EVALUATING PRODUCT ATTRIBUTES OF QUICKSILVER'S APPAREL USING IMPORTANCE AND PERFORMANCE ANALYSIS

MENGEVALUASI SIFAT-SIFAT PRODUK DARI PAKAIAN QUICKSILVER MENGGUNAKAN METODE IMPOTANCE AND PERFORMANCE ANALYSIS

by
Virgilio J. P. Pangemanan[1]
Sifrid S. Pangemanan[2]
Ferdinand Tumewu[3]

[123]Faculty of Economics and Business, International Business Administration, Management Program
Sam Ratulangi, University Manado

E-mail:
[1]liopangemanan1996@gmail.com
[2]psifrid@yahoo.com
[3]tumewufj@gmail.com

Abstract: Product attributes is the way to differentiating in fashion industry and can give impact to customer purchase decision. The objectives of this research are to identify the importance of Quicksilver's apparel attributes and to identify the performance of Quicksilver's apparel attributes based on the variables such as brand name, style, retail store, and price. This research use quantitative approach and uses primary data obtained through questionnaires and uses importance and Performance Analysis. 100 respondents are the sample size of this research. The result of this study shows that brand name and price are placed in quadrant I (high important but low performance), retail store in quadrant III (low importance and low performance), while style in quadrant IV (low importance but high performance). In connection with the fashion competition that occurs in Manado, marketers must be able to act creatively in the development. Quicksilver need to conduct further internal research, in terms of follow up the result of this research, in order to increase or maintain the importance and performance of product attributes indicators that have a high impact to the consumers purchase decision that resulting in attract the customers attention and increasing the sales.

Keywords: product attributes, brand name, style, retail store, price, importance and performance analysis.

Abstrak: *Atribut produk adalah cara untuk membedakan dalam industri fashion dan dapat memberikan dampak keputusan pembelian pelanggan. Tujuan dari penelitian ini untuk mengidentifikasi pentingnya atribut pakaian Quicksilver dan mengidentifikasi kinerja atribut pakaian Quicksilver berdasarkan variabel seperti nama merek, gaya, toko ritel, dan harga. Penelitian ini menggunakan pendekatan kuantitatif dan data primer yang diperoleh melalui kuesioner dan menggunakan metode analisa kepentingan dan kinerja. 100 responden adalah ukuran sampel penelitian ini. Hasil studi ini menunjukkan bahwa nama merek dan harga ditempatkan di kuadran I (penting tinggi tapi rendah kinerja), toko ritel di kuadran III (pentingnya rendah dan kinerja rendah), sementara gaya dalam kuadran IV (rendah penting tapi berkinerja tinggi). Sehubungan dengan kompetisi fashion yang terjadi di Manado, pemasar harus mampu bertindak secara kreatif dalam pengembangan. Quicksilver harus mengadakan penelitian internal lebih lanjut, dalam menindaklanjuti hasil penelitian, dalam meningkatkan atau mempertahankan kepentingan dan analisa kinerja atribut produk indikator yang sangat berpengaruh terhadap keputusan pembelian konsumen yang menarik perhatian konsumen dan meningkatkan penjualan.*

Kata Kunci: atribut produk, merek, gaya, toko ritel, harga, kepentingan dan analisa kinerja.

INTRODUCTION

The textile and apparel sectors are critical importance for the Indonesian economy. The industry is involved in almost every sector of the textile supply chain including yarn production, weaving, knitting, dyeing, printing and finishing and clothing manufacture. The need for Indonesian textile and clothing businesses to become more efficient spells opportunities for foreign companies that can offer machinery, knowhow and capital.

In Manado, talking about apparel means all about fashion. The world of fashion is so dynamic. Consumer have to be smart to keep track if do not want to miss. What fashion trends in 2016 ranging from fashion men, women, old people and children is certainly different from last year. Fashion is being hit are usually created by businessmen in the field of clothing with the latest model. They are actually inspired the design of the shirt into the trend of previous or following the latest fashion collection from the designer. For this year, the trend of women's clothing that is most popular in Manado is a crop top and a jumpsuit suit. Fashion model is recognized by the staffs who work in outlets that sell specialty women's clothing. As for subordinates, trend skirt with side slits and tight pants or wide pieces are also the most hunted (Tribunmanado, 2016).

Quicksilver Indonesia in cooperation with PT. Broad Retail Indonesia is proud to announce the opening of their new store Concept Store in the Quicksilver Grand Kawanua City Walk in Manado, North Sulawesi, on 19 September. Having opened the new store in Manado, Paul Hutson, CEO of PT Quicksilver Indonesia commented, they are stocked with the opening second store in Manado with PT Anugrah Busana Indah, they are extremely pleased with the performance of Grand Kawanua store and even more positive about this new Mantos store due to its great location, strategically located close to the CBD area and at the same time close to the beach where the brands belong. The new Quicksilver store in Manado Town Square 3 is stocked with a complete range of Quicksilver, Roxy and DC shoes, apparel and accessories for men, women, youth and kids (Asian Surfing Championship, 2016).

A product's attributes are that makes it distinct from other products. From a consumer perspective, these attributes are what determining the consideration set and influence the ultimate purchase decision. The attributes that correlated with attitudes when purchasing apparel, namely: brand name, style, retail store and price.Based on the research background, the title of this research is "Evaluating Product Attributes of Quicksilver's Apparel by Using Importance and Performance Analysis (IPA)".

Research Objectives
The objectives of this research are:
1. To identify the importance of Quicksilver's apparel attributes.
2. To identify the performance of Quicksilver's apparel attributes.

THEORETICAL FRAMEWORK

Marketing
Most people assumed that marketing is all about selling a goods or services form the company to the customers to earn profit. While according to Drucker (2010) marketing is not only much boarder than selling; it is not a specialized activity at all. It encompasses the entire business. It is the whole business seen from the point of view of the final result, that is, from the consumer point of view.

Kotler (2008) defined marketing is a process of planning and executing the perception, pricing, promoting and distribution of ideas, good and services to create exchange that satisfy individual and organizational goals. While McDaniel, Lamb and Hair (2011) stated marketing entails processes that focus on delivering value and benefits to customers, not just selling goods services, and or ideas. According to Kotler and Amstrong (2010) goal of marketing is to attract new costumer by promising superior value and to keep and grow current customers by delivering satisfaction. Marketing is the process by which companies create value for customer and build strong customer relationships in order to capture value from customer in return.

Purchase Decision
This theory is a vital aspect of marketing. This theory also affected the factors and variable in this research which mean the product attributes of Quicksilver's apparel will be strongly influenced by purchase

decision. According to Wharton (2015), purchase decision is a thought process that leads a consumer from identifying a need, generating options, and choosing a specific product and brand. While Kotler and Amstong (2013) describe purchase decision as the stage of the buyer decision in which the consumer actually buys the product. In addition, after the consumers evaluate the product, consumers will select the product they would like to purchase. Once product may be a clear winner or the consumer may have to reprioritize their criteria to help them select a product. Consumers look for the information, evaluate it and make a choice.

Product Attributes

This theory is support the core of the main problem of this research. This theory also contained the thought from the expert to support this research theory about the problem. Product attributes is a characteristic that defines a particular product and will affect a consumer purchase decision (Grimsley, 2017). Product attributes is characteristics of raw material or finished goods which make it distinct from other products (Business Dictionary, 2017).

Product attribute defined as the physical or formal properties of a product or environment that being their form, color, material, texture, layout, configuration, and details (IGI Global, 2017). Product attributes is distinctive tangible and intangible features of a product that give it its value to a user (Marketing Information Center, 2007). According to Simon (2014), a product attributes are what makes it distinct from other products. Attributes include things like size, colour, flavor, package type and other features that are relevant to the category.

Brand Name

Brand name is one of the most important extrinsic cues, which are product-related attributes not involved with the product's physical or functional aspects, that consumers use to evaluate products (Richardson & Dick, 1994). The brand name is very significant choice because some time it captures the central theme or key association of a product in a very condensed and reasonable fashion (Keller, 2008). Brand names can be extremely successful means of communication. Some companies assign their product with a brand name that in reality has nothing to do with the emotional experience but is catchy and a name that people can easily memorize. The core base of naming a brand is that it should be unique can be easily discriminated from other names, easy to remember and are attractive to customers (Keller, 2008).

Brand name is the promise of the seller to deliver a collection of properties, benefits, and services specific to the buyer consistently (Kotler & Armstrong, 1997; p. 283). According to Janita (2005; p. 15) the brand is idea, word, graphic design and sound symbolizes products, services, and companies that produce products and services. Product is something that is made in the factory, the brand is something that is purchased by consumers. Product inimitable competitors, brand is a unique (King & Lee, 2002; p. 46).

Style

Style is expression, it is the total combination of the way consumer dress, talk, move body, or do anything for that matter. Simply put, it is how consumer express our inner being outwardly, includes all of the consumer thoughts, emotions, interests, and values. Everything on the outside is merely a reflection of what is on the inside (Reeves, 2017). Style is characteristic or elements combined and expressed in a particular (often unique) and consistent manner (Business Dictionary, 2017).

Style is an exterior manifestation of interior self so it is not dictated by external sources, at most it guides on certain path. Style gives the absolute huge advantage of not having 'out of fashion' concept when it comes to clothing, when buy a garment or a pair of shoes consumer can wear them for years without having to worry that they will go out of fashion. Style is versatile. If over time consumer build their wardrobe only with timeless pieces of garment and footwear a lot of them will match the rest and will be able to create a big number of outfits (Remus, 2013).

Retail Store

Retail store is a place of business usually owned and operated by a retailer but sometimes owned and operated by a manufacturer or by someone other than a retailer in which merchandise is sold primarily to ultimate consumers. Retail is the sale of goods to end users, not for resale, but for use and consumption by the

purchaser (Farfan, 2017). Retail involves the sale of merchandise from a single point of purchase directly to a customer who intends to use that product. According to Berman and Evans (2001) explained retailing consists of the business activities involved in selling goods and services to consumers for their personal, family, of household use. Retail business is all activity that involved selling goods and services directly to consumers (Toyip, 2008).

Price

Pricing refers to method companies use to price their products or services. Almost all companies, large or small, base the price of their products and services on production, labor and advertising expenses and then add on a certain percentage so they can make a profit (Suttle, 2017). According to Houdard (1889), price is the expression of the exchange value of a thing in units of exchange value. The term price has received the meaning of the commodity gives as equivalent to another. In most cases price signifies the quantity of money necessary to acquire a good.

Price is the value that is put to a product or service and is the result of a complex set of calculations, research and understanding and risk taking ability (The Economic Times, 2017). Price is both the money someone charges for a good and service and what the consumer is willing to give up to received a good or service (Boundless, 2017).

Previous Research

Ernest J North, Retha B de Vos and T Kotzé (2012), The Importance of Apparel Product Attributes For Female Buyers. The results of this study indicate that style is the most important attribute of apparel to women when making purchasing decisions, with price being the second most important attribute. Shailesh Kumar Kaushal (2013), The Importance of Apparel Product Attributes For Teenaged Buyers. The result of this study indicate that fashion is the most important attribute of apparel to teenagers when making purchasing decisions, with designer brands being the second most importance attribute. Prof. Dr. Subhash C. Lonial, Yrd. Doc. Dr. Selim Zaim (2012), Investigating of Product Attributes And Their Affect On Overall Satisfaction. This research aim is to study focuses on product attributes to evaluate to overall satisfaction. In an attribute-level approach, overall satisfaction is a function of attribute-level evaluations. These evaluations are based on product performance and consumer experience. Elizabeth N Hopfer, Cynthia Istook (2016), The Importance of Apparel Attributes Among Young Mexican-American Female Consumers. The result showed that the vast majority of attributes are very important in apparel purchases, with intrinsic attributes rated higher overall than extrinsic attributes. Patrick Olajide, Christie Folake (2016), Attributes of Fashion Clothing Among Female Undergraduate Students in Tertiary Institutions in South-West Nigeria. Based on findings in this study, the choice of female university students for fashion clothing are highly sensitive to attributes of fashion such as style and fit.
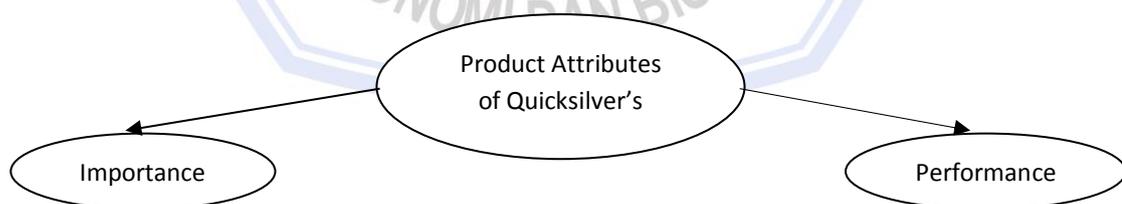
Conceptual Framework

Figure 1. Conceptual Framework

RESEARCH METHOD

Type of Research

The type of this research is quantitative research. Quantitative research is defined by Bryman and Bell (2005:154) that entailing the collection of numerical data and exhibiting the view of relationship between theory

and research as deductive, a predilection for natural science approach, and as having an objectivist conception of social reality.

Place and Time of Research
The place of this research will be conducted in Manado. The research started from July to August 2017.

Population and Sample
The population in this research is all Quicksilver apparel buyers in Manado. Due to the unknown number of the population, the technique used to determine the sample size is as follow:

$$n=Z^2/(4 〚(moe)〛^2)= 〚1.96〛^2/(4 〚(0.1)〛^2)=96.04 \approx 100$$

Non probability sampling has been used for this study. The sample will be 100 respondents of Quicksilver's apparel buyers in Manado.

Data Collection Method
The data used in this research consist of two types between primary data through questionnaires and secondary data taken from books, journals and relevant literature from library and internet to understand of theoretical support on this research.

Operational Definition of Research Variables
Product attributes is the characteristic that defines a Quicksilver's apparel particular product and will affect a consumer purchase decision.

Data Analysis Method Validity and Reliability
Validity for each variable is good where the values are above minimum level of 0.5. Reliability tests in this study using Cronbach's Alpha formula. If Alpha is less than 0.6 the it is unreliable.

Importance and Performance Analysis
Applying importance and performance analysis following the example of Martilla and James (1977) is simple. In this research, it is assumed that the importance level represents the expectation of Quicksilver's apparel buyers in Manado. The IPA is a tool in line with the expectations-performance approach to the measure of quality perceptions and it is well documented in the marketing literature. Sethna (1982) found the IPA technique to be a valid and powerful technique for identifying service quality areas that require remedial strategic actions. IPA has become a popular managerial tool that has been broadly used to identify the strengths and weaknesses of brands, products, services and retail establishments in various industries in recent years (Chapman, 1993; Che-ron, McTavish and Perrien, 1989). The weight of the company's importance and performance appraisal are formulated into a diagram Importance-Performance.

I M P O R T A N C E	QUADRANT I **Concentrate Here** High Importance Low Performance	QUADRANT II **Keep Up the Good Work** High Importance High Performance
	QUADRANT III **Low Priority** Low Importance Low Performance	QUADRANT IV **Possible Overkill** Low Importance High Performance

P E R F O R M A N C E

Figure 2. Importance and Performance Analysis Grid
Sources: Adapted from Evans and Chon (1989), Hemmasi, Strong and Taylor (1994), Keyt, Yavasand Riecken
(1994), Martilla and James (1977) and Martin (1995).

RESULT AND DISCUSSION

Result
Validity Test
Table 1. Correlation

		Importance	Performance	Total
Importance	Pearson Correlation	1	.453[**]	.831[**]
	Sig. (2-tailed)		.000	.000
	N	100	100	100
Performance	Pearson Correlation	.453[**]	1	.872[**]
	Sig. (2-tailed)	.000		.000
	N	100	100	100
Total	Pearson Correlation	.831[**]	.872[**]	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).
Source: Data Processed, 2017- IBM SPSS 22

From the table 1, it is shows that the correlation index is greater than 0.3 and the significance which are below the 0.05 therefore, the data is considered as valid.

Reliability Statistic
Table 2. Reliability Test

Cronbach's Alpha	N of Items
.873	3

Source: Data Processed, 2017- IBM SPSS 22

From the table 2, it is shows that the Cronbach's Alpha far above the acceptance limits of 0.6. Therefore, the research instrument is assumed to be reliable.

Importance and Performance Analysis of Product Attributes
Table 3. Attributes, Importance Mean, Performance Mean, Quadrant

Product Attributes	Importance Mean	Performance Mean	Quadrant
Brand Name	3.54	3.01	Quadrant I
Style	3.35	3.20	Quadrant IV
Retail Store	3.11	3.03	Quadrant III
Price	3.47	2.98	Quadrant I
Average	3.36	3.05	

Source: Data Processed, 2017- IBM SPSS 22

Table 3 shows that the importance of brand name has the highest mean ($\bar{x} = 3.54$), followed by the importance of price ($\bar{x} = 3.47$). The importance of style is ($\bar{x} = 3.35$), and the lowest is the importance of retail store ($\bar{x} = 3.11$).

Meanwhile the performance of style has the highest mean (x^- = 3.20), followed by the performance of retail store (x^- = 3.03), the performance of brand name (x^- = 3.01), and the lowest is the performance of price (x^- = 2.98).

Discussion

This research uses four elements of product attributes of Quicksilver that are brand name, style, retail store, and price. This study has considered all those attributes, which come from theories, books, journal and some other supporting sources in constructing the whole research. The result of this research shows that the importance of the attributes to the customers and how well the performance of the company is according to the customers as seen on the quadrant.

Quadrant I

There are two variables that located in quadrant I. Brand name and price are the most important, in this quadrant the importance is high and the performance is low. Brand name is one of the most important extrinsic cues, which are product-related attributes not involved with the product's physical or functional aspects, that consumers use to evaluate products (Richardson & Dick, 1994). By a brand name frequently, Quicksilver becomes a memory for the customers. The brand name is very significant choice because some time it captures the central theme or key association of a product in a very condensed and reasonable fashion (Keller, 2008). Price is the value that is put to a product or service and is the result of a complex set of calculations, research and understanding and risk taking ability (The Economic Times, 2017). Price is both the money someone charges for a good and service and what the consumer is willing to give up to received a good or service (Boundless, 2017).

Quadrant II

There is no attribute in quadrant II. The variable that located in this quadrant is high importance and high performance to the customers.

Quadrant III

The next quadrant is quadrant III and the variable that located in this quadrant is retail store. Retail store is a place of business usually owned and operated by a retailer but sometimes owned and operated by a manufacturer or by someone other than a retailer in which merchandise is sold primarily to ultimate consumers. Retail is the sale of goods to end users, not for resale, but for use and consumption by the purchaser (Farfan, 2017). Retail involves the sale of merchandise from a single point of purchase directly to a customer who intends to use that product. According to Berman and Evans (2001) explained retailing consists of the business activities involved in selling goods and services to consumers for their personal, family, of household use. Retail business is all activity that involved selling goods and services directly to consumers (Toyip, 2008). When the retail store of Quicksilver is available, it will make customer of Quicksilver easier to buy or get the product.

Quadrant IV

Style is the indicator that located in quadrant IV, which is labelled as possible overkill. Style is expression, it is the total combination of the way consumer dress, talk, move body, or do anything for that matter. Simply put, it is how consumer express our inner being outwardly, includes all of the consumer thoughts, emotions, interests, and values. Everything on the outside is merely a reflection of what is on the inside (Reeves, 2017). Style is versatile. If over time consumer build their wardrobe only with timeless pieces of garment and footwear a lot of them will match the rest and will be able to create a big number of outfits (Remus, 2013).

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

After examining the findings and discussing the result, the Importance Performance Analysis is used to compare the four elements of product attributes according to the customer's perspective toward their importance and performance.

The conclusions drawn from this research are as follows:

1. Brand name and price are some of product attributes variables that important for the customer according
to their perspective. Brand name and price are placed in quadrant I (concentrate here quadrant).
2. There is no attribute in quadrant II, means that Quicksilver need more improvements and or maintains the performance to achieve the consumer expectation or satisfaction.
3. In quadrant III (low priority quadrant) there is retail store that customer of Quicksilver think has low importance level. Quicksilver need to consider about the level of perception or the actual performance is low and not too important or less expected by consumers so that companies do not need to prioritize or give more attention to these factors.
4. Style is located in quadrant IV (low priority quadrant). The rest of product attributes variable in Quicksilver is style that really high performance level to the Quicksilver's customers but low importance, so it located on quadrant IV (possible overkill).

Recommendations

This study was done with hope that it can be a contribution to Quicksilver Apparel in Manado. These are the recommendations as listed that hopefully can be useful as suggestion:

1. Brand name and price are located in quadrant I, it means that this variables perceived to be very important to the customer but the performance levels is assessed lower. Quicksilver need to prioritize in increasing its performance in those variables. Quicksilver need to add more effort in order to ensure the brand name and retail store for the customers or in the other place where the company put their product. In quadrant III which is retail store has a low importance and performance, so it will be better for Quicksilver to put an attention and focus more on this variable. Style is located in quadrant IV, means that it has low importance to the customer and high performance of the Quicksilver, so the company better allocate resource related to the factor to another factor which further has a higher priority level.
2. Therefore, Quicksilver need to conduct further internal research, in terms of follow up the result of this research, in order to increase or maintain the importance and performance of product attributes indicators that have a high impact to the consumers purchase decision that resulting in attract the customers attention and increasing the sales. It needs a periodic assessment about the performance of product attributes so the program that established always meets the customer's satisfaction in needs or expectation.
3. The results of this study can be used as a reference for the development and deepening of knowledge management marketing, especially product attributes.
4. In this study examined only in terms of product attributes of Quicksilver's apparel. While other factors that have not been revealed how much influence, hopefully in future studies may discuss other factors that have not been examined in this study.

REFERENCES

Bryman and Bell. 2005. *Quantitative Research*. Research Methodology. Oxford University Press

Berman and Evans. (2001). *Pengertian menurut ahli*. Retrieved on June 9, 2017 from http://pengertian-menurut-ahli.html?m=1

Boundless. (2017). *The Meaning of Price*. Retrieved on June 9, 2017 from: https://www.boundless.com/business/textbooks/boundless-business-textbooks/product-and-pricing-strategies-15/pricing-products-96/the-meaning-of-price-448-10935/

Drucker, P. (2010). *What is Marketing? How 10 Experts Define it.* Retrieved on June 10, 2017 from: http://www.skylinetradeshowtips.com/what-is-marketing-how-10-experts-define-it/

Farfan, B. 2017. *Definition, Types, and Examples of Retailing*. Retrieved on June 9, 2017. From: https://www.thebalance.com/what-is-retail-2892238

Grimsley. 2017. *Product Attribute: Definition and Explanation*. Retrieved on June 14, 2017 from: http://study.com/academy/lesson/product-attribute-definition-lesson- quiz.html

Houdard. (1889). *The Definition Of Price*. The American Economic Review, Vol. 2, No. 4, PP. 783-813

Hair, JF, Anderson, RE, Tatham, RL and Black,WC. (1998). *Multivariate Data Analysis*. 5th Ed. Upper Saddle River, New Jersey. Prentice-Hall International

Hox & Boeije, H.R. (2005). *Data Collection, Primary vs Secondary*. Encyclopedia of Social Measurement Vol. 1, 593-599

Janita. (2005). *Pengertian Merk (Brand Name) Menurut Para Ahli*. Retrieved on June 9, 2017 from http://infodanpengertian.blogspot.co.id/2005/04/pengertian-merk-brand-menurut-para-ahli.html?m=1

Kotler., Philip., and Armstrong. 2008. *Principle of Marketing*.12th ed. Englewood Cliffs, NJ.: Prentice-Hall. Reve, Torger, TerjeLensberg and KjellGronhaug. 1992. Et konkurransedyktig Norge. Oslo: Tano.

Kotler, P and Amstrong, G. (2010). *Principle of Marketing*. 13th Edition. United State of America: Pearson

Khausal. 2013. *The Importance Of Apparel Product Attributes For Teenaged Buyers*. NMIMS Management Review, Vol XXIII, ISSN 0971-1023

Kotler, P and Armstrong, G. (1997). *Pengertian Merk*. Retrieved on June 9, 2017 from http://infodanpengertian.blogspot.co.id/2005/04/pengertian-merk-brand-menurut-para-ahli.html?m=1

King and Lee. (2002). *(Brand Name) Menurut Para Ahli.* Retrieved on June 9, 2017. from http://infodanpengertian.blogspot.co.id/2005/04/pengertian-merk-brand-menurut-para-ahli.html?m=1

Lonial S., and Selim Zaim. 2012. *Investigating Of Product Attributes And Their Affect On Overall Satisfaction*. Faith University I.I.B.F Management Department

McDaniel., Lamb., and Hair. 2011. *Introduction to Marketing*. 11th Edition. South-Western. Cengage Learning, International Edition, China

North E., Retha B and T Kotzé. 2012. *The Importance Of Apparel Attributes For Female Buyers*. Journal Of Family Ecology And Consumer Sciences, Vol 31, ISSN 0378-5254

Richardson., and Dick. 1994. *Extrinsic And intrinsic Cue Effects On Perceptions Of Store Brand Quality*, Journal of Marketing, 58 (4), P 28–36.

Reeves, J. 2017. *What is Style, A Deeper Analysis*. Retrieved on June 9, 2017 from: http://www.kinowear.com/what-is-style-a-deeper-analysis/

Suttle, Rick. 2017. *Definition of Pricing Strategy.* Retrieved on June 9, 2017 from: http://smallbusiness.chron.com/definition-pricing-strategy-4686.html

The Economic Times. 2017. *Definition of Pricing Strategy*. Retrieved on June 9, 2017 from: http://economictimes.indiatimes.com/definition/pricing-strategy

Tribun Manado. 2016. *Crop Top Jumpsuit Paling Diburu di Manado.* Retrieved on June 8, 2017 from: http://manado.tribunnews.com/2016/01/20/tahun-ini-crop-top-dan-jumpsuit-paling-diburu-ladies-manado

Wharton. 2015. *Purchase Decision*. The Wharton School. Retrieved on July 9, 2017 from http://kwhs.wharton.upenn.edu/term/purchase-decision/