

THE ANALYSIS OF CONSUMER PREFERENCE ON FEMALE PURCHASE DECISION OF COSMETIC PRODUCTS IN MANADO CITY

ANALISA PREFERENSI KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN PRODUK KOSMETIK WANITA DI KOTA MANADO

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Abstract: Globalization is a phenomenon that is leading the entire world towards becoming one market, a global market. It has opened opportunity for local products to enter global market and foreign products to enter local market. Nowadays, there are many various products are assembled come from different countries and they have target market in global market. Beauty product has been viewed as important issue for women because cosmetic is becoming a part of women's daily life. Women will do anything in order to enhance their appearance and they are very concerned in choosing cosmetic products that they would like to use. There are several factors that affect on purchase decision of cosmetic products. This study aims to analyze the influence of consumer preference towards female purchase decision of cosmetic products in Manado city. This research using quantitative method and multiple regression analysis. The data were gathered from 100 women as the respondents of cosmetic products. This research found that product quality is the strongest predictor towards consumer purchase decision followed by brand image. Country-of-origin and promotion does not have influence on consumer purchase decision of cosmetic products. The marketer should to understand the market segmentation and formulate the competitive marketing strategies and utilize target market properly.

Keywords: *product quality, brand image, promotion, female purchase decision*

Abstrak: Globalisasi merupakan fenomena yang menyebabkan seluruh dunia menjadi satu pasar, pasar global. Globalisasi telah membuka kesempatan untuk produk lokal masuk ke pasar global dan produk luar negeri masuk pasar lokal. Sekarang, banyak produk yang berkumpul yang datang dari berbagai negara dan memiliki sasaran pasar di pasar global. Produk kecantikan telah dipandang sebagai isu penting bagi wanita karena kosmetik menjadi bagian dari kehidupan sehari-hari wanita. Wanita akan melakukan segala hal dalam rangka untuk meningkatkan penampilan dan mereka sangat memperhatikan dalam memilih produk kosmetik yang akan dipakai. Ada beberapa faktor yang mempengaruhi keputusan pembelian produk kosmetik. Penelitian ini bertujuan untuk menganalisa pengaruh preferensi konsumen terhadap keputusan pembelian produk kosmetik di kota Manado. Penelitian dilakukan menggunakan metode kuantitatif dan analisis regresi berganda. Data penelitian dikumpulkan dari 100 responden sebagai konsumen produk kosmetik. Hasil penelitian menunjukkan kualitas produk merupakan prediktor terkuat terhadap keputusan pembelian dan diikuti oleh citra merek. Negara asal dan promosi tidak mempengaruhi keputusan pembelian produk kosmetik. Pemasar produk sebaiknya memahami segmentasi dan merumuskan strategi pemasaran yang kompetitif serta memanfaatkan target pasar dengan baik.

Kata kunci: *kualitas produk, citra merek, keputusan pembelian perempuan*

INTRODUCTION

Beauty has been viewed as important issue for women. The desire of beauty is the greatest concern of women. Nowadays, majority of women start their daily routines by wearing cosmetics. That is the reason why cosmetics are becoming a part of women's daily life. People use cosmetics for many reasons. They wear cosmetics to enhance the appearance to look more beautiful, more feminine and more confident. The function of cosmetics since the ancient time is to enhance the appearance and the function of cosmetics has not changed until now.

Cosmetics can be described as any substance or preparation applied to external of human body (such as epidermis, hairs, nails, lips, and external of genital organs) teeth, and oral cavity to cleansing, enhancing the attractiveness, changing the appearance, protecting in order to keeping them in good condition, correcting body odor but not to treating or healing a disease. Cosmetics are a necessity thing rather than something that people want for, especially for women. They will do anything in order to enhance their appearance and they are very concerned in choosing cosmetic products that they would like to use because they are more aware of what they are putting on their bodies this is the reason why they will not buy any kind of cosmetic products carelessly.

Beyond any attractiveness measures, cosmetics may help women create certain favorable social perceptions. Women pictured wearing cosmetics were evaluates as healthier, more beautiful, more confident and even having greater earning potential than the same women wearing no cosmetics.

There are several factors that affect female purchase decision of cosmetic products. Product quality is one of factors that affects on consumer purchase decision. Quality of product is the important reason why people prefer to buy foreign cosmetic products than local cosmetic products. Consumers want to buy cosmetic products with good quality because they are very concerned in choosing cosmetic products, consumers are more aware of what kind of cosmetic products that they are putting on their bodies.

Country-of-origin is defined as the country where the product is made. Country-of-origin can be consumers evaluate judgments of the products. When consumers have experienced with the products that have good quality, customers got positive perception of the country that the products is made. For the example, people usually have positive perception about some countries for special products like Japanese for electronic products, Italian for shoes, Korean for cosmetic products, etc.

Brand image is also one of factors that influences on consumer purchase decision, consumer will buy well-known brand products with a good brand image because the quality of the brand trustable and lowering their risk of purchase. Successful brand image enables consumers to identify the satisfaction of a brand and compare the difference between brands from competitors. Hence, factor like brand image will be used by consumers when they are buying a product.

Brand image could be existed through promotion. Companies have different method to promote their products and get positive perception towards their brand from consumers. Company must carefully analyze the suitable promotion method that they will to use to attract the consumers because when the company has good promotion strategy, they will get consumer attention and it will attract consumers to purchase their products. By understanding the factors that affects on female purchase decision, it is an opportunity for company to understand the market segments and company can identify the potential consumers and their behavior.

Research Objectives

There are five research objectives that would be achieved through this research, they are:

1. To find out if country-of-origin, product quality, brand image, and promotion influence female purchase decision of cosmetic products in Manado simultaneously
2. To find out if country-of-origin influence female purchase decision of cosmetic products in Manado partially
3. To find out if product quality influence female purchase decision of cosmetic products in Manado partially
4. To find out if brand image influence female purchase decision of cosmetic products in Manado partially
5. To find out if promotion influence female purchase decision of cosmetic products in Manado partially

THEORETICAL REVIEW

Marketing

(McDaniel et al, 2011:3) stated marketing is the activity, set of institutions, and process for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners, and society at large. (Kotler & Keller, 2012:5) stated marketing is satisfying needs and wants through an exchange process. Marketing is a social process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others.

Consumer Buying Behavior

Consumer behavior is the study of the processes involved when individuals or group select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires (Solomon et al, 2006:6). The study of consumer behavior also enables marketers to understand and predict consumer behavior in the market place which is concerned not only with what consumers buy but also with why, when, where, how, and how often they buy it (Schiffman & Kanuk, 2007:17).

Consumer Preference

Consumer preference is defined as the subjective (individual) tastes, as measured by utility of various bundles of goods. They permit the consumer to rank these bundles of goods according to levels of utility they give to consumers (Kotler 2005:109). Consumer preferences in this study are defined as the decisions and the actions that the consumers display when they are looking for, purchasing, use and evaluating the products and services that will satisfy their needs.

Country-of-Origin

The country-of-origin of a product has been defined as “the country of manufacture or assembly” (Bilkey & Nes, 1982), identified by “made in” or “manufactured in” labels (Nagashima, 1977). In marketing research, country of origin is defined as the country where a given product is originally made.

Product Quality

Quality is defined as evaluation of excellence and superiority of the product (Zeithaml, 1988). It is also defined as totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs (Kotler & Keller, 2012:131). Quality is exceeding the customer expectations and the extent to which the customers believe the product or service surpasses their needs and expectations.

Brand Image

Hsieh, Pan, & Setiono (2004) argued, brand image helps consumer in recognizing their needs and satisfaction regarding the brand, it also distinguishes the brand from other rivals motivating customer to buy the brand. Keller (1993) stated a brand image as an association or perception consumers make based on their memory toward a product. Through brand image, consumers are able to recognize a product, evaluate the quality, lower purchase risks, and obtain certain experience and satisfaction out of product differentiation.

Promotion

Cravens and Piercy (2006:339) stated that promotion strategy consist of planning, implementing, and controlling an organization's communications to its customer and other target audiences. According to Blech & Blech (2012:18) promotion is defined as the coordination of a seller-initiated efforts to set up channels of information and persuasion in order to sell goods and services. The main function of a promotion strategy is to convince marketers to target customers that the goods and services offered has distinct advantages compared to competitors, so that it can attract consumers to make purchases, the promotion influence on purchase decisions

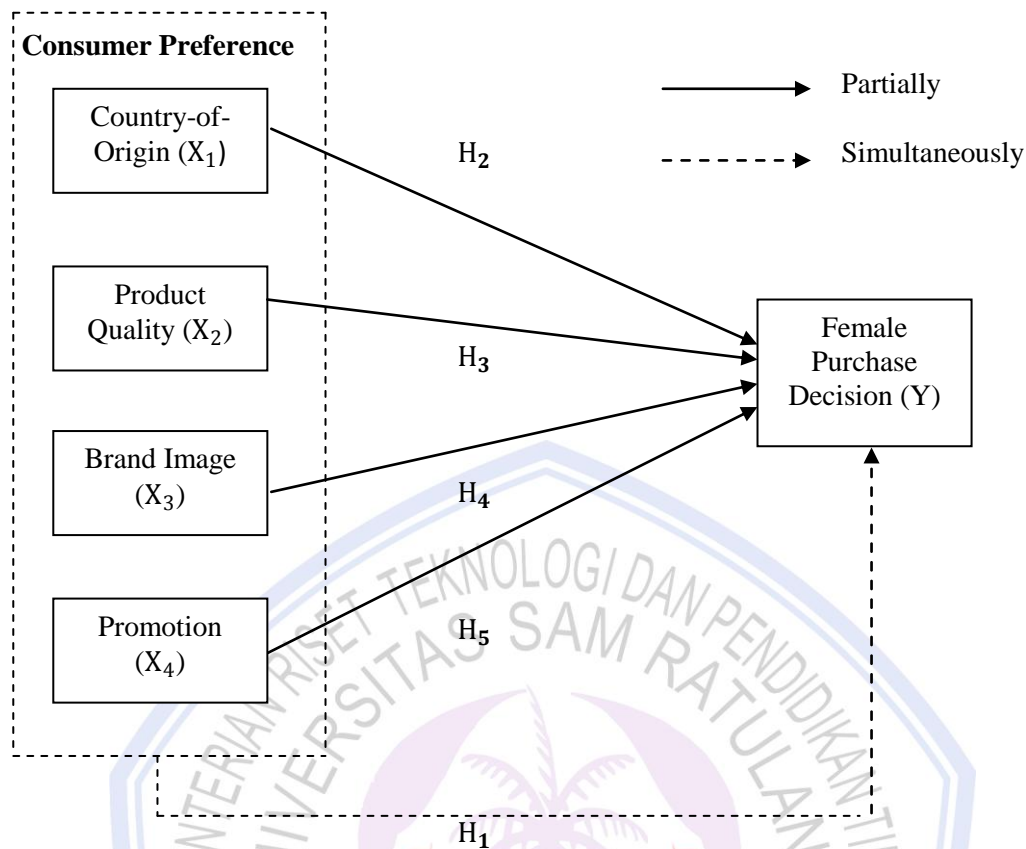


Figure 1 Conceptual Framework

Source: Data Processed 2016

Research Hypothesis

There are five hypotheses to be test in the study, there are:

1. H_1 : Country-of-origin, product quality, brand image, and promotion affect female purchase decision of cosmetic products simultaneously
2. H_2 : Country-of-origin affects female purchase decision of cosmetic products in Manado partially
3. H_3 : Product quality affects female purchase decision of cosmetic products in Manado partially
4. H_4 : Brand image affects female purchase decision of cosmetic products in Manado partially
5. H_5 : Promotion affects female purchase decision of cosmetic products in Manado partially

RESEARCH METHOD

Type of Research

This research is a causal type of research. The main goal of causal research is to identify cause and affect the relationship among variables.

Place and Time of Research

The object of this research is consumer of cosmetic products in Manado and the data is conducted from March to May 2016.

Population and Sample

The population refers to “the entire group of people”, events, or thing of interest that the researchers wished to investigate” (Sekaran & Bougie, 2010:262). The population of this research study is women as the consumers of cosmetic products in Manado. Sample is a subset of a population, it comprises some member selected from it (Sekaran & Bougie, 2010:263). The number of samples is 100 respondents. The sampling design is purposive sampling which is considered as the best way of getting some basic information quickly and

efficiently. The purposive sampling was applied regarding to obtain information from women who have been purchasing cosmetic products.

Data Collection Method

The primary data of the research is from questionnaire. The questionnaires are distributed to women as the consumers of cosmetic products in Manado. The secondary data is taken from books, journals, relevant literature from library and internet.

Operational Definition of Variables

1. Country-of-Origin (X_1) is where the cosmetic products are originally made.
2. Product Quality (X_2) is the quality of cosmetic products
3. Brand Image (X_3) is the perception of consumers towards cosmetics brand
4. Promotion (X_4) is how company promotes the cosmetic products to consumers
5. Female Purchase Decision (Y) is consumers' attitude of purchasing cosmetic products.

Measurement of Research Variables

These research variables will be measured using Likert Scale as a widely used rating scale that requires the respondents to indicate a degree agreement or disagreement with each of a series of statements about the stimulus object.

Data Analysis Method

Validity and Reliability Test

Pearson Correlation is used to analyze the validity test. Validity test can be done by looking SMA (Measures of Sampling). If the value of SMA is above 0.05, the test is valid. The validity of coefficient for each variable is good if the values are above minimum level of 0.30. In this research, reliability is used Alpha Cronbach. If the Cronbach's Alpha is more than 0.6 the data is acceptable and reliable.

Multiple Regression Analysis Method

Cooper & Schindler (2001:767) stated that multiple regression analysis is a technique to observed value more than one X to estimate or predict corresponding Y value. The formula of multiple regression models in this research is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon$$

Whereas:

Y	= Female Purchase Decision
α	= Intercept
b_1, b_2, b_3, b_4	= The regression coefficient of variables
X_1	= Country-of-Origin
X_2	= Product Quality
X_3	= Brand Image
X_4	= Promotion
ε	= Error

RESULT AND DISCUSSION

Result

Validity Test

The purpose of validity test is to know whether the instrument is valid or not. If the values are above minimum level of 0.30 and below the significant level of 5% therefore the instrument is considered as valid.

Table 1. Result of Validity Test

Item	Value	Status
X _{1.1}	0.701	Valid
X _{1.2}	0.744	Valid
X _{1.3}	0.806	Valid
X _{1.4}	0.707	Valid
X _{1.5}	0.549	Valid
X _{2.1}	0.673	Valid
X _{2.2}	0.516	Valid
X _{2.3}	0.680	Valid
X _{2.4}	0.704	Valid
X _{2.5}	0.498	Valid
X _{3.1}	0.765	Valid
X _{3.2}	0.767	Valid
X _{3.3}	0.850	Valid
X _{3.4}	0.829	Valid
X _{3.5}	0.770	Valid
X _{4.1}	0.644	Valid
X _{4.2}	0.801	Valid
X _{4.3}	0.692	Valid
X _{4.4}	0.496	Valid
X _{4.5}	0.732	Valid
Y ₁	0.706	Valid
Y ₂	0.614	Valid
Y ₃	0.690	Valid
Y ₄	0.673	Valid
Y ₅	0.631	Valid

Source: Data Processed, 2016

Table 1 shows all the values of each indicator are greater than 0.3. Since the entire correlations index are greater than 0.3, therefore all the indicators are valid.

Reliability Test

Reliability test is used Alpha Cronbach. If the Cronbach's Alpha is more than 0.6 the data is acceptable and reliable.

Table 2. Result of Reliability Test

Variables	Cronbach's Alpha	N of Items
X ₁	0.777	6
X ₂	0.735	6
X ₃	0.805	6
X ₄	0.768	6
Y	0.768	6

Source: Data Processed, 2016

Table 2 shows the values of Cronbach's Alpha. Each variable shows that value of Alpha Cronbach is above 0.6. Thus, indicates that all research instrument indicators of variable are reliable.

Classical Assumption Test

Normality Test

Testing the normality assumption is to test whether the regression model, the independent variable has a normal distribution or not on dependent variable.

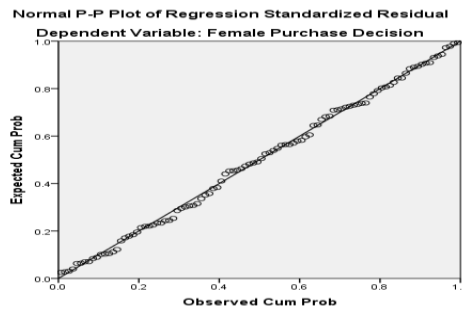


Figure 2. Result of Normality Test
 Source: Data Processed, 2016

Figure 1 shows that the points spread around the diagonal line and follow the direction of the diagonal line. This proves that the regression model fulfills the normality assumption.

Multicollinearity Test

Multicollinearity test is used to identify the correlation between independent variables in multiple regression models and to show the relation among independent variables in regression model.

Table 3. Result of Multicollinearity Test
 Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Country-of-Origin	.839	1.192
	Product Quality	.881	1.135
	Brand Image	.752	1.330
	Promotion	.800	1.250

a. Dependent Variable: Female Purchase Decision
 Source: Data Processed, 2016

The table 3 shows the value of tolerance and VIF. The result indicates that there is nonhsymptoms of multicollinearity because tolerance value is more than 0.1 and VIP value is less than 10. Thus, the assumption that there is no multicollinearity or no connection between the independent variable is met (free of multicollinearity).

Heteroscedasticity Test

Good regression model is one that is free from the problem of heterocesdasticity The regression model said to be free of heteroscesdasticity if there is no clear pattern and the points spread above and below the number 0 (zero) on the Y axis.

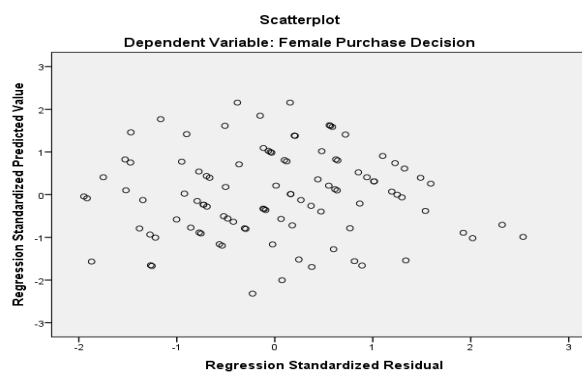


Figure 3. Result of Heteroscesdasticity
 Source: Data Processed, 2016

Figure 3, it can be seen that there is no established pattern. In other words the graph describing the plot spread above and below the number 0 (zero) on the Y-axis. This proves that the independent variables which are country-of-origin, product quality, brand image and promotion are free of heteroscedasticity.

Multiple Linear Regression Analysis

Multiple regression analysis is conducted in order to know the influences of independent variables on dependent variable. This analysis is conducted to know the influences of country-of-origin, product quality, brand image and promotion on female purchase decision. This regression analysis is conducted using the computer program package of SPSS version 22.0.

Table 4. Result of Multiple Regression

		Coefficients ^a			
		Unstandardized	Standardized		
		Coefficients			
Model		B	Beta	T	Sig.
1	(Constant)	6.006	2.246	2.673	.009
	Country-of-Origin	.018	.075	.243	.808
	Product Quality	.484	.098	4.941	.000
	Brand Image	.189	.062	3.059	.003
	Promotion	.056	.066	.859	.393

a. Dependent Variable: Female Purchase Decision

Source: Data Processed, 2016

The result in Table 4 can be expressed:

$$Y = 6.006 + 0.018 X_1 + 0.484 X_2 + 0.189 X_3 + 0.056 X_4$$

The interpretation of the multiple linear regression equation above is as follows:

1. Constant value of 6.006 means that if independent variables in this research, country-of-origin, product quality, brand image and promotion are equal to zero, then the female purchase decision is predicted to be 6.006 point.
2. Coefficient value of X_1 (0.018) means that if the variable country-of-origin (X_1) increases one scale or one unit, it will improve or increase female purchase decision (Y) by 0.018.
3. Coefficient value of X_2 (0.484) means that if the variable product quality (X_2) increases one scale or one unit, it will improve or increase the female purchase decision (Y) by 0.484.
4. Coefficient value of X_3 (0.189) means that if the variable brand image (X_3) increases one scale or one unit, it will improve or increase the female purchase decision (Y) by 0.189.
5. Coefficient value of X_4 (0.056) means that if the variable promotion (X_4) increases one scale or one unit, it will improve or increase the female purchase decision (Y) by 0.056.

Testing the Goodness of Fit: Coefficient of Correlation (R) and Coefficient of Determination (R^2)

R and R^2 are used to know the relationship between independent and dependent variable. The result of data processed is shown in Table 5.

Table 5. Result of R, R^2 , and Adjusted R^2

Model Summary ^b			
Model	R	R Square	Adjusted R Square
1	.611 ^a	.373	.347

a. Predictors: (Constant), Promotion, Product Quality, Country-of-Origin, Brand Image

b. Dependent Variable: Female Purchase Decision

Source: Data Processed, 2016

The value of R is 0.611 indicating a strong positive relationship between independent and dependent variables. The value of R^2 is 0.373 or 37.3%, it means dependent variables which are country-of-origin, product quality, brand image and promotion are able to influence female purchase decision as much as 37.3%, while the rest 62.7% can be influenced by other factors which not included in this research.

Hypothesis Test

F-Test

Table 6. Result of F-Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	195.565	4	48.891	14.152	.000 ^b
	Residual	328.195	95	3.455		
	Total	523.760	99			

a. Dependent Variable: Female Purchase Decision

b. Predictors: (Constant), Promotion, Product Quality, Country-of-Origin, Brand Image

Source: Data Processed, 2016

At the level of significant of 0.05 ($\alpha = 0.05$) the F_{table} (from f distribution table) is = 2.47, while the value of F_{count} from the table 4.10 is 14.152. Since $F_{count} = 7.566 > F_{table} = 2.4$ then H_0 is rejected and H_a is accepted. It means all the independent variables simultaneously influence the dependent variable significantly.

T-Test

Table 7. Result of T-Test

Variable	Sig.	t_{count}	t_{table}	Description
X_1	.808	0.243	1.661	Rejected
X_2	.000	4.941	1.661	Accepted
X_3	.003	3.059	1.661	Accepted
X_4	.393	0.859	1.661	Rejected

Source: Data Processed, 2016

1. Country-of-Origin (X_1) and Female Purchase Decision (Y)

From table above, t_{count} value for country-of-origin (X_1) is 0.243 and the value of t_{table} ($\alpha = 0.05$) is 1.661.

$t_{count} < t_{table}$, then H_0 is accepted and H_a is rejected. It means that the variable country-of-origin has no significant influence partially on female purchase decision.

2. Product Quality (X_2) and Female Purchase Decision (Y)

From table above, t_{count} value for product quality (X_2) 4.941 and the value of t_{table} ($\alpha = 0.05$) is 1.661.

$t_{count} > t_{table}$, then H_0 is rejected and H_a is accepted. It means that the variable product quality has significant and positive influence partially on female purchase decision.

3. Brand Image (X_3) and Female Purchase Decision (Y)

From table above, t_{count} value for brand image (X_3) is 3.059 and the value of t_{table} ($\alpha = 0.05$) is 1.661.

$t_{count} > t_{table}$, then H_0 is rejected and H_a is accepted. It means that the variable brand image has significant and positive influence partially on female purchase decision.

4. Promotion (X_4) and Female Purchase Decision (Y)

From table above, t_{count} value for promotion (X_4) is 0.859 and the value of t_{table} ($\alpha = 0.05$) is 1.661.

$t_{count} < t_{table}$, then H_0 is accepted and H_a is rejected. It means that the variable promotion has no significant influence partially on female purchase decision.

Discussion

Consumer is important thing for a company, because the key of success for a company is consumer. Company should to understand the target market and know what consumer wants and needs in choosing goods and services. This research discovers that there are several factors that influence on female purchase decision.

This research examines the influence of country-of-origin, product quality, brand image, and promotion on female purchase decision.

The result of this research indicates that by using F_{test} to do the hypothesis testing, it is shown that all the independent variables influence the dependent variable simultaneously. It means H_1 is accepted. The result of testing the hypothesis using T_{test} shows that two variables which are product quality and brand image have significant influence on female purchase decision of cosmetic products in Manado partially, while two variables which are country-of-origin and promotion do not have significant influence on female purchase decision of cosmetic products in Manado partially.

Product Quality has positive influence on female purchase decision of cosmetic products in Manado. It means H_3 is accepted. The result of this research found that product quality is the strongest predictor towards female purchase decision of cosmetic products in Manado. Product quality is the important factor that affects on female purchase decision. The reason why women buy cosmetic products because the quality of products. In this research found that women is more preferred to use foreign cosmetic products than local cosmetic products. Some people have perception that quality of foreign cosmetic products is better than local cosmetic products. Consumers want to buy cosmetic products with high quality product because they are more aware about what kind of cosmetic products that they are putting on their bodies. That is the reason why consumer will not buy cosmetic products carelessly. If a product fulfills consumer's expectation, they will be satisfied with the products and they will spread a positive behavior such as spreading the information and repurchase the products.

Brand Image has positive influence on female purchase decision of cosmetic products in Manado. It means H_4 is accepted. Through brand image, consumers are able to recognize a product, evaluate the quality, lower purchase risks, and obtain certain experience and satisfaction out of product differentiation. A good brand image is the more recognition that consumers give to its product quality. Consumer will buy well-known brand products with a positive brand image because the quality of the brand trustable and lowering their risk of purchase.

Country-of-Origin has no influence on female purchase decision of cosmetic products in Manado. It means H_2 is rejected. Most of respondents purchase cosmetic products without knowing the country-of-origin of products. They did not pay special attention about country-of-origin when purchasing cosmetic products. The lack of information about country-of-origin is the one of factors why consumer buy without knowing country-of-origin and determining the true country-of-origin of product is becoming increasingly difficult because products that manufactured using components made in various countries and assembled in other countries.

Promotion has no influence on female purchase decision of cosmetic products in Manado. It means H_5 is rejected. Most of respondents got information about cosmetic products through advertising. Advertising plays important role for company to make consumers know about their products or services. Advertising creates awareness by informing consumers. It creates awareness among consumers about the availability of any products or services in market. It also informs consumers mainly about the various features, benefit and price of product and why the products are better choice than other products.

CONCLUSION AND RECOMMENDATION

Conclusion

There are five constructive findings that can be concluded from the overall result in this research, which are listed as follow:

1. Country-of-origin, product quality, brand image and promotion as independent variables have influence simultaneously on female purchase decision of cosmetic products in Manado.
2. Country-of-origin has no significant influence partially on female purchase decision of cosmetic products in Manado.
3. Product quality has significant and positive influence partially on female purchase decision of cosmetic products in Manado.
4. Brand image has significant and positive influence partially on female purchase decision of cosmetic products in Manado.
5. Promotion has no significant influence partially on female purchase decision of cosmetic products in Manado.

Recommendation

Based on the findings and conclusion of this research, the recommendation will be as follow:

1. The result shows that Product Quality and Brand Image have influence on Female Purchase Decision of Cosmetic Products in Manado. Company should to maintain the quality of product because in this research found that product quality is the strongest predictor towards female purchase decision of cosmetic product in Manado. Product quality leads to consumer satisfaction, consumer loyalty, strong brand reputation, make consumer will continue to buy the products in the future, and they will recommend the products to others. Company should to maintain the brand image activities because a successful brand enables consumer to identify the satisfaction of a brand and compare the difference between brands from competitors. It also makes consumer purchase decision easier because the quality of brand trustable and lowering consumer risk of purchase.
2. The result shows that Country-of-origin and promotion do not influence Female Purchase Decision of Cosmetic Products in Manado. Company should to improve the country-of-origin because country-of-origin can be consumer's extrinsic cues of a product. It surrogates the product quality, performance, reliability, prestige of products. Hence, country-of-origin cue has become important cue for consumers when making purchase decision of product. Company should to improve the promotion strategy because promotion is an essential element and effective tool used by company to create awareness and persuade consumers to purchase the products and services on offer. Promotion will communicated the brand's message to consumer through television, radio, newspapers, magazines, banners, billboard, social media, etc. Company should to analyze the suitable promotion method and the right media tool that they will to use to their target market.

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