
ANALYSIS OF CONSUMER'S CONFUSION IN SELECTING THE DIFFERENT TYPES OF MINERAL WATER IN MANADO**ANALISA KEBINGUNGAN KONSUMEN DALAM MEMILIH JENIS/BRAND AIR MINERAL YANG BERBEDA DI MANADO**

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Abstract: Consumer Confusion is a state of mind that leads to consumers making imperfect purchasing decisions or lacking confidence in the correctness of their purchasing decisions, also consumer confusion can affect by so many factors also Consumer confusion can be defined as a condition that individuals may be prone to and which causes them to act differently and/ or affects their decisions making behavior. The aim of this study is to analyze the consumer confusion in selecting the different types of mineral water in Manado and also to analyze what cause consumer confusion. In order to achieve these objectives the researcher got information from 15 respondents using qualitative study which is in-depth interview and uses purposive sampling. The results showed that consumer confusion occurs many times among the respondents, and consumer confusion occurs also when people had faces so many different types or different brand of mineral water at the same time, especially when the product that they have been looking for was sold out or did not sell at the supermarket and they have to choose and select another brand of mineral water, and when they saw many different brand of mineral water it can makes the confused. The recommendation, this research can give knowledge about the consumer confusion and can explore about the experience when gets confused when selecting the different types of mineral water.

Keywords: *consumer confusion, types of mineral water*

Abstrak: Kebingungan konsumen adalah keadaan pikiran yang mengarah pada konsumen yang melakukan pembelian yang tidak sempurna, atau kurang percaya pada keputusan pembelian mereka, kebingungan konsumen juga dapat menjadi sejumlah faktor yang cenderung dimiliki individu dan yang menyebabkan mereka bertindak secara berbeda dan bingung dalam mengambil keputusan atau mempengaruhi perilaku pengambilan keputusan mereka. Tujuan dari penelitian ini untuk menganalisa kebingungan konsumen saat memilih jenis/brand air mineral yang berbeda dan menganalisa apa penyebab kebingungan konsumen. Untuk mencapai tujuan dari penelitian ini maka peneliti mendapatkan informasi dari 15 informan menggunakan metode kualitatif dimana wawancara mendalam dan menggunakan teknik purposif. Hasil menunjukkan bahwa kebingungan konsumen sering terjadi antara para informan dan kebingungan konsumen terjadi ketika informan dihadapi begitu banyak jenis/brand diwaktu yang sama, khususnya ketika produk/brand yang mereka cari saat itu habis atau tidak terjual di supermarket yang mereka kunjungi saat itu juga mereka harus mencari jenis/brand yang lain disaat yang sama dan kebingungan terjadi saat mereka melihat begitu banyak jenis/brand disaat yang bersamaan. Rekomendasi untuk penelitian ini, penelitian ini dapat memberikan manfaat bagi konsumen tentang kebingungan konsumen dan dapat menjelajah tentang pengalaman ketika mereka bingung untuk memilih jenis/brand air mineral yang berbeda.

Kata kunci: *kebingungan konsumen, jenis/brand air mineral*

INTRODUCTION

Research Background

Business and technology has growing very rapidly, In business world many thing has developing whether the company or the people that run the business. In this era, technology and business are very related. To develop a business a company should use the modern technology to compete with the others big company but beside that there is a thing that need to be considered by the company itself, not only the workers inside the company but the customer. Customer has a big role for the company, because without customer it will be difficult for the company to develop, in this case the company that provide a product that will be sell to the customer. Every business or company have to keep improving in order to keep maintain their business and can compete with others business. Nowadays it easy for the people to find a things they need, it can be found in the nearest store or they can find it through online shopping. Looking in this era the company should focus on the customer especially the customer needs and wants so the company not only have to compete with others but can create the product that useful and suit with people. There are several type of consumer, but every customer have different taste, different needs and wants, different way of thinking. This thing called consumer behaviour has become a big concern for every business, because the business itself have to know the consumer behaviour. Consumer behavior is the attitude that consumer shows in order to adapt with the need and wants of the products that they want to buy and purchase in intention to understand deeper and to make sure the individual, groups, or organization satisfy or dissatisfy with the products that they purchase or even not. Consumer behavior is the study of the processes involved when individual or groups select, purchase, use, or dispose of the product, service, ideas or experiences to satisfy needs and desires (Solomon, 1998). Every consumer has the unique character, for example every consumer have different taste, the consumer can buy a same product with the different brand, when faced with many choices of product sometimes the consumer still will be confused even he or she already know what kind of product that the consumers will buy. For clearly example when the customer enter the store or supermarket the appropriate aisle, the consumer will be confronted by a lot of categories of goods and every category has various options, in which every option is represented by a numbers of different brands, the consumer also can find the same product with many different brands that can makes the consumer confuse. In this situation this thing known as consumer confusion. Consumer confusion is a state of mind that leads to consumers making imperfect purchasing decisions or lacking confidence i the correctness of their purchase decison. Confusion occurs when a consumer fails to correctly understand or interpret product or services, and it can leads them to making a imperfect purchasing decision Consumer might find a lot of product in store and consumer can find a lot of similar product that almost look alike each other or share the same function and also same capability but still a different brand, and it is also not surprising that some companies can make a same product with the different brand, price, quality, taste, but it back to the consumer which product that suits them. In this situation wiith many kind of different brand of product there is no wonder that the customer at times feel confused about which choice to make, and it can make the consumer abandon and postpone the purchase or even change to another brand in order to avoid the dissatisfaction decision. Consumer confusion become one of the biggest problem of the customer when they faced by so many product. in process of and choosing a product usually it needs a lot of consideration that also can make consumer feel more confused. Also it will be more confusing for the customer if the product is same function, same type, but have different brand. Consumer confusion can be caused by product similarity, choice and/or information overload and the presence of ambiguous information, can negatively affect consumers decision making, and increasingly consumer get swamped by a large variety of opportunities to choose, similar products, and the other factors. Consumer confusion is also relatively to consumer behaviour. That the reason why it is useful to explore more about the factor and how the consumer confusion occurs. In Manado there are a lot of mineral water that sell in supermarket or store. Mineral water is daily need for everyone, it means that every day people will buy and consume a mineral water, but even all mineral water is same mineral water, but there are many company that produce mineral water with different brand, price, quality, and packaging and the company supply it in supermarket in order to sell the product and its actually affect the customer when select the same product with the different types, for example the brand like Aqua, cleo, club, Le mineral, Ake, and other brand of mineral water, this actually the problem came from. When customer faced by many brand. In supermarket especially in Manado the customer could find many different brand of mineral water, and every customer has different taste, it means even it just mineral water but the customer sometimes still confused what brand that he or she choose and will buy and it is called consumer confusion. In this research the researcher will reveal and analyze the consumer confusion itself when select the different types of mineral water. It will be very interesting that customer sometimes faced this kind of situation called consumer confusion. When he or she select the different types of

product that basically have the same form in supermarket or store. Because sometimes customers did not know why he or she confuse to make decision. That is why there are a several things to be researched in order to explore more about the consumer confusion.

Research Objectives

To know how the Consumer's Confusion when selecting the different types of mineral water and to know what factors that makes people confused.

THEORETICAL REVIEW

Marketing

Marketing is the action of a business of promoting and selling goods. Marketing according is the process by which companies create value for customers and build strong customer relationships in order to capture value from customer. 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 (Kotler, 2012).

Consumer Behaviour

Consumer behavior is the attitude that consumer shows in order to adapt with the need and wants of the products that they want to buy and purchase in intention to understand deeper and to make sure the individual, groups, or organization satisfy or dissatisfy with the products that they purchase or even not. Consumer behavior is the study of the processes involved when individual or groups select, purchase, use, or dispose of the product, service, ideas or experiences to satisfy needs and desires (Solomon, 1998).

Consumer Buying Behaviour

Consumer also need to understand their behaviour to consider the attitude when they are in shopping environment. According to Simonson (2001), one of the most essential and influential areas within consumer buying behavior is the consumer decision making process.

Consumer Confusion

Consumer confusion is a state of mind that leads to consumers making imperfect purchasing decisions or lacking confidence the correctness of their purchase decision. Confusion occurs when a consumer fails to correctly understand or interpret product or services, and it can leads them to making a imperfect purchasing decision. (Walsh, 2000), Consumer confusion can be defined as a condition that individuals may be prone to and which causes them to act differently and/ or affects their decisions making behaviour. Consumer confusion is a cause and it can can be defined also as a consequence that comes from information processing errors caused by information overload but may not arise purely through an information.

Previous Research

Vincent, (2013). The first journal is from Vincent Wayne, with the title 'Marketing Causes and Implications of Consumer Confusion'. The objective was to explore the concept of consumer confusion: what causes it, how consumer reacts to it and how marketers can influence it. With the variable Consumer Confusion, Consumer Behaviour and brand. The focus to examines the marketing and policy implications of Confusion. The result was showing that the consumers confusion has the signifiant effect to the marketing causes and the implication of consumer confusion has related with the variable. The similarirty with the current research was explore the consumer confusion, and the differences with the current research was the implication between the previous and the current research.

Monroe (2013). The title "Consumers Confusion in the selection of Supermarket Product". This research was about the consumer confusion in the selection of the supermarket product and will select the most economical package for each 20 product on display at a local supermarket. The results shows the measurement of consumer confusion has significant differences and found for the product on all 3 measures of confusion and there is reason to believe it has differences in packaging practices. The similarity between the research was Consumer Confusion, the differences of the previous research was at the supermarket product.

Mitchel (2010). The title is "The effect of consumer confusion proneness on word of mouth, trust, and customer satisfaction. This article investigates the effects of consumer decision-making styles on consumer confusion and harm. While consumer

confusion has been well documented in the literature, this investigation attempts to bridge our understanding on its relationship with consumer decision-making styles. Empirical data was collected from a field survey where 400 consumers selected at 20 supermarkets in Mauritius were asked to respond to a questionnaire measuring three variables under study: consumer confusion, consumer decision-making styles, and situational factors. More specifically, ANCOVA tests showed that the findings were specifically significant for three types of confusion: product confusion, packaging confusion, and product complexity. The study tends to confirm that a consumer's style of decision making does impact on consumer confusion.

Walsh (2008). The title is "The impact of consumer decision-making styles on consumer confusion in Mauritius: An empirical analysis. The results show that the consumer confusion proneness scale has sound psychometric properties and that the three dimensions of similarity, overload, and ambiguity have a differential impact on word of mouth behaviour, trust, and customer satisfaction. The findings have implications for marketing theory and management, as well as consumer education. Marketers may apply the consumer confusion proneness scale to their customers and assess which dimension is the most damaging in terms of the three marketing outcomes examined. The similarity was explore about consumer confusion with the differences the previous research explore more to customer satisfaction and etc.

Douglass (2008). The title is Consumer Confusion about Donation amounts in Cause Related Marketing. The studies examine potential consumer confusion associated with the "percentage of profit" wording often used to describe cause-related marketing in which money is donated to a charity each time a consumer makes a purchase. The initial four studies demonstrate that (1) expressing the donation amount as a percentage of profit leads to widespread confusion, near universal overestimation of the amount being donated, (2) even consumers who have had formal accounting training are susceptible to this bias, (3) participant motivation in an experimental setting cannot account for these results, and (4) people report higher attitudes toward a company and express stronger purchase intentions as a function of the percentage value of the donation but not as a function of whether it is a percentage of profit or price.

Conceptual Framework

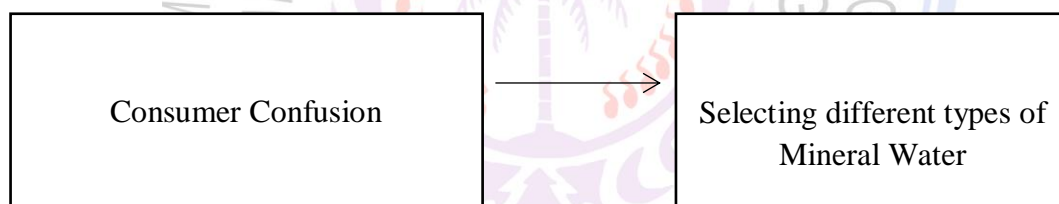


Figure 1. Conceptual Framework
Source: Data Analysis Method, 2019

RESEARCH METHOD

Research Approach

The type of this study is qualitative research methodologies to analyze the consumer confusion in selecting the different types of mineral water in Manado. This research is qualitative research methodology which is descriptive research. According to Denzin and Lincoln (1994:22), qualitative research involves the studied use and collection of a variety of empirical materials - case study, 22 personal experience, introspective, life story, interview, observational, historical, interactional, and visual texts - that describe routine and problematic moments and meanings in individuals' lives.

Population, Sample and Sampling Technique

A population is a group of experimental data or persons. Population is generalization region consist of object/subject having certain quantity and characteristic that is fixed by researcher to studying and to gain conclusion (Sugiyono, 2005:34).

The population of this research is all consumers who have been buying the different types of mineral water in Manado.

A sample is the selected people chosen for participation in a study Sugiyono (2007:19), Sampling techniques is the way to collect and grab the data from trusted people and in order to get a good result. This research

use purposive sampling technique in order to get more valid and detailed result. The researcher took take about 15 informants who have been buying the different types of mineral water in Manado.

Data Collection Method

Data collection technique plays an important role in impact evaluation by providing useful information to understand the process behind observed result. In this part data collection technique divided into primary and secondary data.

Instrument Testing

The key instrument of this study is the researcher. The researcher is trained and has good understanding about all aspects of this research. The researcher was equipped with a note book, a recorder, and a camera in order to conduct interviews.

Data Analysis Method, Validity and Reliability

In this qualitative data analysis there are explanations in detail of the process after collecting data till getting conclusions, According to Miles and Huberman in Sekaran and Bougie (2010: 46) there is generally steps in qualitative data analysis: Data Collection, data reduction, data display, drawing and verifying conclusion. Reliability is the overall consistency of a measures and is a way of assesing the quality of the measurement procedure used to collect data also the reliability in qualitative data analysis includes category and interjudge reliability. Validity is the extent to which a concept, conclusion, or measurement is well-founded and corresponds accurately.

RESULT AND DISCUSSION

Result

This research uses qualitative method which is in-depth interview as the tool to gain the information from the respondent. The population of this research is all the respondent who have been buying the different types of mineral water in Manado.

Informant 1

According to informant 1 is Sinthia Paseki , she had been purchased different types of mineral water many times, Based on her experiences the types of mineral water that she usually bought was Aqua, Ake, Prestine and Club, but the main product of mineral water that she usually consumed was Aqua and Ake and she mostly bought the product from supermaket or the store nearest home. She said that all the mineral water quite same, but the thing that makes it looked different was the packaging, the price, the brand, and sometimes the taste. She said that buying a same product with different brand was quite confusing, as she said mineral water is a product that people consume very often, and that is why even many brand of mineral water existed but it still confusing when the favorite product was sold out and she had to choose what product to choose and buy. She said that consumer confusion had always occurs when she wants to buy a same product with different brand, quality, packaging and etc.

Informant 2

Informant 2 is Lenny Tumber, According to Lenny, she had purchased the different types of mineral water, but the product of mineral that she usually consumed was Aqua and Ake, but still when facing many different types of mineral water wheter it is on supermarket or nearest store she became confused, she said that nowadays there are many brand of mineral water in Market like Club, prestine, nestle, and others many brand that sell in supermarket, she said the problem was when the main product that she usually bought was sold out in supermarket or when she went out for dinner or lunch she usually looking for brand named aqua, but when she could not find it she will ended with feeling confused whether to take the other brand or just consumed another drink.

Informant 3

Informant 3 is Junita Ariananda, She said the problem that usually occurs was when she went to the supermarket like indomaret and alfamart, the supermarket provide mineral water with made from their own company and the taste was different than the product that she usually bought, so looking from the branding site, she will choose aqua, ake , she prefer to buy the product of mineral water with normal price and also the packaging

was safe to bring everywhere. In addition, when her become confused, she will decide to buy the product of mineral water that quite similar with the three other brands and she said that mainly factor from external actually more dominant to makes her get confused.

Informant 4

Informant 4 is Maria Raming. She said that as personally consumer confusion still occur several times, and she said consumer confusion is the situation where she was confused which brand to choose, especially in this case which is in terms of selecting the different types of brands of mineral water, For her consumer the things that make confusion occur was because there are many new brand that sell in supermarket, and usually the most or the often consumer confusion occur was when her is in supermarket, when she saw many different types of brand, and there are another brand with a cute packaging, she said that sometimes she bought another brand, and for her consumer confusion occur cause when the consumer face by so many brand especially when the product itself very interesting and people might get confused when all the product has beet arrange in one place, and it will takes around several minutes for her to decide which product or brand to buy.

Informant 5

Informant 5 is Paskal Rompis, So based on his opinion, even he consume mineral water brand aqua at home, but still if he is out of home, consumer confusion still occur, especially when he was in restaurant or the supermarket, cause he said nowadays there are a lof of new brand of mineral water that people might find out and curious to try and most of time the factor of curiosity leads people to try another new brand with what they usually consume, and it happened to him, when he was in supermarket when he saw many different brand of mineral water it will takes several minutes to decide which one to try, and overal he said that consumer confusion still occur especially when he was in supermarket or the restaurant, and with the existence of many new brand it makes the consumer confusion occured. he said all the cause itself actually more refers to external factors like when he saw many different product.

Informant 6

Informant 6 is Inriyani Sumual. According to her opinion, consumer confusion will occur usually when people are try to buy mineral water out of home, and also it will happened when people are faces with many different brand and different price. so she said even it just a mineral water people have to be smart and have to take a look before buying and consumer the product of mineral water, cause nowadays even in supermarket and restaurant or other places there are a lot of new product that sell in the market, and sometimes even it just a mineral water the taste might turned different, thats why she usually be careful when select a random brand that she never consume before. for her wheter internal and external, both effect her confusion.

Informant 7

Informant 7 is Clinton Wijaya, Based on his experience, he said that consumer confusion usually happened on him when he was in supermarket, and she said theres a bad experience that happened on him, and its when he was in supermarket and try to find a mineral water and sadly the product that he usually bought and consumer was sold out at that time, and he decide to choose another brand cause he was in hurry and he said that he decide to buy one product but he forgot what brand he bought at that time, and after tried it he was very confuse cause the taste was different and he said even its product just mineral water but when people try another brand sometimes the taste might be different thats why personally he said consumer confusion happened on him.

Informant 8

Informant 8 is Melky Wawointana, Based on his experience, consumer confusion still happened on him nowadays, even he already tried to choose the product carefully, cause when he visited different cafe sometimes each of them also provide mineral water with different brand, and also he said that at cafe or restaurant they usually sell a different product of mineral water with different brand, packaging and also different price, and it will totally different with what he usually buy at the supermarket, and he said also that he said the external factor like seeing so many brands also cause the consumer confusion and when he have to choose the product that he never consumed before

Informant 9

Informant 9 is Nikita Nangoy, She said, consumer confusion happened on her was when she face many different brand or unique packaging of mineral water and mostly happened when she was in supermarket, she said

sometimes its quite confusing when she has to buy mineral water at supermarket, for her she more refers to external factors when she gets confused and also sometimes it might takes several minutes to her when she has to buy a product whether to choose ake or try another brand of mineral water. Overall she said confusion just like exploring new brand with the same types of product which is mineral water.

Informant 10

Informant 10 is Fainnadya Kaligis, Based on experience, in this case she had been faces consumer confusion several times and still happened till now, she said it might happened quite often when she was at the fancy restaurant cause mostly they will provide mineral water with differet brand, packaging, taste and also price, on her experience she said that she will decide to ask to the waiters which brand of mineral water that they sell, cause sometimes different brand will also turned out different taste, and she said that she was kind of person that needs mineral water when she was drinking another types of drinks such as juice or smoothies and at the same time she needs mineral water, thats why she said consumer confusion occurs often when she was faces by several brand and also when she was out of home for example when she visited cafe, restaurant.

Informant 11

Informant 11 is Pier Rogahang said for him personally, he might get confused or become consumer confusion when he has to choose different types or different brand of mineral water at supermarket or it can be said by the external factor, especially when the supermarket he visited did not sell the two product or two brand that he usually consumed, and in that situation he has to choose which product to buy, because even it just mineral water, the taste sometimes might turned different, and he did not want it to happened to him, that is why consumer confusion usually happened on him when he was in supermarket and if he already confused he will decide to choose another brand of mineral water or he will decide to buy another types of drinks

Informant 12

Edo said the factor of many types or many brand exist makes people get confused to choose, and according to him, consumer confusion was something that very normal to occur, especially when he was at restaurant and supermarket, he might get confused when he saw many new brand of mineral water, especially nowadays he said many supermarket create their own brand, and sometimes they put the product in front of the door when people entered the supermarket so to those who wants to buy mineral water get straight to take the product without looking to other brand that they put in the back or in other aisle, also he said for him personally both internal and external factors also effected him, thats the thing that sometimes happened to him and makes him confused. But he said in this case its normal to be confused cause people will usually consider which product to buy especially when faces by many new brand or the product that have a unique packaging and very eye catching, he said the reason why he choose aqua cause they make the packaging very unique but mostly when the product was sold out he will ended up to choose another brand or another drinks.

Informant 13

Charolina said the factor of curiosity or factors external makes her confused to choose even it just mineral water and she said that sometimes the taste between one brand with another brand was different, some might taste good and normal and some taste weird and she said people might aware about the product have a different taste when the product itself are not from the freeze or did not cold, based on her experience it happened several times on her. and she said been quite confusing sometimes especially when she was in supermarket, supermarket sell so many different product, their own product and they put it on the same place, and it makes people confused which one to choose, she said to those who already some favorite brand will also confused and could get affected by another new brand that sell in supermarket.

Informant 14

Liefany said consumer confusion happened on her many times, and it still normal she will decide to buy the product that she usually consume, or sometimes she could get attracted by the product of mineral water that has a very unique packaging, and also even it just a mineral water she said the product very eye catching, so according to her there are many brand of mineral water that different from the brand, packaging, taste, price, appearance of the product, all these factors are the things that makes people become confused, and it will happened mostly at the supermarket, but so far she still can control when she confused which one to choose and nowadays consumer confusion is the things that very normal to happen and as a consumer she still might get confused when there are many brand at supermarket.

Informant 15

According to Linda, she had known several brand of mineral water that very familiar which are aqua, ake, club and the product that she usually consumer was Aqua, and based on her experience she has been trying several types or several brand of mineral water many times, and she said if she went to another city she also found another brand of mineral water that did not exist in Manado, and she said that sometimes every brand has their own taste or it can said that even it just mineral water the taste will also different between one product and another product, she said that in another city sometimes its quite rare for her to find product like club or ake, cause they sell different or spesific brand,

Discussion

Through the interview from all the respondent, respondents said that consumer confusion were occur many times, cause as we know that nowadays there are product of mineral water that sell in supermarket, not only supermarket but also at the restaurant, and another cafe or outle, for the supermarket they usually sell so many different types of brand, and usually the put and arrange all the product at the same place or same aisle that can makes people get confused which product they have to choose especially when the product they have been looking for was sold out or did not sell at that supermarket, it also the factors that makes people confused, and why the confusion happened repeatedly. Consumer has buying decision process before they decide which product that they want to buy and this process will leads consumer from identifying their needs, providing options, evaluating the options then choosing a specific one and through all these process consumer needs a consideration that sometimes leads them to become confused, Consumer decision can be made before purchase, during the purchase of a product or a service and after purchase. the consumer or the responden to arise and they differentiate the needs as immediate needs and future needs, then they start gathering information for the immediate and future needs which are to be fulfilled. During this stage, buyers may be influenced by the reference groups, advertisements, social media and their own beliefs and perceptions and also influenced by the society or the environmen, In the next stage, consumers develop various alternatives and evaluate properly and come to the purchase decision. Buyers can change their decisions at the last minute also, due to the internal and external influences. There are several type of consumer, but every customer have different taste, different needs and wants, different way of thinking. This thing called consumer behaviour has become a big concern for every business, because the business itself have to know the consumer behaviour. Consumer behavior is the attitude that consumer shows in order to adapt with the need and wants of the products that they want to buy and purchase in intention to understand deeper and to make sure the individual , groups, or organization satisfy or dissatisfy with the products that they purchase or even not. So does in this research, in this research every consumer have different experience and different opinion but it can be conclude that all the respondent give respond positive about this especially when asking about their experience when selecting different types of mineral water that mostly happened on supermarket, and through this research they can explore and give their opinion also give answer about their experience when selecting the different types of mineral water in the market.

When the consumer picked the random product and they said that sometimes different product or different brand also has different taste, and sometimes the taste turns out different and they does not want to consume the product again, and it occurs again when they visit supermarket and faces many different brand at the same time, the case of confusion might happened again and again, and sometimes supermarket like alfamart or indomaret create their own product of mineral water and they put their own product at the very front of their store in order for people who wants to only buying will choose their own product to be consumer, and sadly they put all other product in the back, and for the restaurant they usually sell the product with different price and the price sometimes was quite expensive, and people might get confused whether to buy mineral water or choose another types of drinks, and some of the respondent said that at the restaurant sometime they could find product of mineral water with another types like mineral water with sparkling taste, thats why even at the restaurant people can get confused to choose mineral water cause the price, the taste was different than the product that they usually buy and consume. From all the respondents' answer, it can be concluded also that every people has their own opinion, has their own way to choose a product, but the similarity from all the respondent's answer was nowadays there are many different brand of mineral water, with different packaging, different price, different quality, and also theres a unique strategy of the supermarket, cause the most common place that could makes people get confused to choose and select mineral water was at supermarket or store, the strategy of put all the different brand and the same place might cause the confusion of the respondents. and in this case usually the confusion also occur cause by the external factors, most all of the respondent choose external factors, external factors that cause the consumer confusion occur, like for example the external factor was when consumer get confused when faces so many

product or different brand at the supermarket or they feel another external factors that comes from out of themselves and it categorized as the external factor, and also every respondent usually already have their own favorite product of mineral water such as Ake, Aqua, Club, Nestle and other product of mineral water, but still even so, people or the respondent might still get confused to choose the different types of different brand when their favorite product was sold out or did not sell at the supermarket or the places they visited.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the result and discussion from the previous chapter it can be concluded that consumer confusion occurs many times among the respondents, and consumer confusion occurs also when people had faces so many different types or different brand of mineral water at the same time, especially when the product that they have been looking for was sold out or did not sell at the supermarket and they have to choose and select another brand of mineral water, and when they saw many different brand of mineral water it can make them confused which one to choose, and mostly when they want to buy mineral water at the supermarket they might see a lot of different brand at the same places, because usually supermarket put and arrange the product of mineral water with different brand, packaging, price at the same place or same aisle that makes people might get confused to choose, and respondent said they usually consider which one to buy because even it just a mineral water, the taste of every brand might be different, and usually the confusion of selecting different types of mineral water usually occurs at supermarket or at the restaurant or another outlet, cause when at restaurant, people usually offered by several brand of mineral water with different brand and price and taste, usually the price was expensive, and the taste turned different, that is why even at the restaurant people still might get confused whether to choose mineral water or another types of drinks. Also from all the respondent so far consumer confusion usually occurs cause by the external factors for example mostly people get confused cause by the so many different brand of mineral water, and in this case consumer confusion still occurs normally among all the respondents cause its normal to get confused when people saw many different brand of mineral water at the same time, and it takes time to consider which brand to buy when their favorite product was sold out at the time.

Recommendation

This research has been conducted in order to explore generally about how is the consumer confusion occurs and what factors that makes people confused and Here are some recommendations from the result:

1. For the Universities students, this research can be a references for those who want to learn about consumer confusion or the theory within this research.
2. For the consumer or the respondent, this research can give knowledge about the consumer confusion and can explore about the experience when gets confused when selecting the different types of mineral water.
3. For the future researcher, the researcher hopefully will help in doing their research using the findings regarding with the topic, and even help as guidance in selecting the method of the research about consumer confusion.
4. For the university, hopefully can give the students, lecturers and other parties in university knowledge and additional information regarding with the current research.

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