influence between variables is not measured, so there is no independent variable and dependent variable. Variables used is brand image, brand awareness, marketshare, brand preference, and buying preference. According to Zikmund and Babin (2013: 85) said that descriptive research, as the name implies, this research explains the object's characteristic, human, group, organization or environment. In short this research tries to make a picture of a particular situation.

**b. Operational Definition**

According to Zikmund and Babin (2013:8) Operational Definition describes the variables in which researchers use attributes that are the size of the research so that it gives information the size of the attributes to be studied. The variables used by the researcher are Brand Image, Brand Awareness, Marketshare, Brand Preference, and Buying Preference, also explanation about the items of each variable.

Operational definition is scientific information that is very helpful to other researchers who want to do research using the same variable. Because based on information can know how to make measurements of variables built on the same concept. Thus it can determine whether to keep using the same measurement procedure or new measurements are required. Table 3.1 will explain the item of the variable and the source of variable items acquisition modified by the researcher to follow the situation under the target conditions of the research.

**Table 3.1** Definition of Operational Variable

| Variable | Item | Source |
|---|---|---|
| Brand Image | Popular | Doss, Robinson (2013) |
| | Affordable | |
| | Exclusive | |
| | Unique | |
| | Luxury | |
| | Original (style) | |
| | Vintage | |
| | Adult | |
| | Cool | |
| | Young | |
| | Charming | |
| | Elegant | |
| | Sporty | |
| | Durable | |
| Buying Preference | Price | Koksal (2014) |
| | Brand | |
| | Trendy | |
| | Product Quality | |
| | Conformity with Personality | |
| | Discount / Promotion | |
| | Store Convenience | |
| | Store Image | |
| | Display Product | |
| | Salesperson Attitude | |
| | Company Reputation | |
| | Product Exclusivity | |
| | Suitable of Size | |
| | Clothes Leisure | |
| | Colour | |
| Brand Awareness | Top Of Mind | Brochado (2015) |
| | Brand Recall | |
| Marketshare | Most Buying | Kartajaya (2014) |
| Brand Preference | Most Favorite | Kartajaya (2014) |

Source: processed by researcher, 2018

1) Brand Image

In the brand image indicator using items derived from attributes in fashion products based on Brand Luxury Index (BLI) according to Doss and Robinson (2013), as follows:

a. Popular

Popular which means known and liked by many people in accordance with the needs of society in general, is needed by a jeans brand to remain in the minds of consumers and for other purposes such as improving the class of the wearer.

b. Affordable

Affordable which means to be bought or achieved from the price perception that consumers have set before they buy jeans product, so they are satisfied with the money spent to get the quality of products offered.

c. Exclusive

Exclusive which means the mark used by the entrepreneur against a certain superior product or item, which makes the jeans consumers feel special from the others.

d. Unique

Unique which means its own form, attribute or types, other than others and there is no similarity with another jeans brand. So unique can be labeled as something very special and rarely

encountered and often seen as a product that can not be bought by mainstream consumers.

e.  Luxury

Luxury which means a product with an expensive price. Where jeans are specially made to serve consumers feel special, proud and different from most people. To gain status and recognition and honor in order to participate in certain circles and become a lifestyle, so remind themself of his identity.

f.  Original (style)

Original here means not in the sense of the opposite of the fake, but the original style. Original (style) which means the aspect of the jeans product that is created as a characteristic aspect of the jeans brand improves the authentic atmosphere of the jeans itself which can differentiate with other brands such as the arcuate, brand, rivets, cutting style, etc.

g.  Vintage

In the world of fashion, vintage generally refers to the style of dress in the 20 to 60s with many striking touches and colors. But in the jeans industry, vintage is the style used in the early jeans it came out in 1890 as a uniform of cowboys, miners, cattle hands and frontiersmen and other jeans cultures. Now the vintage jeans culture is called rugged style. So the question arises "whether the jeans of the brand "X" gives the impression of vintage?"

h.  Adult

Adult which means reaching maturity in time and characteristic benchmarks, in which the brand of a jeans can position itself well looking at the competition, understand the surroundings in the manufacturing process, and maintain the brand image in the market. So as to make consumer consideration for adult consumers before buying a pair of jeans.

i.  Cool

Cool which means looking elegant, handsome, and agile. whether the characteristics of the jeans brand can give a cool impression of its daily use, so they are satisfied and loyal to the brand.

j.  Young

Young which means not yet ripe in the time and characteristic benchmarks, The strength of its jeans brand is already strong in the face of competition what should still be a lot of learning to issue new innovations that can win the market in a short span of time.

k.  Charming

Charming which means characteristics that can attract of jeans consumers with the consideration that the brand can provide new brilliant ideas and innovations and make it a trend in the jeans industry, so consumers who do not know this jeans brand wants to buy it as well.

l.  Elegant

Elegant which means beautiful, neat, graceful, and supple. Certain jeans brand make their jeans look neat and flexible in order to apply in various formal and informal times with the selection of materials, colors and attributes that emphasize of consumer convenience.

m. Sporty

Sporty which means more striking where the jeans brand provide accent attributes that can steal the attention for who sees the jeans. And make consumers feel more confident that can be used in all activities and fit combined with other sports styles.

n.  Durable

Durable which means not easily damaged and long lasting. For the development of fashion especially jeans today, have made jeans as clothing that can be used every day. So jeans products must have endurance products with many considerations in terms of materials, stitches and dyes to meet the needs of consumers who have different activities.

2)  Buying Preference

In Buying Preference items sourced from attributes based on the effect of fashion attribute on Fashion Leadership according to Koksal (2014), as follows:

a. Price

Price is the consumer's perception of the cost that must be incurred when buying a product.

b. Brand

Brand is the consumer's perception of the value of a brand.

c. Trendy

Trendy is a consumer perception of clothing products that fit in his day or the latest.

d. Product Quality

Product Quality is the consumer's perception of the value of a clothing product.

e. Conformity with Personality

Conformity with Personality is a consumer perception when choosing a product that suits itself.

f. Discount / Promotion

Discount / Promotion are consumers' perceptions of discounted products by percentage.

g. Store Convenience

Store Convenience is a consumer perception of the clothing store atmosphere when the end.

h. Store Image

The image of the Shop is the consumer's perception of the good of the store's clothing store.

i. Product Display

        Product Display is a consumer perception of the products on display at the store.

j. Salesperson Attitude

        Salesperson attitudes are consumers' perceptions of the good and bad service of store salespeople.

k. Company Reputation

        Company reputation is the perception of the consumer to the image of the company viewed in terms of external and internal.

l. Product Exclusivity

        Product exclusivity is a consumer's perception of a product with a special design and is not sold in large quantities.

m. Suitable of Size

        The suitability of clothing size is a perception of the size of clothing that suits the consumer.

n. Clothes Leisure

        Leisure Clothing is a perception of comfort when used.

o. Colour

        Colour is a perception of the colour style of a purchased.

3) Brand Awareness

    Brand Awarness is the level at which customers are aware of the brand and become part of the brand on brand personality according to Brochado, Silva, and LaPlaca (2015) and added by researcher to the

research require to know the mindshare, heartshare, and marketshare based on hermawan kertajaya, namely:

a. Top of Mind

Top of Mind or the most important awareness of the brand requires the brand awareness first. Brands that are easy to remember or who successfully dominate the market tend to be the Top of Mind to consumers.

b. Brand Recall

Brand recall that is reflected by another brand that consumers remember after the consumer mentioned the first brand.

4) Marketshare

In marketshare variable sourced from the indicator of 4C Diamond by Hermawan Kartajaya (2014) that focusing in external side by change environment sector to know the sales item of brand with most buying item. By fulfiling the whole set of good marketing concepts, then the brand can get market and high sales level to attend in top rank of most buying level.

5) Brand Preference

Brands that are striking the value offered by a brand and the uniqueness of brand. A brand that describes a consumer's identity, hedonism or giving happiness or pleasure to the consumer, and quality or perfection. In brand preference variable sourced from the

indicator of mindshare theory by Hermawan Kartajaya (2014) to know the brand that like by consumer with most favorite item.

## 2. Measurement Scale

Researcher use the measurement scale in this study is Rating Scale and Ordinal Scale:

a. Rating Scale, according to Fathnur Sani (2016:179) this scale is the scale of research used to describe the rank of each given answer. Based on these definitions, it can be concluded that the scale rating is the collection of data from the respondent's answers are recorded in stages in nominal form. This scale has a level of measurement with a value of 1 to 10 to rate each item of a questionnaire statement, a value of 1 for the most unfavorable value and a value of 10 for the best value. Respondents were given the flexibility to answer each question item on the questionnaire.

b. Ordinal scale, according to Indrianto and Supomo (2002:98) is a measurement scale that not only states the category, but also states the rank of construct / rank and sorted from the higher level to the lowest level or vice versa. This scale is a ranking to be chosen by the respondent in nominal form by mngurutkan item in the questionnaire which he thinks most important from the highest to the lowest. The most important items start from number one and so on.

### D. Population and Sample

### 1. Population

Population is a generalization region consisting of: objects or subjects that have certain qualities and characteristics set by the researcher to be studied and then drawn conclusions (Sugiyono, 2016: 80). Every research is first set target population. Target populations are specific populations relevant to research objectives and problems. The target population can be a set of objects determined by certain criteria that can be categorized into the object. The population in this study are men who understand the fashion especially jeans that are in the city of Jakarta. The characteristics of the target population are as follows:

a. Men's with 17 – 40 years old.

b. Wear jeans product.

c. Know the brand of jeans products.

d. Make a purchase of jeans products last 12 months.

### 2. Sample

The sample is part of the number and characteristics possessed by the population (Sugiyono, 2016: 81). Sampling technique in this research use purposive sampling, that is part of nonprobability sampling. According to the Sekaran (2016: 135) design of retrieval by non-probability means that the possibility of each member of the population not getting equal opportunity to be a sample means that the findings from the study of the sample can not be convincingly generalized to the population, that the

purposive sampling is this sampling takes into consideration certain characteristics that are considered relevant or may represent the object under study.

The sample in this research is the consumer of men's fashion brand especially jeans in the city of Jakarta. Due the number of population in this research is not known, then the determination of the number of samples using the formula of Machin and Champbell (1997:168-169) as follows: $Z_1$

For the first iteration:

$$U'\rho = \frac{1}{2}ln\left(\frac{1+\rho}{1-\rho}\right)$$

$$n = \frac{(z_{1-\alpha} + z_{1-\beta})^2}{(U'\rho)^2} + 3$$

Second and third iteration

$$U\rho = \frac{1}{2}ln\left(\frac{1+\rho}{1-\rho}\right) + \frac{\rho}{2(n-1)}$$

Information

| | |
|---|---|
| $U\rho$ | : Standard normal random variable corresponding to particular value of the correlation coefficient $\rho$ |
| $U\rho'$ | : Initial estimate of $U\rho$ |
| n | : Sample size |
| $Z_{1-\alpha}$ | : Prices obtained from the standart normal distribution table with the spesification alpha, $\alpha = 5\%$ |

$Z_{1-\beta}$ : Prices obtained from the standart normal distribution

table with the specified beta, $\beta = 10\%$

$\rho$ : The correlation coefficient of the smallest which is expected to be detected significantly

Based on the consideration above that when the lowest estimated value of r will be obtained through this research is r = 0.30 ; $\alpha$ = 0.10 on testing two way and $\beta$ = 0.05 then obtained the minimum n = 116 samples. But, researchers sampled 150 respondents with a rationalization based on machine champbell formula calculation 116 as a minimum number, which means researchers assume the number 150 can better represent the scope of the wider research. The sample involved in this study will be 150 respondent in the city of Jakarta, that are distributed to respondents with the target in population characteristics.

**E. Data Collection Technique**

**1. Data Source**

The data source is where researchers obtain data and information related to research conducted:

a. Primary Data, is data obtained from the first source either from individuals or individuals such as the results of interviews or the results of filling out a questionnaire commonly done by researchers (Umar, 2008: 42). Primary data is data collected and processed by an organization or individual directly from the object, the primary data used

by researchers in this study obtained directly from the respondents through the distribution of questionnaires.

b. Secondary Data, is data obtained in the form of finished, already collected and processed by other parties, usually already in the form of publications. According to Umar (2008: 42) secondary data is the primary data that has been processed and presented either by the collector of primary data or by others such as in the form of tables or diagrams, secondary data used by researchers in this study obtained from journals and book.

## 2. Research Instrument

Research instrument is a tool used by researchers to collect data in the field or at the location, the instrument in this study using a questionnaire by survey in research location. The questionnaire is a list of written questions previously formulated that respondents will answer, usually in clearly defined alternatives (Sekaran, 2006: 82). Based on the explanation, the researcher determines to use research instrument in the form of spreading of questionnaire. This questionnaire contains questions or written statements that will be answered or responded by respondents in an effort to obtain information related research. This study uses data collection tool or research instrument in the form of questionnaires or questionnaires that can be filled by respondents. Respondents were asked to answer each item

using the scale rating and ordinal scale. The questionnaire is divided into two sections, namely:

a. Questionnaire section A

Questionnaire section A to find out the demographics of respondents, including age, marital status, employment and income.

b. Questionnaire section B

Questionnaire section B to know Perceptual Mapping description is a mapping technique on the perception that consumers have in terms of fashion brand. The B questionnaire uses a rating scale of 1-10 to determine the brand awareness and brand image. The ordinal scale of respondents are asked to whip out items from buying preference.

3. **Data Collecting Methods**

Data Collection Methods in this study were obtained from the field by distributing offline questionnaires to respondents. According to Suryani, hendryadi (2013: 173) questionnaire method is a technique of data collection conducted by giving a set of questions or statements to others who made the respondents to be answered. Based on the description of the researcher using questionnaire method that is done by giving some questions that have been written and designed to know the respondent's answer. Questionnaires will be distributed to respondents of 150 samples and filled by men who understand fashion brands, especially jeans in the city of Jakarta.

### F. Data Analysis

To be able to process the data on the research result of data analysis is required. The process of data, analysis will be obtained accurate and reliable data. Analysis of the data used in this study are as follows:

### 1. Descriptive Statistical Analysis

According Arikunto (2013:239), descriptive analysis is a quantitative data which collected in a correlational study, comparative or experimental processed with statistical formula that has been provided, either manually ot by using computer. Descriptive statistical analysis is the analysis of raw data information into a form that is easily understood or easily interpretable.

Descriptive statistic analysis used in this study to describe brand awareness, marketshare, and brand preference based on consumer perceptions of fashion brands especially men's jeans in the city of Jakarta that has been mapped on the form of visual dimension. Descriptive analysis is used to analyze data by way of describing the accumulation of data in the form of description that doesn't explain the relationship.

### 2. Multidimensional Scalling (MDS)

Multidimensional Scalling Analysis helps researchers to identify the underlying dimensions that underlying consumers in evaluating a particular object to describe the position of an object with another object based on the similarity of the object variable. According to Maholtra

(2009) Multi Dimensional Scaling is a procedure that describes consumer perceptions and preferences in a visuals. MDS is widely used in marketing research with various purposes, namely:

a. Identify the number and nature of the dimensions used consumers to perceive the various brands that exist in the market.

b. Identify the positions of existing brands in these dimensions.

c. Identify the positioning or position indicating the Ideal point of the brands on that dimension.

Using this method can helps clearly illustrate the adjacent and distant attributes in a visual presentation because the attributes that have the same position will be adjacent to each other's points, and the attributes that have different positions will be far from each other that look in perceptual mapping as the result.

3. **Thurstone Case V**

Thurstone Case V scaling allows for a scaling of objects compared to other objects. As one of the cases considered by Thurstone, Case V makes the assumption of equal variances and uncorrelated distributions. According to Maydeu and Olivares (2004) Thurstone's Case V model generally presented in four model of comparison for four obejctive research, namely: case v model thurstone's for one paired comparison, thurstone's case v model for multiple paired comparisons, thurstone's case v model for ranking data, and thurstone-takane model for multiple judgement paired. Purpose of research to determine the

factors of the level of consumer priority interest before making a product purchase using ordinal scale, so researchers chose Thurstone's Case V model for ranking data.

In a ranking experiment, all stimuli items are presented to the respondents at once. The respondents are asked to rank the stimuli according to their preferences. Thurstone in Maydeu and Olivares (2004) proposed a model for ranking data that simply consists in transforming the observed rankings to paired comparisons and applying model for paired comparisons. The rankings are transformed to paired comparisons by constructing a dichotomous items for each ordered pairwise combination of stimuli to indicate which stimulus was ranked above the other. Then, after transforming the observed rankings to binary data using the probability of observing any items possible ranking patterns under Thurstone's Case V model as the result.
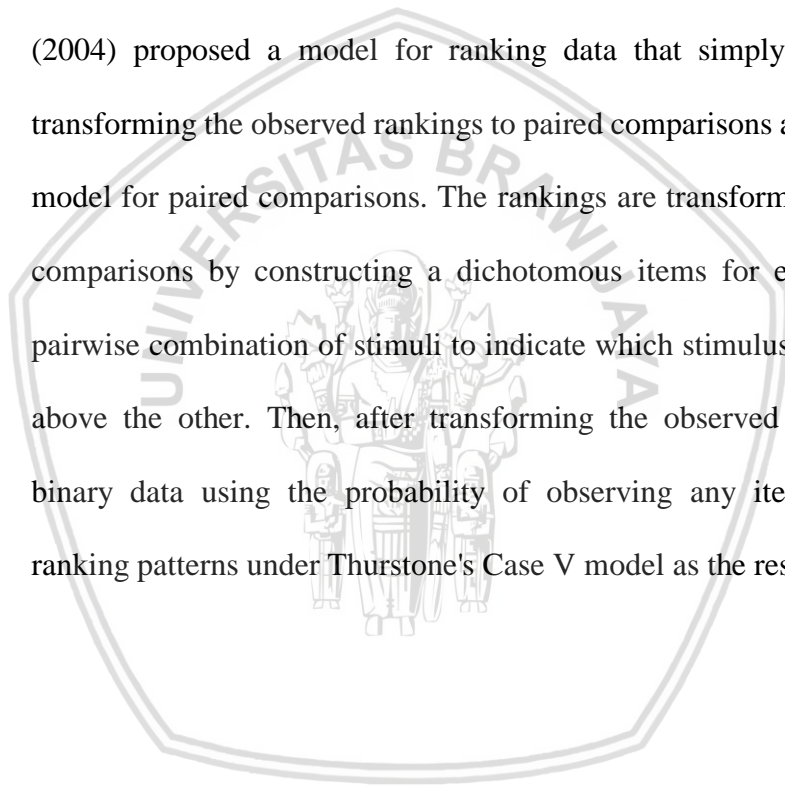
## CHAPTER IV

## RESULT AND DISCUSSION

### A. General Description of Research Location

Based on the research that has been explained that the location of this study was conducted in various shopping centers, fashion exhibition, coffee shop, and several campuses in Jakarta city. Geographical location of Jakarta consists of lowland. Jakarta has an area of about 661.52 km² (oceans: 6,977.5 km2), with a population of 10,177,924 inhabitants (2015) (jakarta.bps.go.id, 2018). The metropolitan area of Jakarta (Jabodetabek) with a population of about 28 million people, is the largest metropolitan in Southeast Asia or second in the world. The province of DKI Jakarta is divided into 5 administrative municipalities and one administrative district, namely: Central Jakarta 47.90 km2, North Jakarta 142.20 km2, West Jakarta 126.152 km2, South Jakarta 145.73 km2, and Kepulauan Seribu. (jakarta.go.id, 2018).

Jakarta is the capital city of Indonesia and the largest metropolitan city in Java Island so it has many roles, namely as the center of government, the center of economic activity, the trade center, the fashion center, and as the main gateway of foreign tourists. In the midst of a lot of street wear trends are very booming lately, jeans or denim still shows its existence as a fashion that continues to demand. Proven by the proliferation of denim lovers community in Indonesia which makes the jeans industry is very fast growing. The community was named Darahkubiru born from the city of Jakarta in 2008 that continues to develop and innovate that make darahkubiru as magazines and

70

online forum that discuss and share information about the lifestyle of jeans in Indonesia which finally gave birth to a big event annual for lovers of jeans and bring a brand new brand creative from the members. Not only the community container, bazaar to shop for quality denim products are increasingly rife. Among them are the bazaar Wall of Fades and Indonesian Denim Contest from Darahkubiru forum. Wall of Fades is an annual event focused on denim industry especially in Indonesia. First held in 2009, this event continues to grow every year and received positive response from lovers of jeans or denim in the country.

## B. General Description of Company and Products

### 1. General Description of Company

Pot Meets Pop as a business engaged in the field of specialist fashion jeans or denim original Indonesia which was first established at the end of 2008. Initially denim Pot Meets Pop products in production in Bandung area home-scale. The brains behind Pot Meets Pop are Hendry Sasmitapura, Mahatirta A and Mursi Mursalat. The three of them are denim lovers joined in darahkubiru community who are still looking to know what the meaning of denim is actually being aided by Mr. Chandra Sasmitapura, a person who is well-versed in jeans that have been experienced in fashion insdurtry since 1984. They have a reason why they want to make their own jeans brand, because they want to lift local denim movement that is hype in Indonesia, by participating directly in auto

competition in the fashion industry especially jeans will be more competitive

that in the end we will all lift the standard of fashion industry in Indonesia.

Pot Meets Pop has a strong brand concept about marijuana, because the

culture that had really mainstream in the 70s era. We can see that culture is very

thick attached to the brand logo (figure 4.1). In addition to having a strong brand

concept. Pot Meets Pop as one of the pioneer of premium brand original

Indonesian jeans, and very respect and support some musicians, fixie riders,

skateboarders, and other underground events as a brand collaboration strategies

and marketing channels .



**Figure 4.1** Picture of Pot Meets Pop Logo
Source: www.potmeetspopdenim.com (retrived on April 26th 2018)

Pot Meets Pop as an indie brand that sell different products from mass

jeans market. Pot Meets Pop sells jeans made from raw denim materials that

have personal touch and uniqueness. Consumers from Pot Meets Pop come

from raw jeans lovers who are very segmented and new to be a trend after a

crowd enthusiast on the darahkubiru forum. The sale of Pot Meets Pop products

is also very limited, because the product that releases in each article will not come out again in other season articles or in other words will not be produced again, which makes the product as a limited edition only produced a few pieces only. Pot Meets Pop products are also found only in two own stores in Jakarta and Bandung, selective stores spread across big city cities in Indonesia, and web stores that can ship worldwide. Social campaign and promotion media campaign conducted to increase sales of Pot Meets Pop by collaborating with some musicians, fixie riders, skateboarders, underground events, and some other jeans brand and streetwear brand both from domestic and international.

The phenomenon that occurs in the competition in the fashion world that continues to grow rapidly until now, especially in the world of fashion jeans products in the city of Jakarta where many outlets of fashion that offer jeans products with quality materials, so many fashion industries jeans that do the development to master the market share. Such as denim products branded namely Pot Meets Pop, Mischief, Aye denim and others. Where the products are local products are quite famous in Jakarta city. The growing of this business can control the existing market in Indonesia, especially in the field of fashion jeans. Where Pot Meets Pop strives to meet the fashion needs of the young people in Indonesia about the appearance. The development of Pot Meets Pop business is not far from the important role of consumers, where the consumers of Pot Meets Pop always provide positive information about denim products from Pot Meets Pop.

2. **Vision and Mission of The Company**

Vision and mission of the company is a foundation or view that becomes a benchmark for an organization in relation to short-term and long-term plan to be achieved. Therefore, one of the components in the determination of corporate vision and mission strategy is a very basic thing to be a reference in planning a company's strategy, following is the vision and mission of Pot Meets Pop:

**VISION**

"Being the best denim brand in Southeast Asia".

**MISSION**

"Serves comfortable jeans worn not only when standing, but also when sitting, walking, and doing activities. Pot Meets Pop also makes denim products that match the personality of the wearer with the best denim material originating from domestic and abroad".

3. **The Company's Location**

Company's location of Pot Meets Pop jeans brand is located at Jl. Bahureksa no. 20, Bandung, West Java. This is the headquater office and the first official store of Pot Meets Pop. The concept that is carried on the store in accordance with the jeans of the concept of vintage and rugged. Can be seen from the interior elements are filled with red bricks on the wall and also wooden floor. There are also some pretty interesting items like a rusty locker and also an old television that adds vintage atmosphere in this store. The presence of one of the mainstay machine Pot Meets Pop Union Union 35800 also adds a thick jeans atmosphere. To display their products they use some media such as

wooden shelves, wooden tables that look very rustic and the most interesting is the hanger to hang jeans that use iron that bring a variety of seasonal collections complete with some additional exclusive products and collaboration projects that are not sold in stores other official and retail stores that sell products from Pot Meets Pop.

Initially Pot Meets Pop is only home-scale in bandung area, but after successful go international by marketing jeans pot meets pop products overseas market. Finally, Pot Meets Pop opened storenya in Jakarta, precisely located at Jalan Raya Raya Ruko No. 98D, Kemang, Jakarta. Store with industrial-style interior design is displaying a variety of jeans products from Pot Meets Pop. In addition to the official stores in Jakarta and Bandung, Pot Meets Pop also puts its products in selective store in major cities in Indonesia, such as the goods dept, stow store, ygoods, art & science, ORE, pined, pop scenes, toidiholic, wormhole, gate strore, and others.

4. **General Description of Product**

Pot Meets Pop Denim was first product launched into the market in March 2009. Many reviews have come from local & international media since then. From the first launch, Pot Meets Pop has teamed up with some big names in the local creative industry. Pot Meets Pop has a strong brand concept about marijuana, because the culture that had really mainstream in the 70s era. Everyone smoke pot at that time and we want everyone we pot meets pop denim at this time as the tagline of the brand Pot Meets Pop itself.

Pot Meets Pop in making the product focus with comfort when consumers wear jeans in various activities in accordance with the company's mission. Whatever the background, personalities, and taste of the consumer, Pot Meets Pop wants to always be the best friend by showing classic cutting and timeless design in each article. Not only the jeans cutting that are thoughtful but also material must be carefully thought mature. Pot Meets Pop as the originator of using the raw denim material in the making of jeans, cause of raw denim material has durability, originality, and unique in terms of texture and colours. The use of raw denim material will create a personal touch that is not owned by other users. With the procedure was washed at least 6 months of use by using sea washed and dried under the sun without going through the ironing process, so it will bring the color fading on the particular fold that makes the materials are unique. Material jeans they come from Indonesia, Japan and America. Detailing the process of making samples for each article is the most challenging thing because one of the details of the Pot Meets Pop is the color and thickness of the yarn that makes it different from other brands.

Pot Meets Pop currently has three variants namely Pot Meets Pop jeans, Pot Meets Pop XOXO, and Pot Meets Pop Overalls which has its own target market. Pot Meets Pop jeans contains non-selvedge Jeans and other attributes such as clothes, outerwear and accessories at affordable prices ranging from 200,000 rupiah to 650,000 rupiah. Pot Meets Pop Overalls is a new product division that is created to channel consumers desire for high quality jeans and strong character, combining classic details and modern pieces that can be used

in all activities for long periods of time. Pot Meets Pop Overalls is made from the best denim material from Japan and United States. Pot Meets Pop Overalls can be regarded as the superior or premium product of the brand Pot Meets Pop because of the good quality and limited quantity, so this product in the official price with a high starting from 950.000 rupiah to 1.600.000 rupiah.



**Figure 4.2** Pot Meets Pop Jeans Product
Source: www.potmeetspopdenim.com (retrived on April 27th 2018)

One of the most exciting things about Pot Meets Pop is its jeans product that not only cover the men but also serious in building products for the women. Already quite bored with the lookbook photos the contents of men, it's time the weather is given a quality product and in accordance with the target market is very consumptive. Early Pot Meets Pop collaborated with talented young artist, Pevita Pearce, by launching a brand named Pot Meets Pop XOXO. Pot Meets

Pop XOXO is a collection of ready to wear jeans for women with styles inspired by Pevita Pearce's everyday clothing styles such as jeans, clothes, and outerwear. For the price of XOXO pot meets pop from 200,000 to 800.000 rupiah.

## C.  General Description of Respondent

A total of 150 questionnaires distributed by researcher to the respondents in the Jakarta city. The questionnaire return rate is 150 respondents or 100%. Respondents in this study have criteria that are domiciled in the city of Jakarta who make purchases of fashion products, especially jeans in the past year, and understand the brand of jeans in Indonesia and know the attributes of these products either directly when using or not directly through brochures and other information media. The respondents general description is divided into four sections based on demographic factors including age, marital status, occupation type and average monthly household income amount. The results of the questionnaire distributed by the researcher on the respondents who included the criteria of respondents for the study according to the table can be seen in Table 4.1.

**Table 4.1** Demographic Characteristics of Respondents in Jakarta city.

| No. | Characteristic | Number of Respondent | Percentage(%) |
|---|---|---|---|
| 1. | Age :<br>17 - 21 years old<br>22 - 26 years old<br>27 - 31 years old<br>32 - 40 years old | 86<br>44<br>13<br>7 | 57.3<br>29.3<br>8.6<br>4.6 |
| | Total | 150 | 100 |
| 2. | Marital Status :<br>Married<br>Single | 25<br>125 | 16.6<br>83.3 |
| | Total | 150 | 100 |

| No. | Characteristic | Number of Respondent | Percentage(%) |
|---|---|---|---|
| 3. | Profession : | | |
| | Student | 99 | 66 |
| | Employee | 34 | 22.6 |
| | Professional | 11 | 7.3 |
| | Unemployee | 6 | 4 |
| | Total | 150 | 100 |
| 4. | Household Income : | | |
| | < 2 million | 76 | 50.6 |
| | 2-4 million | 39 | 26 |
| | 4-6 million | 18 | 12 |
| | 6-8 million | 7 | 4.6 |
| | > 8 million | 10 | 6.6 |
| | Total | 150 | 100 |

Source: Questionnaire research processed, 2018

1) **General Description Based on Age**

Table 4.1 above shows that from 150 respondents in Jakarta city as many as 86 respondents (57.3%) are between 17 to 21 years old, 44 respondents (29.3%) are between 22 to 26 years old, 13 respondents (8.6%) are between 27 to 31 years old, and 7 respondents (4.6%) are between 32 to 40 years old. General description of respondents by age can be concluded that most respondents are between 17 to 21 years old with a percentage of 57.3%. Based on table 4.1 above, can be described the characteristics of respondents based on:

1) Respondents aged between 17 to 21 years old are predominantly dominated by highschool students and college students with spending between 1 and 2 million rupiah each month. Students often use fashion attributes especially jeans to live their daily lives because with these jeans they can use in various activities, whether formal activity campus or non-formal when playing with friends. Pants jeans are usually selected jeans that have personal and affordable, because at age brought

are looking for identity and their income is not there because it is still given by parents.

2) Respondents aged between 22 to 26 years are mostly first jobber or employees with spending between 1 and 6 million rupiah. At this age most respondents have undergone formal activities that require to use pants materials instead of jeans, and usually use jeans on the day weekend only. So the need of fashion jeans will be fewer than those who are between 17 to 21 years old.

3) Respondents aged between 27 to 31 years old are early mature mostly have a profession as an employee or professional workers established with an average income spending 1 and 8 million rupiah. They most activities that formal required by working pants.

4) Respondents aged between 32 to 40 years old are mature mostly havea profession as an employee or professional workers who have retired and more activities at home or run their business. The need for fashion has been reduced, to buy jeans has become a consideration because many other things that are prioritized such as family, children's education, etc.

2) **General Description Based on Marital Status**

Based on Table 4.1 above, shows that from 150 respondents in Jakarta city as many as 25 respondents (16.6%) have married status and 125 respondents (83.3%) are single status. General description of respondents based on marital status can be concluded that most respondents have not married status with 83.3%

percentage. Based on table 4.1 above, can be described the characteristics of respondents based on:

    a. Respondents who are married are usually over the age of 24 years old with formal or informal employment with income above 3 million rupiah. The needs of fashion jeans in particular have been reduced because more prioritize for the primary needs of the family.

    b. Respondents of single status are mostly age between 17 to 24 years old are mostly still a highscool student or college student with income still can be from parents. For over 22 years old who have first jobber that worked and have income above 3 million rupiah as fresh graduated. At this age are still thinking about their fashion needs, jeans they usually use for formal and non-formal activities.

3) **General Description Based on Profession**

Based on Table 4.1 above, it shows that from 150 respondents in Jakarta city, 99 respondents (66%) are students from highschool and college, 34 respondents (22.6%) have jobs as an employee, 11 respondents (7.3%) have job as professional workers like entrepreneurs, doctors, lawyers, art workers, lecturers, and etc, and 6 respondents (4%) have no job or unemployee. General description of respondents based on employment status can be concluded that most respondents are students with a percentage of 66%. Based on table 4.1 above, can be described the characteristics of respondents based on:

a. Respondents with the status of students amounted to 99 respondents with an age range between 17 to 22 years old from highschool and college students . And the average revenue amount is less than 2 million.

b. Respondents who work as an employee as many 34 respondents are in the age range between 22 to 26 as fresh graduated who can called as first jobber with average household income between 1 million to 6 million rupiah. And the age range between 27 to 31 as early mature with average household income between 1 million to 8 million rupiah.

c. Respondents who work as professional (entrepreneurs, doctors, lawyers, art workers, lecturers, and etc) as many as 11 respondents aged over 21 years to 31 years old with an average household income of more than 2 million per month.

d. Respondents who are not working as many as 6 respondents aged between the age of 22 years most of them fresh graduated who have not get a job.

4) **General Description Based on Household Income**

Based on Table 4.1 above, it shows that from 150 respondents in Jakarta city 76 respondents (50.6%) have average household income below 2 million rupiah, 39 respondents (26%) earn between 2 million and 4 million rupiah, 18 respondents (12 %), earning 4 million to 6 million rupiah, 7 respondents (4.6%) had revenues between 6 million to 8 million, 10 respondents (6.6%) had revenues over 8 million rupiah. General description of respondents based on the average monthly income in total can be concluded that most respondents have income below 2

million rupiah with a percentage of 50.6%. Based on table 4.1 above, can be described the characteristics of respondents based on :

a. Respondents with less than 2 million incomes are mostly highschool students or college students.

b. Respondents with incomes of more than 2 million to 4 million are mostly those who work as an employee

c. Respondents with incomes ranging from 4 to 6 million mostly work as an employee and professional in first jobber level.

d. Respondents with incomes ranging from 6 to 8 million mostly work as an employee and professional in early mature level.

e. Respondents with incomes over 8 million rupiah mostly work as an employee and professional in mature level. Also as a student from middle to upper class families.

**D.  Statistical Descriptive Analysis**

The researcher used statistical descriptive analysis tools. The data result obtained will show the data visual from raw data of brand awareness, marketshare and brand preference variable. Pot Meets Pop brand that will be compared with the competitors in the top 10 in each indicator based on the spread of the questionnaire that has been done from 52 jeans brands according to respondents knowledge (apendix 8). So as to know the brand of jeans which know the position in market by consumer perception.

Based on the results of data calculations, there are 10 top brands of brand frequencies that often appear according to respondents are Levi's, Wrangler, Lea, H&M, Zara, Lois, Nevada, Pull and Bear, Pot Meets Pop, and Lee Cooper. The results can be seen in Table 4.2, these brands are the nearest competitors Pot Meets Pop according to consumer perceptions based on each category.

**Table 4.2** Frequency of Top 10 Brands by Indicator

| Brand | Frequency |
|---|---|
| Levi's | 190 |
| Wrangler | 103 |
| Lea | 37 |
| H&M | 32 |
| Zara | 30 |
| Lois | 29 |
| Nevada | 28 |
| Pull & Bear | 23 |
| Pot Meets Pop | 19 |
| Lee Cooper | 18 |

Source: Primary data processed by researcher, 2018

The above brand frequency shows brands that are more common in consumer perceptions that entered the category of Top of Mind, Most Buying product, Most Favorite product and Brand Recall. In Table 4.2 above shows that Levi's jeans have the highest frequency with a frequency of one hundred ninety, while the Pop Pot Meets Pop brand is in the order of the ninth with the number of frequencies as many as nineteen. The ten products in the table above are the brands that become the rulers of the jeans market in the city of Jakarta today and are the closest competitors from the jeans of Pot Meets Pop. These frequencies will then be divided into categories to explain in more detail the data in each of the Top of Mind, Most Buying, Most Favorite, and Brand Recall categories. The results of data

in these categories into data used by researcher in performing statistical descriptive analysis.

1) Top of Mind

According to Sharp and Macdonald in Sasmita and Suki (2015) states that the Top of Mind or the most important awareness of the brand requires the brand awareness first. Brand awareness is how consumers associate brands with specific products. Consumers are aware of a brand keeping in mind the factors that exist in a product, be it design, attributes, advertising and other factors. Products that are easy to remember or who successfully dominate the market tend to be the Top of Mind to consumers.

Research to find out Top of Mind on respondents is done by asking the brand of jeans are known. The first brand mentioned by the respondent is the Top of Mind of the jeans brands on the respondent. This shows the brand that most respondents remembered will be mentioned first by the respondents.
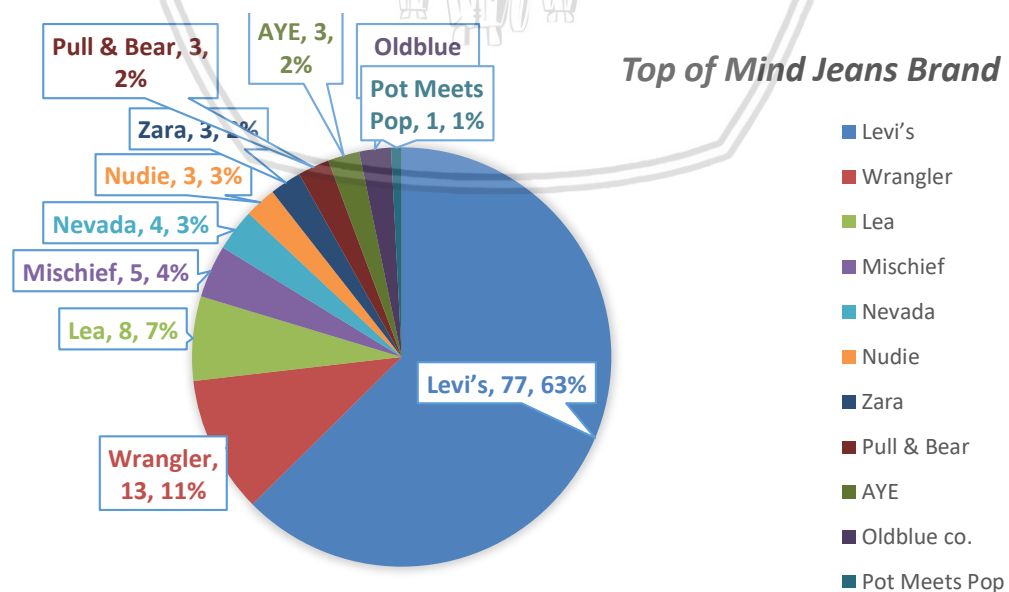


**Figure 4.3** Ten of Top of Mind plus research objects graphs
Source: Primary data processed by researcher, 2018

Figure 4.3 shows that Levi's jeans becomes the most remembered (top of mind) product by consumers with seventy seven frequency numbers. Researcher entered a brand into the graphic even though it does not fit into the top ten top of mind as a research object, the Pot Meets Pop brand. Pot Meets Pop is in the order of twenty four in the category of Top of Mind men's jeans brand with the number of frequencies one (apendix 3), but in Figure 4.2 brand Pot Meets Pop as a research object to include even though not in the top ten top of mind in because researcher need top of mind Pot Meets Pop data to be able to compare with top ten brands of top mind. Thus shows that the jeans brand of Pot Meets Pop has not become a product that is remembered by consumers of jeans in Indonesia, especially in the city of Jakarta.

2) Most Buying

According to Kotler and Keller (2009:12) the marketing concept consists of customer needs, desires and requests, segmentation targeting and positioning (STP), supply and brand, value and satisfaction, marketing channels, supply chain, competition, and marketing environment. By fulfilling the whole set of marketing concepts mentioned, then the brand can get market and high sales level. Researcher process the data of top ten jeans brands in Jakarta on most buying category to get the number of sales to be identified in the market analysis that can be seen in Figure 4.4.

Figure 4.4 shows Levi's and Wrangler jeans still dominate the most frequently purchased (most buying) product in the city of Jakarta with thirty two and thirty frequencies. Researcher put a brand into the graph even though

it does not fit into the top ten most buying because as the object of research, the brand is Pot Meets Pop. Pot Meets Pop is fifteenth with a total of three frequencies (apendix 4), but in Figure 4.4 brand Pot Meets Pop as a research object to include even though not in the top ten most buying in because researcher need data most buying Pot Meets Pop order can be compared with the top ten most buying brands. This shows that the brand of Pop Pot Meets Pop has not become the most frequently purchased product by consumers of jeans in Indonesia, especially in the city of Jakarta.

**Most Buying Jeans Brand**

Cole, 4, 4%
Lois, 4, 4%
Mischief, 5, 5%
Nevada, 5, 5%
Lea, 5, 5%
Pull&Bear, 6, 5%
H&M, 7, 6%
Zara, 7, 6%
Pot Meets Pop, 3, 3%
Levi's, 32, 29%
Wrangler, 30, 28%

- Levi's
- Wrangler
- Zara
- H&M
- Pull&Bear
- Lea
- Nevada
- Mischief
- Lois
- Cole
- Pot Meets Pop

**Figure 4.4** Top ten of most buying product plus research objects graphs
Source: Primary data processed by researcher, 2018

3) Most Favorite

According to Vigneron and Johnson in Robinson (2013) mentions that there are five factors in the brand index favored by luxury fashion brands that are striking or the value offered by a brand, the uniqueness of a brand, a brand that describes a consumer's identity, hedonism or giving happiness or pleasure to the consumer, and quality or perfection. The top ten most favorite brands are the

most preferred by consumers because the attributes of jeans, design, character, quality and comfort of jeans and other factors can be seen in figure 4.5.
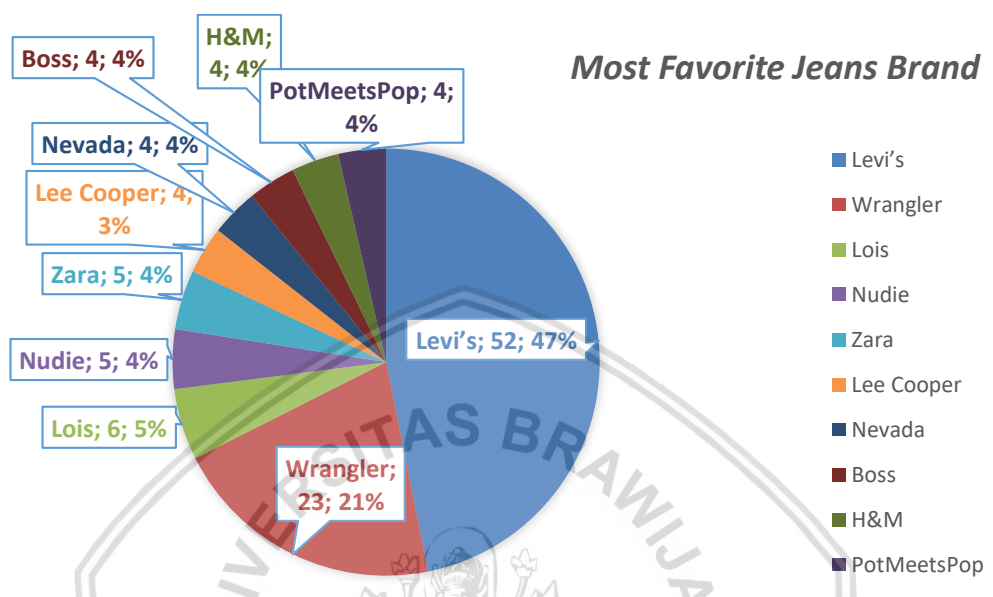


**Figure 4.5** Top ten of most favorite brand graphs
Source: Primary data processed by researcher, 2018

Figure 4.5 shows that Levi's is the most favorite brand by consumers in the city of Jakarta with a fifty two frequency number, while the last ten most recent favored sequences are Pot Meets Pop with a total of four different frequencies far from the first and second top frequencies of Wrangler jeans. It not much different from the top competitors such as lois, nudie, zara, lee cooper, nevada, boss, and H&M disputes the frequency of the little number of items. This shows that the brand of Pot Meets Pop has not become the most favorite products by consumers of jeans in Indonesia, especially in the city of Jakarta.

4) Brand Recall
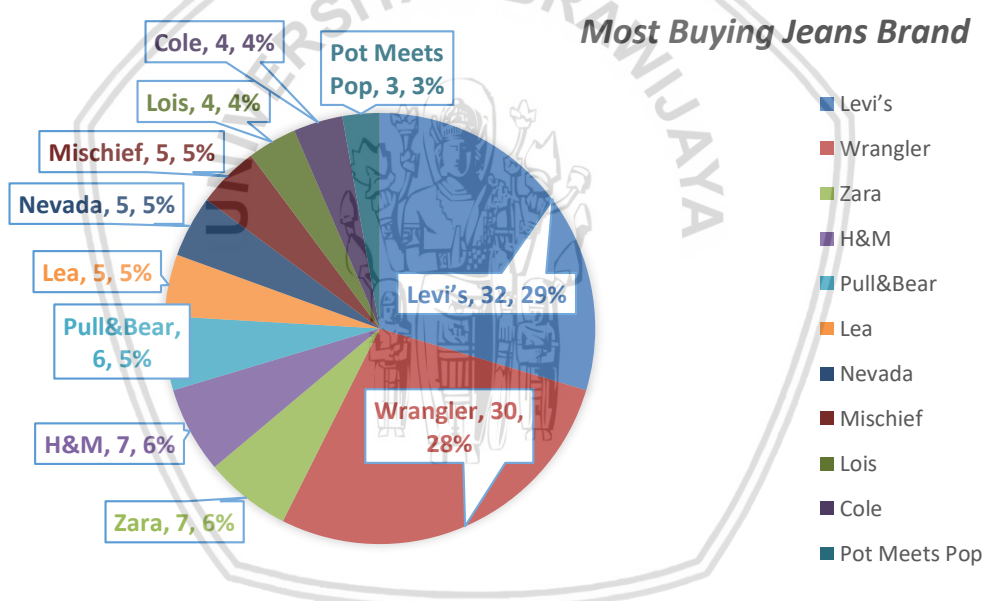
In Brochado and Silva (2015), brand recall defined as the consumers ability to retrieve the brand in a given product category, while brand recognition represents the consumers ability to confirm prior exposure to the brand as a cue (keller, 1993). When a brand is well entrenched in an individual's memory, it becomes easier to develop brand associations and establish them firmly in memory (Schuiling and Kapfefer, 2004).

Brand recall that is reflected by another brand that consumers remember after the consumer mentioned the first brand or can be said to be the brand mentioned after the top of mind brand as the second level in the brand awareness category. Brand recall using multi respond questions which means consumers provide answers without aid. This is termed an unassisted reminder, because different from the introductory task, respondents need not be helped to bring up the brand.
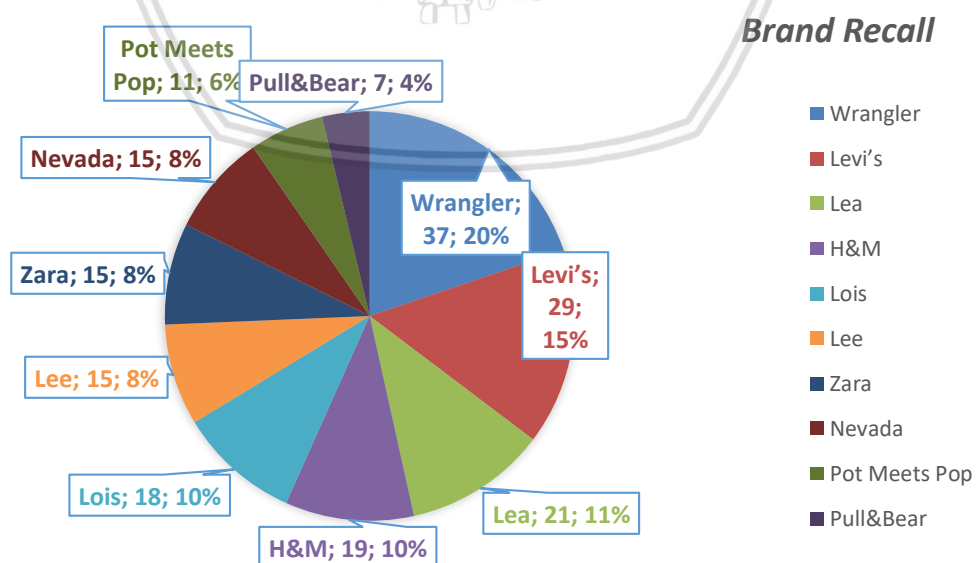


**Figure 4.6** Top ten of brand recall graphs
Source: Primary data processed by researcher, 2018

Figure 4.6 shows that Wrangler is the brand most often referred back by consumers after mentioning the first brand that is considered top of mind in jeans research in the city of Jakarta with the number of frequencies thirty seven, while the second sequence is occupied by Levi's with the number of frequencies of twenty nine. Although Levi's and Wrangler occupy the top position in the top of mind, in the data 150 scattered respondents showed that Levi's and Wrangler also top position of brand recall. Pop Pot Meets Pop with the number of eleven frequencies occupies the ninth position in the brand recall of the name of jeans in the minds of consumers who are superior to the famous jeans brand of Pull & Bear. This shows that the brand Pot Meets Pop has not become a brand that is remembered (brand recall) by consumers of jeans in Indonesia, especially in the city of Jakarta.

Based on the results of brand awareness, marketshare, and brand preference analysis above, Pot Meets Pop brand considered unable to meet or offer designs or attributes in jeans that are preferred by consumers in general, so researcher need to research more about the positioning of Pot Meets Pop jeans against competitors by performing Multidimensional Scaling (MDS) to map the consumers' perceptions of jeans product attributes by the overall frequency data on the top ten brands based on the Indicator offered and perform the perceptual mapping analysis to see the jeans brand positioning against the competitors.

**E.   Multidimensional Scalling Data Process**

The calculation of this Multidimensional Scalling uses tabulation data which is the average result of the respondent's perception on the attributes of jeans products arranged in line to know the brand image, the attributes are: Popular (x1), Affordable (x2), Exclusive (x3), Unique (x4), Luxury (x5), Original (style) (x6), Vintage (x7), Adult (x8), Cool (x9), Young (x10), Charming (11), Elegant (x12), Sporty (x13), Durable (x14). Columns arranged by the research, can be seen in table 4.2.

**Tabel 4.3** Average Tabular Data of Respondents

|  | Levi's | Wrangler | Lea | H&M | Zara | Lois | Nevada | Pull and Bear | Pot Meets Pop | Lee Cooper |
|---|---|---|---|---|---|---|---|---|---|---|
| x1 | 9,21 | 8,59 | 8,32 | 8,47 | 8,80 | 7,52 | 8,07 | 8,80 | 8,68 | 8,50 |
| x2 | 6,85 | 7,45 | 7,86 | 7,91 | 6,53 | 7,66 | 8,68 | 6,53 | 7,89 | 8,06 |
| x3 | 8,21 | 7,57 | 7,49 | 7,06 | 7,57 | 7,10 | 7,50 | 7,57 | 7,74 | 7,72 |
| x4 | 7,03 | 7,07 | 6,54 | 7,31 | 6,90 | 6,66 | 6,96 | 6,90 | 7,84 | 7,06 |
| x5 | 8,03 | 7,56 | 7,08 | 7,34 | 8,03 | 6,69 | 6,96 | 8,03 | 7,42 | 7,33 |
| x6 | 8,38 | 7,64 | 7,59 | 7,69 | 7,90 | 7,55 | 7,54 | 7,90 | 7,63 | 8,00 |
| x7 | 7,54 | 7,06 | 7,27 | 6,34 | 6,80 | 6,14 | 7,36 | 6,80 | 6,79 | 7,44 |
| x8 | 8,15 | 7,52 | 7,59 | 7,06 | 7,53 | 7,97 | 7,50 | 7,53 | 6,53 | 7,83 |
| x9 | 8,36 | 8,26 | 8,00 | 8,13 | 8,17 | 7,72 | 7,75 | 8,17 | 8,79 | 8,22 |
| x10 | 7,85 | 7,94 | 7,68 | 8,16 | 7,90 | 7,79 | 7,71 | 7,90 | 8,26 | 7,83 |
| x11 | 7,82 | 7,39 | 7,05 | 7,69 | 7,93 | 7,17 | 6,93 | 7,93 | 7,63 | 7,61 |
| x12 | 7,94 | 7,35 | 7,51 | 7,44 | 8,20 | 6,90 | 7,07 | 8,20 | 7,26 | 7,67 |
| x13 | 7,21 | 6,86 | 7,00 | 7,16 | 6,87 | 7,14 | 7,00 | 6,87 | 7,05 | 7,44 |
| x14 | 9,02 | 8,59 | 8,32 | 8,22 | 7,70 | 8,07 | 8,14 | 7,70 | 8,53 | 8,78 |

Source: Primary data processed by researcher, 2018

Table 4.3 shows the average values given by respondents to each of the brands in the top ten brands based on the indicator offered. Respondents assigned a score of one to ten after their perception on each brand that is close to the respondent in each category. This data is then used to view the brand positioning of Pot Meets Pop jeans against competitors who processed by using SPSS Statistics 23.

The positioning of the Pot Meets Pop brand against its competitors can be seen by looking at the similarity of the product compared to other products measured using a scale of 1 to 10. Table 4.4 below shows that after iteration five times, the number seen is 0.00048 and already close to zero, then the resulting output is more similar to the real situation. Iteration is stopped because the value of Stress is less than 0.001000.

**Table 4.4** Iteration history for 2 dimensional solution

| Young's S-stress formula 1 is used | | |
|---|---|---|
| Iteration | S-stress | Improvement |
| 1 | .28822 | |
| 2 | .24328 | .04494 |
| 3 | .23486 | .00842 |
| 4 | .23332 | .00154 |
| 5 | .23284 | .00048 |
| Iterations stopped because S-stress improvement is less than  .001000 | | |

Source: Primary data processed by researcher, 2018

Meanwhile, for the proximity of data with perceptual map can be known by using RSQ value, so it can conclude whether existing data can be mapped well or not. The following data can show the correlation between data with geometric maps, namely:

Stress  =  .19473     RSQ =  .80405

The relative reliability of MDS data has a good feasibility model with stress value of 0.19473 used to identify the quality of MDS completion of input data or to measure badness of fit. Stress varies from minimum 0 (perfect fit dimensional structure of data) to a maximum of 1 (dimensional structure is not fit with data). According to Kruskal in Ghozali (2013: 405) the stress value < 0.05 is very good, 0.05 to 0.10 is good, 0.10 to 0.20 is enough and the value is above > 0.20 is bad. The value of Stress on the bottom line is 0.19473 which indicates a sufficient fit model or enough. The second index is S-stress developed by Takane in Ghozali (2013: 405), S-stress derived from Stress size and calculated with squared distance and disparity. IBM SPSS delivers iterations up to max 30, S-stress values and improvements to subsequent iterations. S-stress starts with 0.28822 and increases after the 5th iteration becomes 0.23284 indicating a poor fit model.
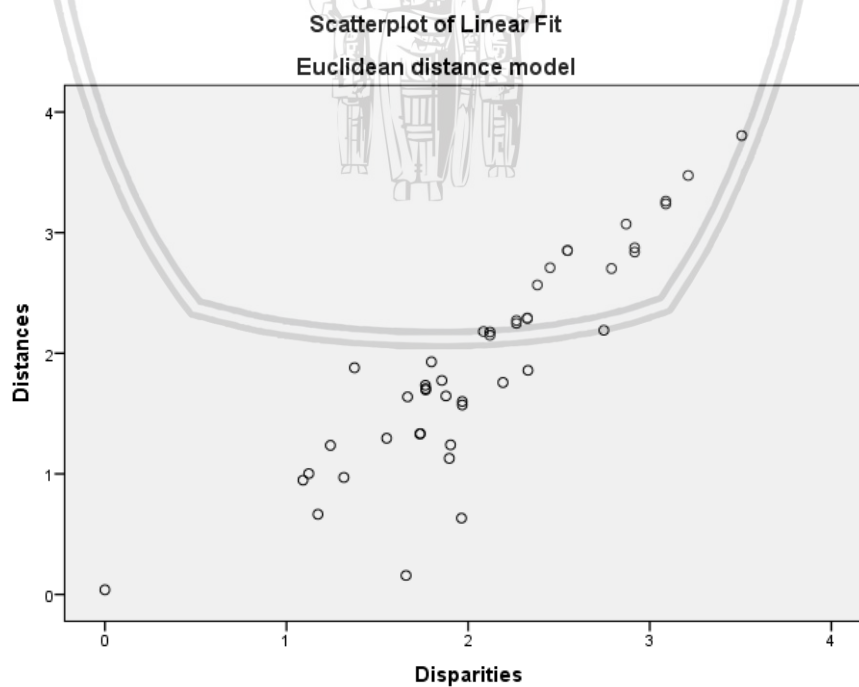


**Figure 4.7** Euclidean distance model
Source: Processed by researcher with spss, 2018

The size of other fit models is the Squared Correlation Index (RSQ). RSQ shows the number of data variance inputs described by the Multidimensional Scalling model. The fit model is received if the RSQ value is ≥0.60. Value RSQ = 0.80405 which means in this study showed a good fit model. The above data shows the correlation value of Stress is 0.19473. The category of stress score in this study is sufficient fit model or enough, however no respondents are removed because of the consistency among respondents in assessing the similarity of male jeans brands seen from the Scatterplot of Linear Fit chart (Figure 4.7) which shows the pattern of the right to the line. Based on this graph, then this research model can still be used.

After the data and research model is stated fit, then the results of data processing will form four quadrants in two dimensions. According to Gower (2010) the common element among these methods is that all can be called multidimensional analysis to show the potential results are available in many dimensions. There are only two dimensions shown because it gives a two-dimensional map that can be displayed on a piece of paper or a computer screen and produces a good mapping.

Multidimensional Scalling data process produced a perceptual map of 10 brands of men's jeans in the city of Jakarta. This map is then used for the analysis of perceptual mapping of jeans brands on consumers of men's jeans in the Jakarta city. This perceptual map can also show the Pot Meets Pop brand with competitors products. This indicates that there is a difference of consumer perception toward

product attribute even though the attribute of the offered product is similar one to another.
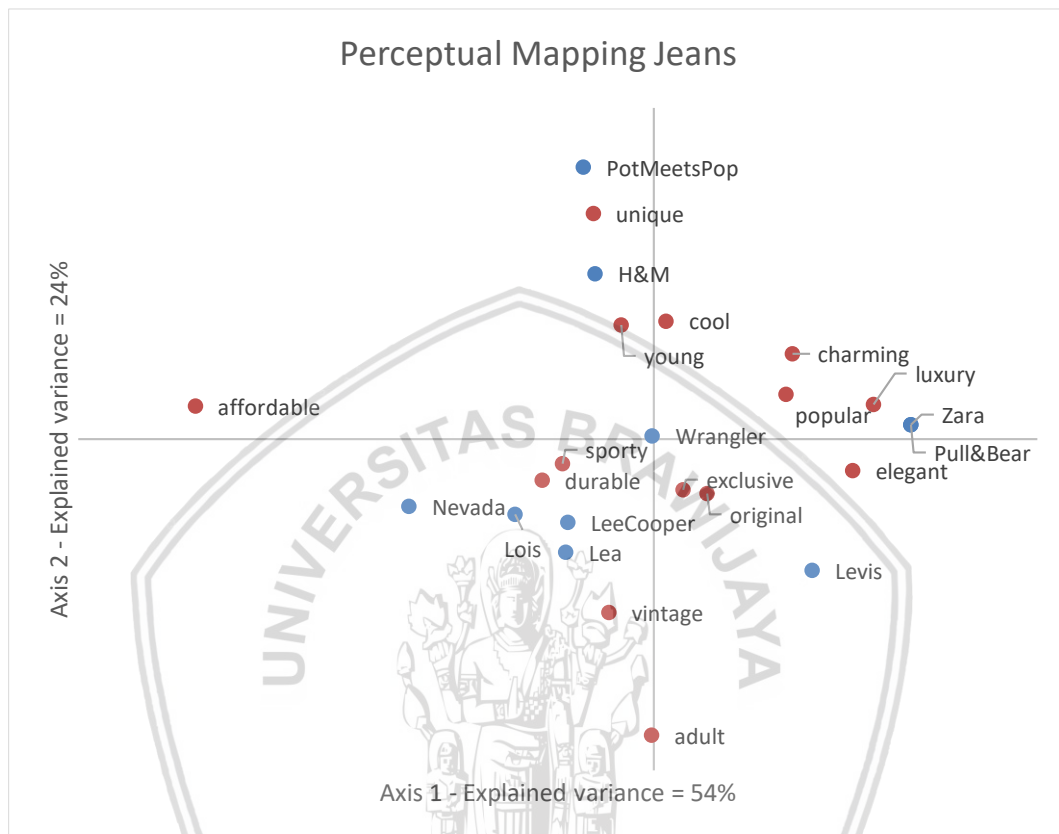


**Figure 4.8** 10 Jeans Brands Perceptual Mapping in the city of Jakarta
Source: Processed by researcher with spss, 2018

In each dimension there is a dominant attribute adjacent to a brand, to know the dominant attributes can be seen from the analysis using MM4XL tools on microsoft excel, the data used the same with the output of SPSS. The attribute results in a dimension describe the attribute closest to a brand, as a result of the perception of the consumer's rating of the brand, which means that it has properties attached to the attribute.

**Table 4.5** Coordinate Values of Men's Jeans Brand and Attribute Mapping

| Attribute | Coordinates | | Brand | Coordinates | |
|---|---|---|---|---|---|
| | 1 | 2 | | 1 | 2 |
| Popular | 28 | 8 | Levi's | 33 | -24 |
| Affordable | -96 | 6 | Wrangler | 0 | 1 |
| Exclusive | 6 | -9 | Lea | -18 | -20 |
| Unique | -13 | 41 | H&M | -12 | 30 |
| Luxury | 46 | 6 | Zara | 54 | 3 |
| Original | 11 | -10 | Lois | -29 | -14 |
| Vintage | -9 | -31 | Nevada | -51 | -12 |
| Adult | 0 | -54 | Pull and Bear | 54 | 3 |
| Cool | 3 | 21 | PotMeetsPop | -15 | 49 |
| Young | -7 | 21 | Lee Cooper | -18 | -15 |
| Charming | 29 | 15 | | | |
| Elegant | 41 | -6 | | | |
| Sporty | -19 | -4 | | | |
| Durable | -23 | -7 | | | |

Source: Processed by researcher, 2018

Based on Figure 4.8, we can see the dominant attributes in each dimension. In the perceptual map above describes each object of research along with its attributes in a dimension and distance between perceptions and the distance between brands. The distance is located in the coordinates shown in Table 4.5 above.

The coordinate value above shows the dimensions of a research object. In the determination of the furthest or closest distance an attribute needs a starting point as the basis for determining distance, then the coordinate point 0 is a point to measure the distance. In each dimension there are two opposite polar sides characterized by positive and negative values at the coordinates, the more positive the coordinate value of an object indicates the tendency of the position of the object on one of the polar contents and the negative mean of the coordinate value of an

object then the object tends to the other side of the pole. Remote brands with attributes in other quadrants do not mean they do not have the attributes depicted, but they are perceived far from the brand or are not represented in a quadrant.

a. Quadrant I, dimension 1 is negative and dimension 2 is positive. There are Wrangler, H&M, and Pot Meets Pop brands in this quadrant. Consumers perceive these three brands to have similar attributes and have no significant difference compared to other brands. In this quadrant the dominant attributes are affordable, young, and unique. This illustrates the brand in this quadrant is closer to the attributes that exist in the quadrant.

b. Quadrant II, dimension 1 is positive and dimension 2 is positive. There are Zara and Pull & Bear jeans in this quadrant. Both of these brands are dismissed by consumers having similar product attributes and have no significant differences over other brands. In this quadrant the dominant attributes are luxury, popular, charming, and cool. This illustrates the brand in this quadrant is closer to the attributes that exist in the quadrant.

c. Quadrant III, dimension 1 is negative and dimension 2 is negative. There are Lee Cooper, Lea, Lois, and Nevada jeans in this quadrant. Consumer perceptions of the attributes of these four brands of products that have similarities and has no significant difference compared with other brands. In this quadrant the dominant attributes are adult, sporty, durable, and vintage. This illustrates the brand in this quadrant is closer to the attributes that exist in the quadrant.

d.  Quadrant IV, dimension 1 is positive and dimension 2 is negative. There is only a Levi's brand perceived by consumers in this dimension. In this quadrant the dominant attributes are exclusive, elegant, and original (style). This illustrates the brand in this quadrant is closer to the attributes that exist in the quadrant.

The next step is to calculate the distance between attributes and objects to know consumer perceptions of the object of research with Euclidean Distance calculation, with the following formula:

$$d = \sqrt{(x_1 - x_2)^2 + (y_1 - y_2)^2}$$

The results of this calculation shows the distance between the attributes and the object of research, if the value generated close to 0, then the two objects are in the same position, if the resulting value is greater, the further distance of the two objects. In this study the closer an attribute to a brand then the attribute is perceived by the consumer as a very strong attribute that describes the nature of the brand and vice versa. The result of distance calculation based on the coordinates of the perceptual map can be seen in table bellow.

**Table 4.6** Euclidean Distance Between Attributes and Brand

|       | Levi's | Wrangler | Lea | H&M | Zara | Lois | Nevada | Pull& Bear | Pot Meets Pop | Lee Cooper |
|-------|--------|----------|-----|-----|------|------|--------|------------|---------------|------------|
| **x1** | 3,2 | 2,9 | 5,4 | 4,5 | 2,7 | 6,1 | 8,1 | *2,7 | 5,9 | 5,1 |
| **x2** | 13,2 | 9,5 | 8,2 | 8,7 | 14,9 | 6,9 | 4,8 | 14,9 | 9,2 | 8,0 |
| **x3** | *3,1 | *1,2 | 2,7 | 4,3 | 4,9 | 3,5 | 5,7 | 4,9 | 6,2 | 2,5 |
| **x4** | 7,9 | 4,2 | 6,2 | *1,1 | 7,7 | 5,7 | 6,5 | 7,7 | *0,9 | 5,6 |
| **x5** | 3,3 | 4,6 | 7,0 | 6,3 | *0,9 | 7,7 | 9,9 | *0,9 | 7,4 | 6,7 |

| | Levi's | Wran gler | Lea | H&M | Zara | Lois | Nevada | Pull& Bear | Pot Meets Pop | Lee Cooper |
|---|---|---|---|---|---|---|---|---|---|---|
| **x6** | *2,6 | *1,5 | 3,1 | 4,6 | 4,4 | 4,0 | 6,2 | 4,4 | 6,4 | 2,9 |
| **x7** | 4,3 | 3,3 | *1,4 | 6,1 | 7,2 | *2,6 | *4,6 | 7,2 | 8,1 | *1,8 |
| **x8** | 4,5 | 5,4 | 3,8 | 8,4 | 7,8 | 4,9 | 6,5 | 7,8 | 10,4 | 4,2 |
| **x9** | 5,4 | 2,1 | 4,7 | *1,7 | 5,4 | 4,7 | 6,3 | 5,4 | *3,3 | 4,2 |
| **x10** | 6,0 | 2,1 | 4,3 | *1,1 | 6,3 | 4,1 | 5,5 | 6,3 | *3,0 | 3,7 |
| **x11** | 3,9 | 3,3 | 5,9 | 4,4 | *2,8 | 6,5 | 8,5 | 2,8 | 5,5 | 5,6 |
| **x12** | *2,0 | 4,2 | 6,2 | 6,4 | *1,5 | 7,1 | 9,3 | *1,5 | 7,9 | 6,0 |
| **x13** | 5,5 | *1,9 | *1,6 | 3,5 | 7,3 | *1,4 | *3,3 | 7,3 | 5,4 | *1,1 |
| **x14** | 5,9 | 2,4 | *1,4 | 3,9 | 7,8 | *0,8 | *2,8 | 7,8 | 5,7 | *0,9 |

Source: processed by researcher, 2018

Table 4.6 shows the distance value of an attribute with a brand, the number marked with a star (*) indicates the closest distance value of each attribute to the jeans brands. Pop Pot Meets Pop brand has the closest distance to the unique attribute that is with a distance of 0.9. This illustrates that consumers perceive these attributes most dominantly in Pot Meets Pop jeans. In addition to the unique attributes, the young attributes and cool attributes are also perceived as the dominant attribute in Pot Meets Pop jeans. This suggests that Pop Pot Meets Pop excels at that attribute than any other brand. For unique attributes only Pot Meets Pop jeans are perceived by consumers who are very close to this attribute. Judging from the young attributes there are H&M jeans who become competitors from Pot Meets Pop is dispossessed superior in this attribute and also jeans Wrangler who became a competitor behind H&M jeans. As for the cool attributes brand H&M jeans superior to this attribute according to consumer perception then followed by

Wrangler and Pot Meets Pop. This shows brands in the same quadrant on perceptual mapping perceived by consumers as brands that have similarity in attributes, though not their closest competitors. And the brands in different quadrants perceived by consumers have differences in the picture attributes in a kudran but become the closest competitor of a brand.

After knowing the superior attribute in Pop Pot Meets according to consumer perception, then further know the nearest competitor of Pop Meets Pop by calculating the distance with Euclidean Distance between brands of jeans on perceptual map. Then seen the results of the calculation as in Table 4.7. It shows that the nearest competitor of Pop Meets Pop jeans according to consumer perception is H&M jeans with a distance of 1.95 on the second sequence are in the same quadrant and proximity attributes. While the farthest competitor of Pot Meets Pop is Levi's on the order of 10 with a distance of 8.72. Seen on perceptual map of Pot Meets Pop and Levi's brand of jeans far apart in different quadrant, Pot Meets Pop is in quadrant 1 whereas Levi's is in quadrant 4 with different product attribute between Pot Meets Pop and Levi's jeans.

**Table 4.7** Euclidean Distance between Pot Meets Pop and Competitors

| Rank | Brand | Euclidean Distance |
|------|-------|--------------------|
| 1 | Pot Meets Pop | 0,00 |
| 2 | H&M | 1,95 |
| 3 | Wrangler | 5,07 |
| 4 | Lee Cooper | 6,44 |
| 5 | Lois | 6,45 |
| 6 | Lea | 6,99 |
| 7 | Nevada | 7,14 |
| 8 | Zara | 8,27 |
| 9 | Pull & Bear | 8,27 |
| 10 | Levi's | 8,72 |

Source: Processed by researcher, 2018

These results shows that Pot Meets Pop and H&M compete in terms of attributes offered to consumers according to consumer perceptions. This result is also in accordance with the fact that there is in the market jeans in Indonesia that Pot Meets Pop with its closest competitor H&M and Wrangler has the dominant attributes of young and cool, but in this case Pot Meets Pop is still behind the H&M and Wrangler jeans. In the unique attribute as the dominant attributes found in Pot Meets Pop further clarify that the existence of Pot Meets Pop as a manufacturer of jeans that offer jeans by using raw denim considered unique by consumers jeans in Jakarta acceptable to consumers.

## F. Thurstone Case V Analysis

To further strengthen the results of this study, researcher also analyzed Buying Preference on consumers with thurstone case v analysis. Buying Preference analysis can show purchasing factors that become priority in making a purchase. To find out the order of preference to consumers in purchasing jeans products, researcher conducted a Thurstone Case-V analysis with SPSS and Excel. Table 4.8 shows the results of Buying preference analysis on consumers of jeans (respondents) in this study.

**Table 4.8** Order of Jeans Buying Preferences

| ITEM | S | Q | RANK |
|------|------|------|------|
| Price | 3,0 | 4,00 | 1 |
| Brand | 4,0 | 4,00 | 3 |
| Trendy | 6,5 | 5,00 | 6 |

| ITEM | S | Q | RANK |
|---|---|---|---|
| Product Quality | 3,0 | 4,00 | 2 |
| Conformity With Personality | 7,0 | 4,00 | 8 |
| Promotion / Discount | 8,0 | 6,00 | 9 |
| Store Convenience | 11,0 | 4,00 | 11 |
| Store Image | 11,0 | 4,00 | 12 |
| Display Product | 12,0 | 3,00 | 14 |
| Salesperson Attitude | 13,0 | 4,00 | 15 |
| Company Reputation | 12,0 | 4,00 | 13 |
| Product Exclusivity | 10,0 | 6,00 | 10 |
| Suitable of Size | 6,0 | 52,5 | 5 |
| Clothes Leisure | 6,0 | 52,5 | 4 |
| Colour | 7,0 | 52,5 | 7 |

Source: Processed by researcher, 2018

Table 4.8 shows the order of consumer preference from the lowest or least important to the highest or the most important. The order 1 is the highest order or considered the most important factor for the consumer before deciding to buy and the order of 15 is the lowest order. The S value indicates the priority location of the item, the lower the S value the more important the item is according to the consumer, and vice versa. While the value of Q shows the similarity assessment of the respondents, the higher the value of Q the more the same assessment with the respondents. In the process of sorting, if there is the same S value then the Q value becomes the size in determining the higher order.

The top three priorities of consumers purchasing fashion items based on the above table are price, product quality, and brand. While the last priority of the least affected in influencing consumers in doing the fashion item is the attitude of the salesperson. The results of this preference is a general description of other factors seen by consumers before making a purchase other than the attributes of a pair of jeans, so it needs to be noticed by the company of jeans in the Indonesian market, especially in the city of Jakarta.

## G. Pot Meets Pop's Marketing Strategy Discussion

In this research, researcher get the result of 10 brands of men's jeans in Jakarta city with the most frequent. Pot Meets Pop brand is on the ninth order by the data of 52 jeans brand. The result of this research is then processed by researcher using spss with multidimensional scale in the form of perceptual mapping. Perceptual Mapping is the basis of reference researcher in analyzing the brand positioning of Pot Meets Pop with its competitors.

Multidimensional Scalling data processing results in the form of map position 10 brands of men's jeans show the position of the brand of Pot Meets Pop with its competitors are different. Perceptual mapping also shows that each of the dominant attributes of a brand is based on the ecludiean distance on each attribute and brand. Pot meets pop is in first quadrant with negative value on dimension 1 and positive value in dimension 2. In the same quadrant one, there are H&M and Wrangler jeans that perception of consumer as the nearest competitor from Pot Meets Pop with the proximity attribute of unique, young, and cool.

The result shows the closest competitor of Pot Meets Pop is H&M brand in the same quadrant 1 with the same attribute. Followed by Wrangler, Lee Cooper, Lois, Lea, Nevada, Zara, Pull&Bear and Levi's. Pot Meets Pop has a unique attribute that is very dominant according to consumer perception with the distance of euclidean distance of 0.9 and perceived very close to this attribute in one quadrant followed by H&M jeans. Then for the other closest attributes of the brand Pot Meets Pop are young attributes and cool attributes, although Pot Meets Pop still lost behind the H&M jeans. H&M jeans brands are perceived to be very close to the young and cool attributes because they have the closest Euclidean Distance compared to other brands. Therefore it can be concluded that the unique attributes on Pot Meets Pop jeans are the most powerful compared to other jeans brands.

H&M jeans brand is the closest competitor of the Pot Meets Pop based on consumer perceptions and euclidean distance values. It can be called as the head to head brand from Pot Meets Pop competitors. H&M jeans brand are competing with Pot Meets Pop that occupies the top spot in unique, young and cool attributes that are in fact very close to H&M and Pot Meets Pop, but have slightly different target markets. Pot Meets Pop is more targeted to the market for consumers who like raw jeans, while H&M is targeting consumers who like ordinary washed jeans that easily found in shopping centers. This is also evident from frequent brand frequencies in respondents where Pot Meet Pop is ranked 9th and H&M are ranked 4th (see appendix 10). Strategies that can be applied is strengthen the characteristics of the cool and young image, but still put forward the power of the character Pot Meets Pop that is attached that a unique attribute.

After knowing the position of Pot Meets Pop brand in perceptual mapping by looking at attributes and its closest competitors, researcher conducted market analysis through the frequency of selling the most commonly purchased jeans by consumers (most buying) in the city of Jakarta.
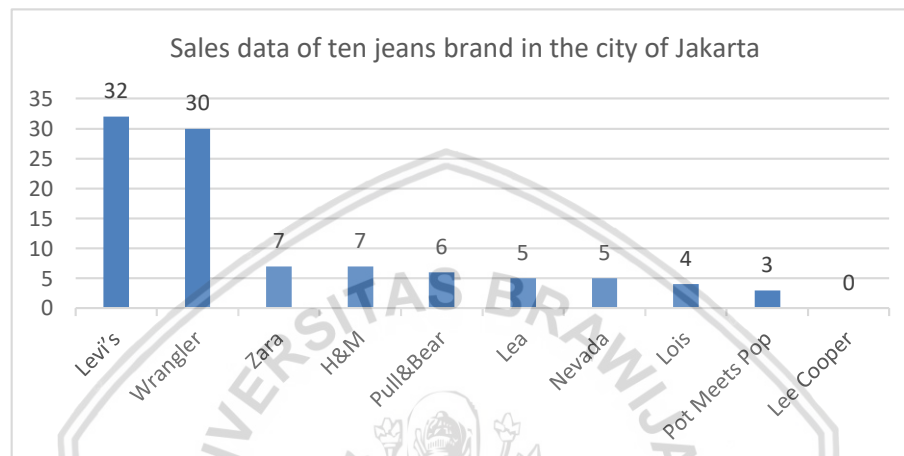


**Figure 4.9** Sales diagram of ten brands of jeans in the city of Jakarta
Source: Primary data processed, 2018

Researcher find out the number of product purchases from the top ten brands of jeans based on indicators. So it can facilitate researcher in analyzing the number of items sold in each product to determine the level of competition and grouping of each zone to the brand inside.

Figure 4.10 shows a sales map of jeans brands that match the top ten brands perceptual mapping results based on frequent brand frequencies and indicators. These results provide an appropriate strategy analysis according to the researcher to the brand of Pot Meets Pop jeans against its competitors and grab another zone as a new market. These brands are scattered in several groups of brands and attributes that are close together in a zone using the closest competitor of each brand.
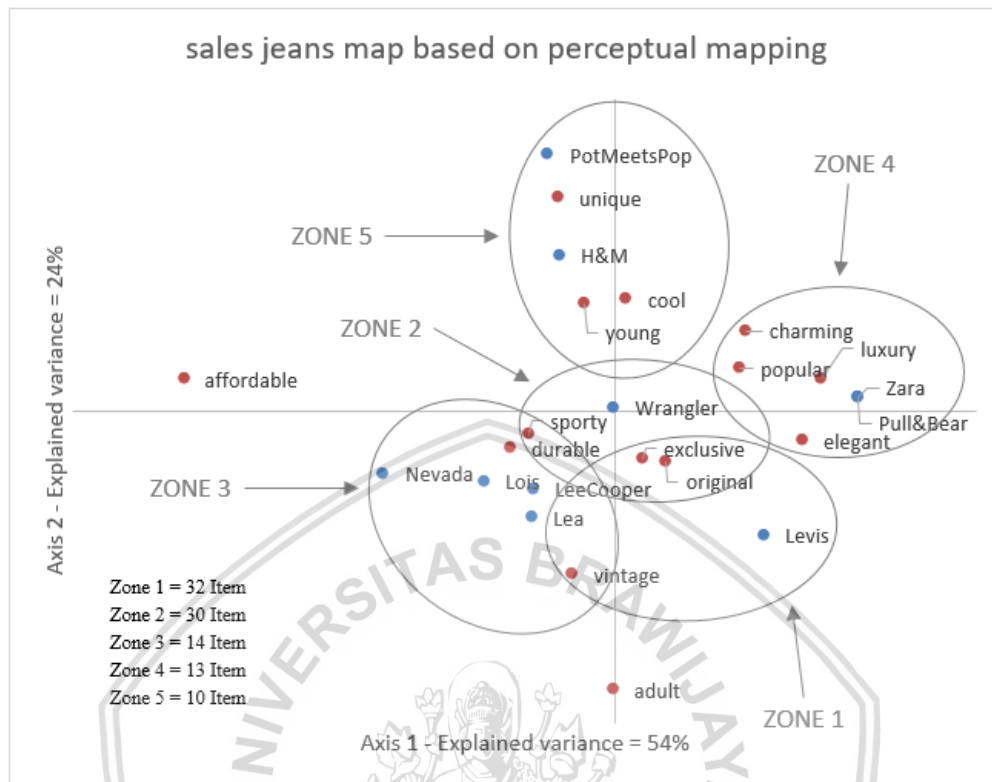
**Figure 4.10 S**ales jeans map based on perceptual mapping
Source: Processed by researcher, 2018

In zone 1 it appears that there are only Levi's jeans with original, elegant

and exclusive attributes with the total sales of thirty-two items of jeans sold. Zone

1 is a testament to the strength of the brand that is very embedded in the minds of

consumers of jeans in Indonesia, especially in the city of Jakarta that brand levi's

always excel in the category of Top of Mind, Most Buying, Most Favorite and is

on the order of brand recall. Similarly, the closest competitor Levi's brand Wrangler

is located in zone 2 with the total sales of thirty items. In fact in the market, indeed

Levi's and Wrangler is very superior to the jeans industry in the world because it is

Levi's and Wrangler as a brand originator of jeans and can survive until today. So

Levi's and Wrangler can be a role model by other brand jeans to learn them strategy

with the proximity of original attributes, elegant, sporty, and exclusive how to superior in jeans industry in Indonesia.

While the third zone there are jeans brand Lois, Nevada, Lea and Lee Cooper with the attributes of Sporty, Durable, and Vintage with the number of sales of jeans as many as fourteen items. In the fourth zone there are Zara and Pull & Bear jeans that have luxurious, popular, elegant, and captivating attributes with a total of thirteen items valued by both zones as a safe zone.

Pot Meets Pop jeans is in the fifth zone where there are only Pot Meets Pop and H&M jeans with unique, young, and cool attributes in this group with a total of ten items. This shows that Pot Meets Pop jeans are in an unsafe zone in Indonesian jeans industry in Jakarta market, when juxtaposed with top ten brands of top jeans based on consumer perception with the number of Pot Meets Pop jeans sales in this fifth zone only as many as three items or can with the smallest contribution. Pot Meets Pop is a new jeans brand for jeans users in Indonesia, just a local indie brand by using unusual materials on the market such as international brands such as Levi's, Wrangler, Lois, H&M, Zara and others.

Looking from perceptual mapping above, the position of Pot Meets Pop zone farthest away from the crowded jeans market and very different from other mass jeans market. With the concept of selling a limited product that will not release the same product in the following season's articles, highly segmented jeans come from jeans with raw denim materials lover that close to the darahkubiru community, and the product focuses on raw denim materials, making Pot Meets Pop into a niche market. Kotler (2003) in Parrish et al (2006) defines a niche as a

more narrowly defined group seeking a distinctive mix of benefits. He states that niche markets are usually identified by dividing a segment into subsegments and that the key issue in niche marketing is specialization, and also explains the main reason why a niche market strategy is so profitable is that the specializing firm ends up knowing the customers so well that it is able to better meet their needs. As a result, the firm can charge a substantial price over costs and achieves high margins, whereas the mass-market firm achieves high volume (Kotler, 2003). Besides profits, there are other reasons firms implement a niche market strategy. By focusing on the customer, the firm is better able to respond faster to demand changes.

Based on the researcher data, theory, and market reality. Pot Meets Pop needs to apply niche market strategy with a focus on segmented consumers by spoiling them with the superiority of using raw denim materials. So it is able to better meet their needs and can charge a substantial price over costs and achieves high margins as the result. So Pot Meets Pop does not need to get out of the zone and take the already crowded jeans market, but still focus in its own market. Once it is felt the market is saturated and achieve maximum sales on the target, and also force Pot Meets Pop to be ready to take a crowded jeans market zone. Pot Meets Pop needs to prepare larger capital for mass products, wider distribution channels, and be ready to compete with big competitors. The first step to take a more crowded market is to see the head to head competitors that are in the same zone that is H&M.

The good things that Pot Meets Pop can consider to market expand in other jeans market zone that is seen from consumer perception. Data of consumer

perceptions shows that Pot Meets Pop has a good position among other jeans competitors that is ninth ranked on the basis of the indicators that have been researched. To further strengthen the strategy that Pot Meets Pop should apply first, the researcher will analyze the characteristics of Pot Meets Pop consumers that compare with H&M as head to head competitors and all jeans brands in Jakarta based on sales data from most buying categories. Characteristics of consumer jeans Pot Meets Pop in the city of Jakarta can be seen in table 4.9.

**Tabel 4.9** Characteristics of Pot Meets Pop Consumers with Competitors

| N o | Characteristic | Amount of Jeans Sales in Jakarta | H&M Consumers | | Pot Meets Pop Consumers | |
|---|---|---|---|---|---|---|
| | | | Item | Percen tage (%) | Item | Percenta ge (%) |
| 1. | Age : <br> 17 - 21 years old <br> 22 - 26 years old <br> 27 - 31 years old <br> 32 - 40 years old | 86 <br> 44 <br> 13 <br> 7 | 4 <br> 3 <br> 0 <br> 0 | 2.6 <br> 2 <br> 0 <br> 0 | 3 <br> 0 <br> 0 <br> 0 | 2 <br> 0 <br> 0 <br> 0 |
| | Total | 150 | 7 | 4.6 | 3 | 2 |
| 2. | Marital Status : <br> Married <br> Single | 25 <br> 125 | 1 <br> 6 | 0.6 <br> 4 | 0 <br> 3 | 0 <br> 2 |
| | Total | 150 | 7 | 4.6 | 3 | 2 |
| 3. | Profession : <br> Student <br> Employees <br> Professional <br> Unemployee | 99 <br> 34 <br> 11 <br> 6 | 6 <br> 1 <br> 0 <br> 0 | 4 <br> 0.6 <br> 0 <br> 0 | 3 <br> 0 <br> 0 <br> 0 | 2 <br> 0 <br> 0 <br> 0 |
| | Total | 150 | 7 | 4.6 | 3 | 2 |
| 4. | Household Income : <br> < 2 million <br> 2-4 million <br> 4-6 million <br> 6-8 million <br> > 8 million | 76 <br> 39 <br> 18 <br> 7 <br> 10 | 4 <br> 3 <br> 0 <br> 0 <br> 0 | 2.6 <br> 2 <br> 0 <br> 0 <br> 0 | 3 <br> 0 <br> 0 <br> 0 <br> 0 | 2 <br> 0 <br> 0 <br> 0 <br> 0 |
| | Total | 150 | 7 | 4.6 | 3 | 2 |

Source: Processed by researcher, 2018

Table 4.9 above shows that the characteristics of jeans consumers in the city of Jakarta are dominated by young age between 17 to 21 years old who status as unmarried students from highchool and college that only have income less than two million rupiah. This shows that the jeans market in Jakarta is in great demand by young people or students.

The results of consumer characteristics in table 4.9 above shows that the jeans market in the city of Jakarta is the young age is very in accordance with consumers of the brand Pot Meets Pop with the characteristics of brand attributes are unique, young, and cool. Young consumers choose Pot Meets Pop because of the unique superiority of attributes offered, where the use of raw denim material that can evolve based on activity usage becomes a trend at the moment and is perfect with the style of young people who want to look different and look more cool than others . The attributes offered are also considered to have different social values for younger consumers. If you have been using a product especially jeans that are considered in accordance with the fashion trends and social values that exist then the consumer will be more confident or feel a jeans brand feel able to show their identity. Then coupled with the marriage status that is not married is likely to make a young consumer is more literate to fashion and still in the process of looking for a style or fashion that has the attributes in accordance with his want.

According to Jegethesan et.al (2016) that young consumers consider purchasing decisions because of the appropriate attribute ethics offered on a product. According to Dickson in the same journal mentioned that social value is also a consideration in making purchasing decisions of fashion products on young

consumers. This opinion reinforces the reason that unique attributes represent more value in the Pot Meets Pop jeans that match the characteristics of young consumers at the moment.

Other consumer characteristics of Pot Meets Pop's jeans consumers are job status dominated by students and household income dominated by a range of numbers under two million rupiah. This shows that Pot Meets Pop jeans match the needs of students who are not required to wear formal trousers for a day's work a day and in accordance with the current student style where the design and cut the model of jeans that suit and have student ethics because it can be used at any time, both at college and at other moments. The price of Pot Meets Pop with a range of five hundred and fifty thousand to one million rupiah is also in accordance with the household income seen in Pot Meets Pop consumers. This shows that the price of Pot Meets Pop jeans is still in the price category that can be reached by consumers, as well as seeing the period of the use of jeans long enough shows that with household income under two million rupiah is very possible consumer Pot Meets Pop to buy it.

Looking from H&M as head to head brand of the closest competitor from Pot Meets Pop is not much different. H&M has gained a market among adult married age and has a formal job. So Pot Meets Pop needs to introduce its brand to other market not only among young people but also the mature age and middle class, larger capital for mass products, and wider the distribution channels. Besides of improve the product quality and closer the characteristics of other brand attributes or product value offered to consumers. Pot Meets Pop need to increase

brand awareness with the campaign to introduce the superiority of materials used to increase the sales and dominate the market to grab the crowded jeans market zone.

Pot Meets Pop needs to do a strategy in introducing its brand to jeans consumers in Indonesia in order to achieve category top of mind, most buying, most favorite, and brand recall like Levi's and Wrangler. The most effective strategy for Pot Meets Pop is to further improve the marketing through communication channels, such as mobile phones through online maketing in website and social media that are on the rise nowadays and seen the jeans consumers characteristics that dominated by young age people to get a positioning in the minds of consumers of jeans in Indonesia. This strategy is consistent with what Aaar et al. in Sasmita and Suki (2015) that consumers receive brand awareness through effective marketing channels such as telecommunications, mobile telephones and online advertising that provide quality assurance and product credibility where it will reduce the risk to products selected when performing a product.

This strategy is also supported by items on buying preference that need to be considered and highlighted by the company to support marketing activities in the market competition. In the data it appears that consumer preference prioritize are prices, product quality and brand. This consumer priority should also be prioritized by Pot Meets Pop jeans to win the market. This is believed by researcher as a long-term strategy that will impact on direct and indirect profits with the company. Besides of Pot Meets Pop have to learn the characteristics of each brand

contained from each zone attributes such as original, elegant, charming, luxury, exclusive, popular, vintage, durable, and sporty. But still based on the characteristics of the brand Pot Meets Pop itself with unique, young, and cool attribute. So Pot Meets Pop can slowly enter each zone to expand the market and increase the sales.

# CHAPTER V

## CONCLUSION AND SUGGESTION

### A.  Conclusion

Based on the discussion and results of research that has been described in the previous chapter, can be drawn some conclusions from perceptual mapping approach and marketing strategy:

1.  Perceptual Mapping:

    a.  In the research results show that the brand of Pot Meets Pop jeans is ranked in ninth of the top ten jeans brands based on consumer perceptions of jeans in Jakarta, but has not gained top rank in Top of Mind, Most Buying, Most Favorite, and Brand Recall categories.

    b.  Pot Meets Pop jeans on the perceptual mapping is at coordinate 15 in dimension 1 and coordinates 49 in dimension 2. Pot Meets Pop jeans is in quadrant 1 along with H&M and Wrangler jeans. These three brands are perceived by consumers to have similarities or similar product attributes and have no significant difference compared to other brands.

    c.  Consumers perceive that Pot Meets Pop jeans is very dominant with unique attributes with euclidean distance 0.9. Another attribute that is very close to Pot Meets Pop is young with Euclidean distance 3.0  and cool attribute with euclidean distance 3.3. The closest competitor of Pot Meets Pop in this attribute is H&M jeans with euclidean distance1.95. H&M is superior to the euclidean distance 1.1 for young attributes and cool attributes with

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euclidean distance 1.7. It can be said that H&M jeans as a head to head brand competitor of Pot Meets Pop in this research.

d. In the calculation of Thurstone Case V to know the buying preffence, consumers prefer the price in purchasing jeans, the next priority is product quality and brand strength becomes the third priority for consumers. While salesperson attitudes become the last priority for consumers in purchasing preferences. So as to make reference and consideration for Pot Meets Pop in determining price, product quality, and brand strength.

2. Marketing Strategy:

a. The calculation of sales number made in the market analysis, shows that Pot Meets Pop only contributes very slight and there's in the last zone. View the zones on Levi's and Wrangler jeans that have a highest number of jeans sales and top rank on the Top of Mind, Most Buying, Most Favorite and Brand Recall categories. Requires Pot Meets Pop to apply the strategy to be in the consumer's mindset, increase sales, and expand the market by introducing brand more and product superiority in marketing channel communications currently dominated by the internet, social media, online advertising and social campaigns.

b. Looking from sales jeans map, shows that the position Pot Meets Pop zone farthest away from the crowded jeans market and very different from other mass jeans market. It making Pot Meets Pop into a niche market, with the the concept of selling a limited product that will not release the same product in the following season's articles, highly segmented jeans come from jeans

with raw denim materials lover that close to the darahkubiru community, and the product focuses on raw denim materials. So Pot Meets Pop doesn't need to get out of the zone and take the already crowded jeans market, but still focus in its own market. It needs to apply niche market strategy with a focus on segmented consumers by spoiling them with the superiority of using raw denim materials then able to better meet their needs and can charge a substantial price over costs and achieves high margins as the result.

c. Pot Meets Pop to be ready to take a crowded jeans market zone when felt the market is saturated and achieve maximum sales on the target. It needs to prepare larger capital for mass products, wider distribution channels, and be ready to compete with big competitors. The first step to take a more crowded market is to see the head to head competitors that are in the same zone is H&M.

d. The characteristics of jeans consumers in Jakarta city in this research is dominated by young age as a student who has unmarried status and has household income under two million rupiah. The results shows that consumers of Pot Meets Pop is very suitable with the characteristics of jeans consumers who are young age with the proximity attributes of unique, cool, and young. H&M as the head to head brand of the nearest competitor Pot Meets Pop shows the results are not much different. H&M has gained a market among adult married age and has a formal job. So Pot Meets Pop needs to introduce its brand to other market markets not only young age but middle-class, larger capital for mass products, and wider the distribution

channels, as well as improving product quality and bringing together other brand attribute characteristics or product value offered to consumers. So as to increase the sales and dominate the market to grab the crowded jeans market zone.

## B. Suggestion

1. Pot Meets Pop jeans need to evaluate the marketing strategies in their marketing concepts either by re-evaluating the company's marketing concept or learning the marketing concept of competitor. So as to increase the number of sales and compete in the market to meet the needs and demands of jeans consumers.

2. Researcher suggest to further researcher to more explore for reference in determining the attributes and adjust to the existing conditions in the object of research, so that the expected results will be better research and consumer perceptions will be more diverse.

3. To further illustrate the jeans brand competition, it is advisable that further researcher more expand the scope of the study. Not only limited to product attributes, so that it can describe the competition nationally and internationally by involving respondents in big cities and involve more brands, both domestic and international.

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