

**PERCEPTUAL MAPPING OF SOAP PRODUCT IN PACKAGING DESIGN (CASE STUDY: LIFEBOUY AND LUX BODY WASH) IN MANADO CITY BY USING MULTIDIMENSIONAL SCALING ANALYSIS**

*PEMETAAN PERSEPSI DESAIN KEMASAN PRODUK SABUN (STUDI KASUS: SABUN PEMBERSIH BADAN LIFEBOUY DAN LUX) DI KOTA MANADO DENGAN MENGGUNAKAN ANALISIS MULTIDIMENSIONAL SCALING*

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**Abstract:** Packaging design is an important part of any marketing plan that involves product- not only is the messaging and visual identity of a package of reflection of consistent branding. Using Perceptual Mapping is the most important part of marketing because Customer perception are relate to how consumer evaluate a company's product. The right perception will produce the right decision also to achieve sales of a company. The purpose of this study was to determine the mapping of consumer perceptions of two soap products Lifebuoy and Lux body wash, based on four attributes, color, shape, image and typography. Data were obtained from questionnaires, study of literature and some observation directly to the purpose of the research. Analysis using multidimensional scaling techniques, samples taken 122 samples of people in Manado. The results showed that the consumer has its own perception of each product based on attributes of Lifebuoy and Lux body wash. Therefore, producer soap product, to pay more attention for the packaging design, more influence on customer perception. A better package design could lead to customer attraction and increasing sales.

**Keywords:** *perceptual mapping, marketing*

**Abstrak:** *Desain kemasan merupakan bagian penting dari setiap rencana pemasaran yang berkaitan dengan produk- tidak hanya sebagai pesan dan identitas kemasan pencitraan merek yang konsisten. Menggunakan pemetaan persepsi umumnya bagian terpenting dari pemasaran karena persepsi konsumen berkaitan dengan bagaimana konsumen menilai produk dari perusahaan itu. Tujuan dari penelitian ini adalah untuk mengetahui pemetaan persepsi konsumen terhadap dua produk sabun yaitu Lifebuoy dan Lux, berdasarkan empat atribut yaitu warna, bentuk, gambar dan tipografi atau seni tata huruf. Data penelitian diperoleh dari kuesioner, studi kepustakaan, dan beberapa observasi langsung sesuai tujuan penelitian. Teknik analisisnya menggunakan multidimensional scaling, sampel yang diambil sebanyak 122 sampel penduduk yang tinggal di Manado. Hasil penelitian menunjukkan bahwa konsumen memiliki persepsi tersendiri terhadap masing-masing merek berdasarkan atribut warna, bentuk, gambar dan tipografi atau seni tata huruf. Oleh karena itu produsen sabun mandi sebaiknya lebih memperhatikan desain kemasan karena hal itu berpengaruh terhadap persepsi konsumen. Desain kemasan sebaiknya dapat menarik perhatian dan meningkatkan penjualan.*

**Kata Kunci:** *pemetaan persepsi, pemasaran.*

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## INTRODUCTION

### Research Background

Nowadays, there are so many companies are issued a similar product, It can be imagined when consumers enter the minimarket, supermarket and hypermarket, consumers see sequential series of similar products and looking for the desired of the product. To overcome this situation, the company uses a strategy for consumers can easily remember the packaging of the products, so it can attract the attention of consumers to the packaging of the products.

Package design is an important part of any marketing plan that involves product—not only is the messaging and visual identity of a package a reflection of consistent branding, it serves to reinforce marketing messages and enhance the overall customer experience. In addition, the packaging has many functions such as protect the goods from the environment, attract the consumers and provide information to the customers. The packaging become a good strategy for the company. The strategy of the company is to creating good packaging design; look unique, interesting and provide information. The packaging design become different with other similar company products. Packaging design that is having a unique look, interesting, and provide information, can attract customers to buy the product.

According to Hine (1995:13), packaging design should be able to attract the attention of customer. Get the customer attention is very important to evaluating the product. Packaging design must be able in communicate and attract the attention of consumers while published. In order the consumers can understand and know intent of the product. Especially with so many new products enter the market each year, DK. Holland (2008), said packaging just havetime of 0.1 seconds to attract the attention of the consumer. Package itself can even increase the product's utility, making it better suited to however the customer wants to use it.

In this research paper, the packages design evaluate on four variables (Color, shape, image and typography). But Kotler (2003:436) defines there are six variable such as size, brand, text, color, material and fool Moreover, Ampuero and Vila (2006:3) defined parts of package elements (as color, shapes used, typography and images ) and structural elements as (form, size of the containers, and materials). This research paper examines the perceptual mapping of soap product using attributes of package design.

Soap product is one of the daily needs of human. Soap is one of convenience products that consumed day by day by consumers and can be purchased as often as consumers want. Soap is one of the basic needs of human in keeping cleanliness and freshness of body skin. Many companies compete to attract consumers by offering innovations on soap with a variety of fragrance, display or packaging designs, and the usefulness of soap itself. Soap products consist of two types, such as bar soap and liquid soap.

The packaging design of soap product in Indonesia also got attention. The other of soap manufacturers also saw that soap packaging design require a new innovation from out to dated because the level of competitive are pressure. Competition from Lifebuoy and Lux brands in this case can be seen from indicator of color, shape, image, and typography.

Mapping itself is a grouping of attributes that have been established by researchers. Each of these attributes can show the difference between Lifebuoy and Lux soap products based on indicator. The mapping of each brand based on the indicator such as bright color, variety color, light color, easy to open, easy to save, easy to share in the market, draw attention, easy to know, show the brand of product, easy to read, easy to understand and creative. This becomes a consideration for consumers in buying a product. Therefore, the researcher know the advantages of each brand based on perceptual mapping.

In general, people buy a product based on interesting and unique packaging design. A product can be favored by the consumer, when the product is considered different with others. Establishing a perception is the most important part of marketing because customer perceptions are related to how consumers evaluate a company's product. The right perception will produce the right decision also to achieve sales of a company.

Based on the background, this study would like to reveal the perceptual mapping of soap product in packaging design (Case study: Lifebuoy and Lux Body Wash) in Manado city using multidimensional scaling analysis.

## **Research Objectives**

The objective of this research to obtain the data, information and aims to know the consumer perception mapping of four soap product based on attributes color, shape, image and typography of packaging design.

## **THEORETICAL REVIEW**

### **Marketing**

Kotler and Keller (2006:5), marketing is a deal with identifying and meeting human and social needs. Marketing is how that is done from the company to the make buyers interested in their products; marketing is also an effort of an entrepreneur or a company to make a profit for the business. Lamb, Hair, McDaniel (2001: 6), Marketing is a process of planning and running concept, pricing, promotion, and a number of ideas, goods and services to create exchanges that can satisfy individual and organizational goals. Kotler, Keller, Ang, Leong and Tan (2009:27) broadly defined marketing as a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging value with other. In a narrower business context, marketing involves building profitable, value-laden exchange relationship with customers. Marketing as the process by which companies create value for customers and build strong relationships in order to capture value from customers in return.

### **Consumer Behavior**

Consumer behavior study is a very critical aspect in marketing, to identify reason why consumers buy the product or services. Louden and Albert (2012:5), explained consumer behavior is the decision process and physical activity individuals involved in evaluating, obtaining, using or providing goods and services acquired. Engel, Blackwell and Miniard (1990:4) explained actions that directly involved in obtaining, consuming and spent the products and services, including the decision process and following this action precedes. Schiffman and Kanuk (1997:648) explained the term consumer behaviour is defined as the behaviour that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs. Consumer behavior focuses on how individuals make decisions, to spend their available resources (time, money, effort) on consumption-related items.

### **Packaging Design**

Packaging is the container for a product encompassing the physical appearance of the container and including the design, color, shape, labeling and materials used (Arens 1996:2). Kotler (2000:418), defines packaging as all the activities of designing and producing the container for a product. Packaging can be defined as the wrapping material around a consumer item that serves to contain, identify, describe, protect, display, promote and otherwise make the product marketable. Packaging is the most important point-of-purchase merchandising tool in the marketing mix, it can also be used to communicate a brand's message and values. Not only can the product deploy countless cover messages, but the design of the package also enables the consumer to identify certain symbolic cues that differentiate the product from competitors.

According to Ampuero and Vila (2003:3), there are two blocks elements of package: graphic elements (color, typography, shapes used and images) and structural elements (form, size of the containers, and materials).

#### **1. Color**

Color affects human behavior such as some colors make us happy whereas others make us sad. While making purchase decision color scheme becomes more obvious.

#### **2. Shape**

Shapes used to display the words create a distinct impression, resulting in that the appearance in the type also carries meaning. Shape of packaging design reflects the nature and personality of the product and emphasizes that the shape of the package can be a strong form of persuasion because it can provide information about how to use the product.

#### **3. Image**

Pictures or images represent concrete information which is more influential in the decision-making process than abstract verbal information.

#### 4. Typography

Typography is the text or word combinations appearing on the package as various information besides from the logo.

#### Previous Research

The first article is studying the influence of packaging design on consumer perceptions (of dairy products) using categorizing and perceptual mapping (Gelici-Zeko, 2012). This study aims to investigate the Influence of packaging design on Consumer perception of Dairy Product by using categorizing and perceptual mapping-diametrically opposed methods (predefined criteria vs consumer criteria).

Both categorizing and perceptual mapping have been demonstrated to be useful, simple and user-friendly methods to determine the packaging design cues that influence the perception of dairy products.

The second article is consumer perceptions of product packaging by (Ampuero and Vila, 2006). This Study aims to investigate consumer perceptions in order to correctly design product packing and to achieve the desired position in the minds of consumers. So an experimentation-based empirical research study has been carried out to relate each positioning strategy to certain specific packaging elements (color, typography, shape, and image).

The third article is packaging design elements and users perception: A context in fashion branding and communication (Vaas H, 2015), This Study aims to investigate how the elements of the package design affect consumer's perceptions about products and brand. In this research to collect data use questionnaire that covered areas such as design elements of the package (size, shape, material, graphic design of package, typography, images and pictures), user's perception (attention, purchase and repurchase) and their experience (feelings evoked and functional benefits).

#### Conceptual Framework

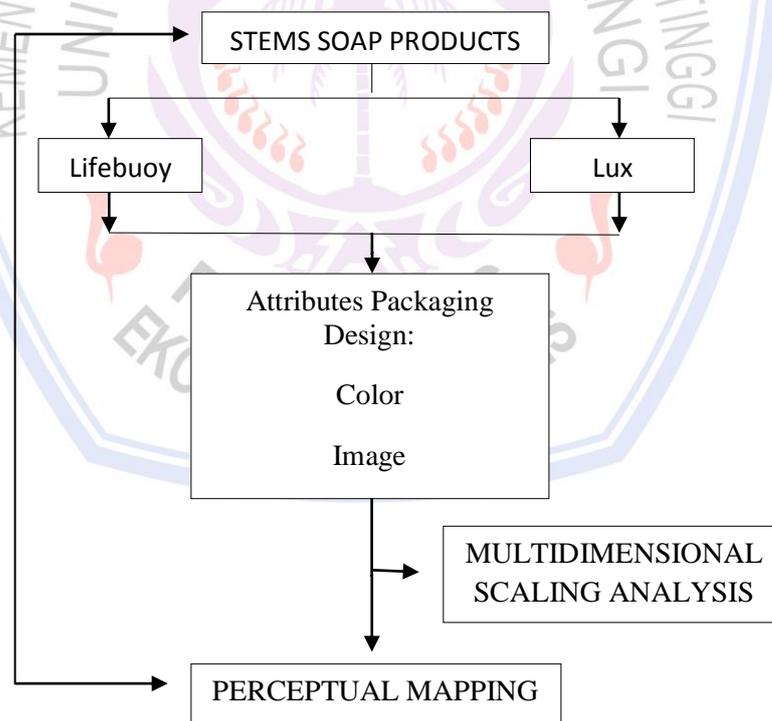


Figure 1. Conceptual Framework

To determine the color, shape, image and typography of soap product is by using perceptual mapping to analyze the consumer perception.

## RESEARCH METHOD

### Type of Research

This research is comparative research, which is a study by collecting data from several settings or organizations. In this case is the perceptual mapping toward product attribute of package design. This research using quantitative research method because it uses a questionnaire as a tool to collect data and analysis.

### Population and Sample

This section will show the population, which is known as a complete set of elements (persons or objects) that possess some common characteristic defined by the sampling criteria established by the researcher. This section also describes the selected elements (people or objects) chosen for participation in a study; people are referred to as subjects or participants, known as sample.

### Place and Time of Research

This research will be take place in Manado city, North Sulawesi. This research is conducted for three months long, starting from June - August 2017.

### Multidimensional Scaling Analysis

This research is using multidimensional scaling analysis, multidimensional scaling analysis is a procedure used to describe perception in a display. The concept and scope of multidimensional scaling (MDS) in marketing research and outlines a variety of applications; outlining the steps to be followed in the multidimensional scaling of perceptual data, including the formulation of the problem, getting the input data, selecting MDS procedures, decide the number of dimensions, give interpretation to the configuration and provide an assessment (to asses) reliability and validity, describes scaling preference data; explain correspondence analysis and goodness and weakness; understand the relationship between MDS, discriminant analysis and factor analysis.

MDS is used to determine the relationship interdependence between variables or data. This relationship is not known through the reduction or grouping variable, but by comparing the variables that exist in every object in question by using a perceptual map. This research also using consumer preference analysis, in this case using modus that is by calculating each frequency from the indicator then classifying in the rank result or ranking of the most value or often value appear obtained by asking respondents to ranking a brand is based on indicators offered. In this case, the judgment is to rank from 1 to 4. Then the most preferred brand of respondents is ranked 1<sup>st</sup> and 2<sup>nd</sup>. In this case the offered by 4 variable and 12 indicator, the preference data will be generated into 4 indicators.

### Validity and Reliability Test

#### Validity Test

Validity test is aimed to test whether the question items or indicators are able to measure what is supposed to be measured. By comparing correlation index in Pearson product moment correlation coefficient to test the validity of variables, with significance level of 5% it can be seen valid or not a research instrument. If probability of correlation is less than 0.05 (5%) then the research instrument is stated as valid.

#### Reliability Test

Reliability is established either through test-re-test where the same test administered to the same respondents at different times obtains the same results or parallel form reliability when the same test with different wordings or sequence of questions also results in the same data.

### Research Procedure

Researcher prepared the questionnaires and distributed 122 questionnaires to the respondents in order to gather the data needed. Then, researcher arranged the result data convert the data into tabulation. After analyzing the data, researcher make a conclusions and recommendations followed by writing the result of the research.

## RESULT AND DISCUSSION

### Result

#### Multidimensional Scaling Analysis

This section contains both the result of multidimensional scaling analysis. The researcher use SPSS 23.00 to find the result of multidimensional scaling analysis of both Lifebuoy and Lux soap products with indicators color, shape, image and typography.

#### The result of Perceptual Mapping based of Indicator and Attribute

The perceptual mapping of Lifebuoy and Lux soap products based on color,

**Table 2. Perceptual Mapping of Indicator/Attribute Color**

Stimulus Coordinates		Dimension	
Stimulus Number	Stimulus Name	1	2
1.	Lifebuoy	-4.3794	-3.0670
2.	Lux	3.7375	-3.7269

Source: Data Processed, (2017)

Based on the position above, there is a difference in terms of color, as follows:

1. Lifebuoy soap product occupy on quadrant 4, in dimension 1 Lifebuoy is on stimulus (-4.3794) and dimension 2 (-3.0670). That shows Lifebuoy has no similarity with Lux in terms of color and its location is different quadrant with Lux soap products.
2. Lux soap product is located in quadrant III at dimension 1 (3.7375) and dimension 2 (-37279). It means Lifebuoy has no similarity with Lux in terms of color and its location is different quadrant with Lux soap product

The perceptual mapping of Lifebuoy and Lux soap products based on shape,

**Table 3. Perceptual Mapping of Indicator/Attribute Shape**

Stimulus Coordinates		Dimension	
Stimulus Number	Stimulus Name	1	2
1.	Lifebuoy	1.1254	5.2522
2.	Lux	5.4008	-1.7750

Source: Data Processed, (2017)

Based on the position above, there is a difference in terms of shape, as follows:

1. Lifebuoy soap products occupy in quadrant II, in dimension 1 (1254) and in dimension 2 (5.2522). That shows Lifebuoy has no similarity with Lux in terms of shape and its location is different quadrant with Lux soap products. The map position shows that Lifebuoy and Lux are far apart.

- Lux soap products are located in quadrant III at dimension 1 (5.4008) and dimension 2 (-1.7750). The map position shows that Lux soap product are far from Lifebuoy soap product position. So it is not very influential.

The perceptual mapping of Lifebuoy and Lux soap products based on image,

**Table 4. Perceptual Mapping of Indicator/Attribute Image**

Stimulus Coordinates		Dimension	
Stimulus Number	Stimulus Name	1	2
1.	Lifebuoy	-4.2778	2.9124
2.	Lux	3.7476	3.7862

Source: Data Processed, (2017)

Based on the position above, there is a difference in terms of Image, as follows:

Lifebuoy Soap products are in quadrant I, at dimension 1 (-4.2778) and at dimension 2 (2.9124). That show the map position of Lifebuoy soap product is different with Lux soap product position. So it is not very influential. Lux soap products are located in quadrant II at dimension 1 (3.7476) and dimension 2 (3.7862). That show the map position of Lux soap product based on indicator of Image is far from Lifebuoy soap product position. So it is not very influential.

The perceptual mapping of Lifebuoy and Lux soap products based on typography,

**Table 5. Perceptual Mapping of Indicator/Attribute Typography**

Stimulus Coordinates		Dimension	
Stimulus Number	Stimulus Name	1	2
1.	Lifebuoy	-2.0173	4.9031
2.	Lux	5.3844	1.3120

Source: Data Processed (2017)

Based on the position above, there is a difference in terms of Typography, as follows:

- Lifebuoy Soap products are in quadrant I, that show Lifebuoy at dimension 1 (-2.0173) and dimension 2 (4.9031). That show the map position of Lifebuoy soap product different with Lux soap product position. So it is not very influential.
- Lux soap products are located in quadrant I at dimension 1 (5.3844) and dimension 2 (1.3120). That show the map position of Lux soap product based on indicator of Typography is very far from Lifebuoy soap product position. So it is not very influential.

### The result of preference analysis

**Table 6. Ranking Frequency of 12 Indicators/Attributes**

Soap Product	Indicators/Attributes												Ranking
	Color			Shape			Image			Typography			
	1	2	3	4	5	6	7	8	9	10	11	12	
Lifebuoy	2	2	2	2	2	2	2	2	2	2	2	2	I
Lux	2	2	3	2	2	3	2	2	2	2	2	2	II

Source: Data Processed (2017)

Indicator Description:

- Bright Color
- Variety Color
- Light Color

4. Easy to Open
5. Easy to Saved
6. Easy to Share in the market
7. Draw Attention
8. Easy to Know
9. Show Brand Product
10. Easy to Read
11. Easy to Understand
12. Creative

In the table shows that the calculation of modus of each attributes of the soap products in packaging design can be describe as follows:

1. The consumer's preference of Lifebuoy's soap products show the rank position is highest. The respondents more likes the packaging design of Lifebuoy soap products based on attribute color and it is become an attraction to the consumer, so it occupies on the 1st rank. Followed by Lux at second rank position.
2. The consumer preferences of shape attributes, according to tabulation of data calculated the modus of Lifebuoy and Lux soap products at the same position, which means based on attribute shape consumers like the shape of Lifebuoy and Lux packaging design.
3. The consumer preference based on the attributes of image Lifebuoy soap products occupies on first position. The highest consumer preference occupied by Lifebuoy with the value of draw attention points 47 (II) mode, Easy to know 49 (II), show brand product 42 (II); Lux based on attribute of draw attention shows 39 (III), Easy to know 52 (II), show brand product 50 (II). This is are proving that the image of packaging design in Lifebuoy soap product is preferable to consumers compared on Lux soap product.
4. The consumer preferences of typography attributes, according to tabulation of data calculated the modus of Lifebuoy and Lux soap products at the same position, which means based on attribute typography consumers most like the typography of Lifebuoy and Lux packaging design.

### Discussion

This research was analyzed by using multidimensional scaling analysis. To get an accurate result from this method which is purpose of this research, the researcher analyzed the perceptual mapping of soap product in packaging design based on 4 attributes; Color, shape, image and typography.

In this research the data was collected from 122 respondents which is a consumers' of Lifebuoy and Lux body wash, and categorized by gender, age, occupation and income. The result shows that 50 % respondents are female and 50% respondents are male. Most of respondents are between 18-25 years old with 70.5% respondents. The occupation of most respondent is college student with 50%. And the largest number of sampled respondents that have income <Rp.500.000 is 29.5%.

From the whole calculation of perceptual mapping that has been processed by using SPSS 23 application, can be explained on the map positionas as follow:

1. The differences in consumer perceptions based on indicators of color, image and typography can establish the position of different packaging design competition so the consumers can state that each soap product has a significant difference.
2. Based on the result above the consumer preferences of soap product, Lifebuoy is in the first position.

Followed by Lux in the second position.

The results answered the objectives proposed in this research to find out the perceptual mapping of soap products Lifebuoy and Lux based on attributes of packaging design. Therefore, Lifebuoy is the most favored soap product by consumers based on the indicator or attribut color, shape, image and typography. These results show that Lifebuoy became the most preferred brand of soap consumers compared to Lux.

From the results of previous research obtained that the analysis of consumer perceptions of dairy products by using categorizing and perceptual mapping-diametrically opposed methods (predefined criteria vs consumer criteria). The participants were randomly divided in two groups, each of which evaluated the samples using one method: Categorizing or perceptual mapping. Both categorizing and perceptual mapping have been demonstrated to be useful, simple and user-friendly methods to determine the packaging design cues that influence the perception of dairy products. However, perceptual mapping provided more subconscious perceptions than the categorizing task. The results of perceptual mapping are objective and provide representative information. Image dairy product presented to the participants: graphical designs, sizes, shapes and materials. The results of perceptual mapping are objective and provide representative information. Furthermore, it fosters better understanding of the potential for product packaging to be misinterpreted and supports packaging designers in developing packages that better align with consumer perception.

The calculations show that the difference in consumer perceptions based on certain indicators can establish a competitive position map of the dairy product very differentiate, so the consumers can state the establish of each brand product has a significant difference.

This research compared with this study, the previous research has a similarity that states each soap product has a distinct advantage and according to customers own criteria. Can be seen from the mapping of consumer perceptions. Based on consumer preference in this research Lifebuoy soap product is superior compared with LUX soap product based on indicator or product attribute.

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusions

Based on the results of data processing by using multidimensional scalling analysis (MDS). The attribute of color, image and typography, Lux have no similarities with Lifebuoy, but in the case of shape and typography Lux similar with Lifebuoy soap product. But perceived by consumers is not a significant influence for consumers because the location in the quadrant is still far. Based on the results of consumer preferences can be seen the sequence ranking consumer preferences of Soap Product as follows:

- |    |          |             |
|----|----------|-------------|
| 1. | Lifebuoy | Rangking I  |
| 2. | Lux      | Rangking II |

Therefore, it is wise for producer soap to pay more attention for its packaging design, it has influence on customer perception. A better package design could lead to customer attraction and increasing sales. As the competition keeps on rising among the competitor, company should consider more about the packaging design especially the indicator or attributes to increase customer needs and wants.

### Recommendations

From the result, several recommendations for the company, the government, the students, and the future researchers are purposed as follows:

1. For Lux Soap Product which is ranked 2<sup>nd</sup> position, at least Lux products do an new innovation based on attributes of color and image example the logo or print design, the variety of color, more creative and the strategic. Make some very unique so consumer interest the product. Because the market of Lux is currently starting to fall, based on Top brand data 2017 than Lifebuoy soap product. Therefore it is imperative to create new packaging design innovations in order for consumers to purchase the product. Lifebuoy soap products in the first position, more maintain or improve the quality and give more innovative in the package design so that the consumers are more loyal with the products.
2. The students, lecturers and other parties in university may gain knowledge and additional information about marketing and perceptual mapping and packaging design.

3. The future researcher, may elaborate more issues regarding to packaging design on other objects of research.

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