

**ANALYTICAL HIERARCHY PROCESS APPROACH ON CONSUMER PURCHASE DECISION
IN CHOOSING CHINESE RESTAURANT IN MANADO
(CASE STUDY: AFUI, NEW MIE JAKARTA, AND SAMRAT ABADI)**

*PROSES ANALISA HIRARKI TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN
DALAM MEMILIH RESTORAN CHINESE DI MANADO
(STUDI KASUS: AFUI, NEW MIE JAKARTA, DAN SAMRAT ABADI)*

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Abstract: Nowadays, Chinese restaurant are rapidly growing up. In comparison to regular restaurants, Chinese restaurants possess certain sociological and cultural elements that make them special for their guests in ways that cannot be found in regular restaurants. In Manado, there are three Chinese restaurant that are most visited by customer which are Afui, New Mie Jakarta, and Samrat Abadi. All the restaurant are in the Samrat Street. Buying decision is consumer action to choose product from several alternate products which will be used by the consumer. Some factors that can drive consumer decision in culinary business: price, brand image, cleanliness, service quality, atmosphere, and menu design. The purpose of this study is to know the most important criteria for consumer in choosing Chinese restaurant in Manado and which restaurant is the most preferable. This research used Analytical Hierarchy Process with total sample of 50 respondents. The result shows that the most important factor is cleanliness. Then atmosphere, service quality, brand image, price and menu design is the last place. Samrat Abadi is the most preferred Restaurant among the other alternatives. The restaurant should keep their place clean. Afui and New Mie Jakarta, have to improve their performance or service quality, adding more promotions and make some different thing which is unique or something that the competitors does not have.

Keywords: *consumer purchase decision, analytical hierarchy process*

Abstrak: Saat ini, restoran Cina berkembang pesat. Dibandingkan dengan restoran biasa, restoran Cina memiliki elemen sosiologis dan budaya tertentu yang menjadikannya istimewa bagi tamu mereka dengan cara yang tidak dapat ditemukan di restoran biasa. Di Manado, ada tiga restoran Cina yang banyak di datangi oleh kostumer yaitu Afui, New Mie Jakarta, dan Samrat Abadi, Semua restoran berada di Samrat Street. Keputusan pembelian adalah tindakan konsumen untuk memilih produk dari beberapa produk alternatif yang akan digunakan oleh konsumen. Beberapa faktor yang dapat mendorong keputusan konsumen dalam bisnis kuliner: harga, citra merek, kebersihan, kualitas layanan, suasana, dan desain menu. Tujuan dari penelitian ini adalah untuk mengetahui kriteria yang paling penting bagi konsumen dalam memilih restoran Cina di Manado dan restoran mana yang paling disukai. Penelitian ini menggunakan Analytical Hierarchy Process dengan jumlah sampel 50 responden. Hasilnya menunjukkan bahwa faktor yang paling penting adalah kebersihan. Kemudian suasana, kualitas layanan, citra merek, harga dan desain menu adalah tempat terakhir. Samrat Abadi adalah restoran yang paling disukai di antara alternatif lainnya. Restoran harus menjaga kebersihan tempat mereka. Afui dan New Mie Jakarta, harus meningkatkan kinerja atau kualitas layanan mereka, menambahkan lebih banyak promosi dan membuat beberapa hal berbeda yang unik atau sesuatu yang tidak dimiliki pesaing.

Kata kunci: *keputusan pembelian konsumen, proses analitik hierarki*

INTRODUCTION

Research Background

Chinese cuisine has developed and matured over the centuries, forming a rich cultural content it is characterized by fine selection of ingredients, precise processing, particular care to the amount of fire, and substantial nourishment. Local flavors and snacks, and special dishes have formed according to regions, local products, climate, historical factors, and eating habits.

Nowadays, Chinese restaurant are rapidly growing up. The reasons for their popularity are simple: they are clean, cheap, they offer a combination of the artistic, and they are honestly and efficiently managed. Chinese cuisine has a long history, famous all over the world. Through visiting a Chinese restaurant that serves the genuine cuisine of China or experiencing Chinese culture. Therefore, in comparison to regular restaurants.

In Manado, there are three Chinese restaurant with all of the criteria that has been explained above, which are Afui, New Mie Jakarta, and Samrat Abadi. All the restaurant are in the Samrat Street.

A good restaurant should charge reasonable prices for food and drinks in order to satisfy customers. Normally costumers have their own reasonable price in their minds for the food and drinks they ordered and level of services they received. The too high price will upset the customers, and not interested to buy the food. Serving a good quality food can earn the restaurant the reputation and compel the costumers to return visit. High-quality ingredients and an experienced cook are important to serving good food consistently, those factors can influence the consumer satisfaction and can caused a good word of mouth (social influence). The Cleanliness in a restaurant is an essential element, and keeping the restaurant clean is essential to avoid possibility of illness for costumers, it encourage the costumer to repeat the visit, and a good first reputation and impression. That is why all area of the restaurant should be always clean as well as the employees, and their area, restrooms, and all area which is not visible to costumer. (Rober, 2012). Another factor that can influence the consumer intention is the design of the menu. The more attractive and easier to read, more higher the consumer intention to purchase.

Research Objective

Based on the research problem, the objectives of this research are:

1. To know the most important criteria for the customer to drive a purchase decision of Chinese Restaurant in Manado.
2. To know the most preferred Chinese Restaurant in Manado.

THEORETICAL REVIEW

Consumer Behavior

Consumer Behavior is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires. (Solomon et al., 2006:6). Schiffman and Kanuk (2004:8) defined that consumer behavior as the behavior that consumers display in searching for purchasing, using, and disputing of products and services that they expect will satisfy their needs. In other words, consumer behavior involves the feelings and thoughts of people experiences. It attempts to understand the decision-making processes of buyers, both individually and in groups such as how emotions affect buying behavior. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants.

Consumer Purchase Decision

Purchase decision is insensitive to pricing and the show of their loyalty by suggesting positive recommendations to firm and even investing money on the product or brand which show their extreme trust the product or brand (Shah *et al.*, 2012). Buying decision is consumer action to choose product from several alternate products which will be used by the consumer. It means that purchase decision is series of choices made by a consumer prior to making a purchase that begins once the consumer has established a willingness to buy (Kotler and Keller, 2006).

Consumer Preference

The concept of preferences comes from economic theory, with preferences defined as individual's utility for consuming goods and services (Philips *et al.*, 2002). According to Rajpurohit and Vasita (2011), preferences

indicate choices among neutral or more valued option available. Consumer preferences appear in the alternative evaluation stage in the purchasing decision process, where in that stage consumers are faced with a wide range of product or service choices with a variety of different attributes.

Price

Price is the amount of money a consumer sacrifices to obtain the product (Zeithaml, 1988). Price is classified into two parts that is objective price and perceive price. Objective price is the actual price of the product while perceive price is individual believe of the price in relation to the quality of the product (Lichtenstein, *et al.*, 1989). Consumer perception with respect to price is different and has a positive and a negative influence on the buying behavior.

Brand Image

Brand image has been studied extensively since the 20th century due to its importance in building brand equity. In the increasingly competitive world marketplace, companies need to have a deeper insight into consumer behavior and educate consumers about the brand in order to develop effective marketing strategies. In the following paragraph, we will discuss the relationship between consumers' cognition of brand image and consumer behavior (Zhang, 2015).

Cleanliness

Cleanliness is the most important aspects in the restaurant business. Regardless of how tasty the food maybe, the dishes creative, and the service excellent, consumers will not want to flock to the establishment if it is not clean. Cleanliness can be considered within two well-known frameworks of service quality—as an aspect of “physical evidence,” one of the seven P’s of the marketing mix for service industries developed by Booms and Bitner (1981).

Atmosphere

The store atmosphere consists of lighting, music, layout, furnishing, colors and scents, and these serve as a stimulus which aids the customers' behavioral response in a positive manner. The intentions of a customer to purchase are determined by their willingness to stay in the store, their inclination towards making a repurchase and their willingness to recommend the store to others (Hightower *et al.*, 2013).

Service Quality

Service Quality is an activity that offers services perceived by customers who already use the service. Service Quality is essential to customer satisfaction and trust (Rahmani, Firoozbakht, and Taghipoor, 2014). Service Quality is a capital that gets describes the condition of the customer by comparing the service they expect with what they receive in evaluating the quality. Good service quality is one of the most important factors for determining purchasing decisions.

Menu Design

The menu is essential for internal marketing and as a sales tool for a restaurant to sell its food and beverages to customers. The menu communicates what will be offered, indicates the type of service to be expected, and reflects the amenities that will become the guest's dining experience (Reynolds and Taylor, 2009). The menu is a printed medium that lists food and beverages to be read by the guest (Pavesic, 2005).

Conceptual Framework

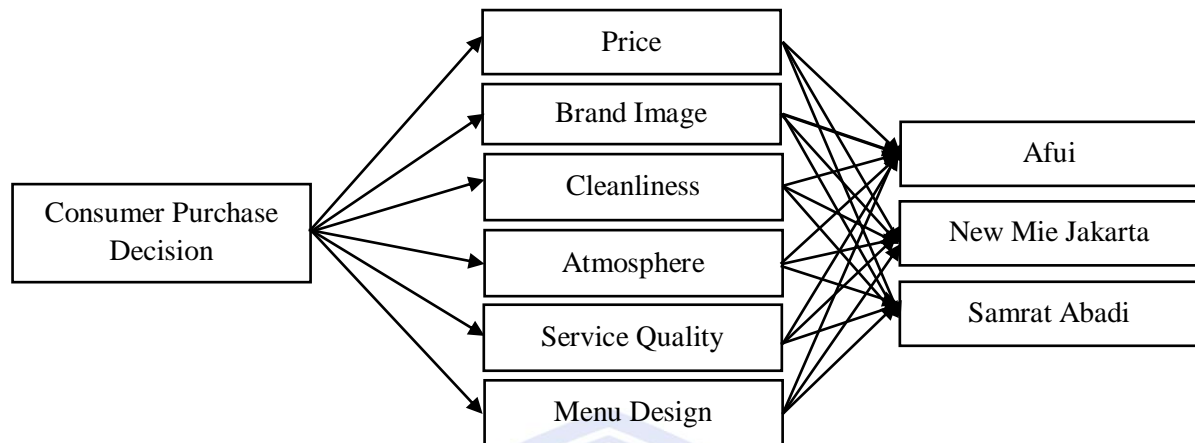


Figure 1. Conceptual Framework

Source: *Theoretical Framework (2018)*

RESEARCH METHOD

Type of Research

This research used quantitative method. The method used in this research is Analytical Hierarchy Process (AHP).

Population and Sample

Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate. It is the group of people, events, or things of interest for which the researcher wants to make inferences based on sample statistics (Sekaran and Bougie, 2009:262). Population in this research is the citizen of Manado City who has been visited the three Chinese restaurant (Afui, New Mie Jakarta, and Samrat Abadi).

Data Collection Method

Primary data refer to information obtained first-hand by the researcher on the variables of interest for the specific purpose of the study. Individuals provide information when interviewed, administered questionnaires, or observed. The primary data used in this research is questionnaire that will be distributed to respondents.

Secondary data refer to information gathered by someone other than the researcher conducting the current study. The secondary data used in this research is taken from books, relevant literature and journals from library and internet. Secondary data in this research were used in the research background, literature review and research methodology.

Operational Definition of Research Variable

1. Price is that which is given up in an exchange to acquire a goods or service. In buying process, people will look on the price first.
2. Brand image is the current view of the customers about a brand.
3. Cleanliness is most important aspects in the restaurant business. The consumers will not want to flock to the restaurant establishment if it is not clean.
4. Atmosphere is the general atmosphere in which all kinds of stimulants are involved that affecting the customers in some way.
5. Service Quality is an activity that offers services perceived by customers who already use or purchase the product or services.
6. Menu Design is essential for internal marketing and as a sales tool for a restaurant to sell its food and beverages to customers.

Data Analysis Method

Multi-Criteria Decision Making

Most decision making involves complicated procedures in which decision makers rank the alternatives of a choice according to multiple criteria (Saaty, 2008). There have been many studies that have provided solutions for complicated decision making including multiple criteria. Multiple criteria decision making (MCDM) refers to making decisions in the presence of multiple, usually conflicting, criteria. MCDM problems are common in everyday life.

Analytical Hierarchy Process

The Analytic Hierarchy Process (AHP) is due to Saaty (1980:55) and is often referred to, eponymously, as the Saaty method. It allows users to assess the relative weight of multiple criteria or multiple options against given criteria in an intuitive manner. In case quantitative ratings are not available, policy makers or assessors can still recognize whether one criterion is more important than another.

RESULT AND DISCUSSION

Result

The result of this research was obtained by using Analytical Hierarchy Process (AHP) by comparing three Chinese restaurant which are Afui, New Mie Jakarta, and Samrat Abadi based on several criterions (price, brand image, cleanliness, atmosphere, service quality, and menu design).

Analytical Hierarchy Process (AHP) Results

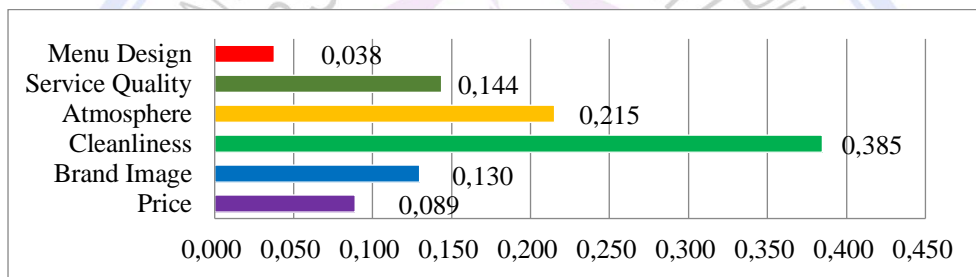


Figure 2. Result of Overall Criteria

Source: Microsoft Excel (2018)

Figure 2 show the highest score is cleanliness (0.385), it means cleanliness is the factor that have influence the most people to choose a restaurant among the others criteria. The second is atmosphere (0.215), service quality is in third position with score 0,144, followed by brand image (0.130). The rest filled by price (0.089), and menu design as the lowest score (0,038). As the overall inconsistency = 0.0418, it means the data comparison in this result is valid and consistent.

Result of Pair Wise Comparison of Price

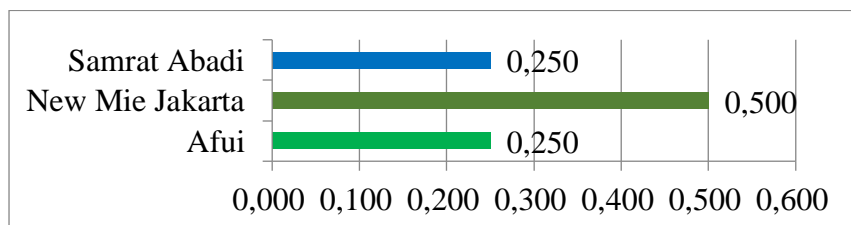


Figure 3. Price Criteria

Source: Microsoft Excel (2018)

In Figure 3 about price (the cheapest) shows that New Mie Jakarta is the most preferred by respondents (0.500), second position are Samrat Abadi and Afui with the same score (0.250), and the overall inconsistency for result of price is 0, it means the data comparison by respondents is valid and consistent.

Result of Pair Wise Comparison of Brand Image

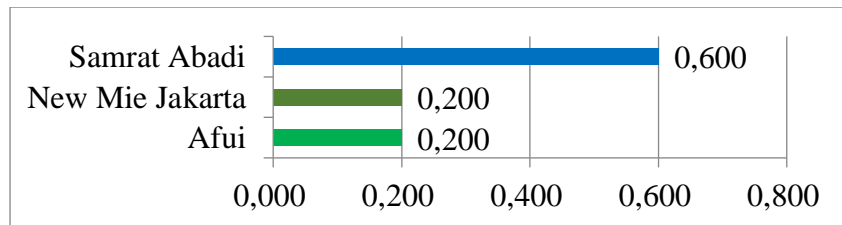


Figure 4. Brand Image Criteria

Source: Microsoft Excel (2018)

In Figure 4 about brand image shows that Samrat Abadi is the most preferred by respondents (0.600), second position are New Mie Jakarta and Afui with the same score (0.200), and the overall inconsistency for result of brand image is 0, it means the data comparison by respondents is valid and consistent.

Result of Pair Wise Comparison of Cleanliness

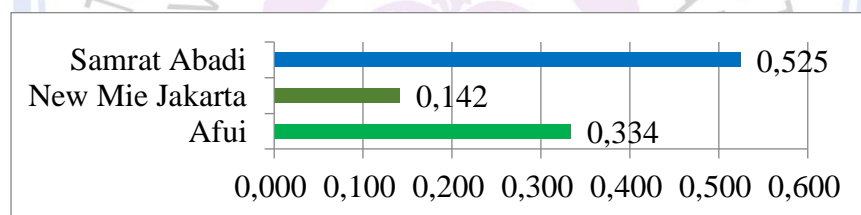


Figure 5. Cleanliness Criteria

Source: Microsoft Excel (2018)

Figure 5 about cleanliness shows that Samrat Abadi is the most preferred by respondents (0.525), followed by Afui (0.334) and New Mie Jakarta with score 0.142, and the overall inconsistency for result of cleanliness is 0.0464, it means the data comparison by respondents is valid and consistent.

Result of Pair Wise Comparison of Atmosphere

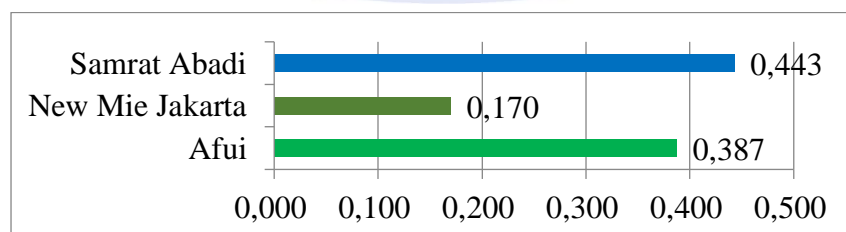


Figure 6. Atmosphere Criteria

Source: Microsoft Excel (2018)

Figure 6 about atmosphere shows that Samrat Abadi is the most preferred by respondents (0.443), followed by Afui (0.387) and New Mie Jakarta with score 0.170, and the overall inconsistency for result of atmosphere is 0.01578, it means the data comparison by respondents is valid and consistent.

Result of Pair Wise Comparison of Service Quality

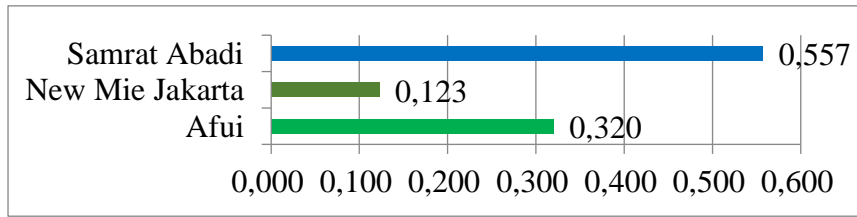


Figure 7. Service Quality Criteria
 Source: Microsoft Excel (2019)

Figure 7 about service quality shows that Samrat Abadi is the most preferred by respondents (0.557), followed by Afui (0.320) and New Mie Jakarta with score 0.123, and the overall inconsistency for result of service quality is 0.0158, it means the data comparison by respondents is valid and consistent.

Result of Pair Wise Comparison of Menu Design

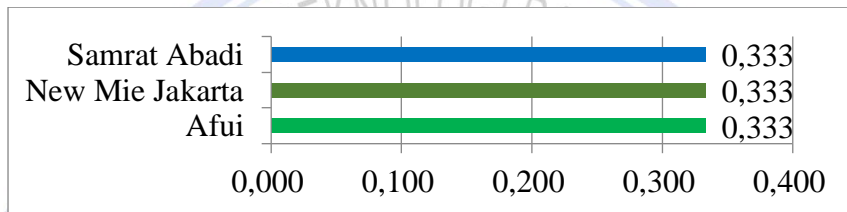


Figure 8. Menu Design Criteria
 Source: Microsoft Excel (2019)

Figure 8 about menu design shows that Afui, New Mie Jakarta and Samrat Abadi has the same result (0,333) and the overall inconsistency for result of menu design is 0, it means the data comparison by respondents is valid and consistent.

Result of Best Chinese Restaurant in Manado City

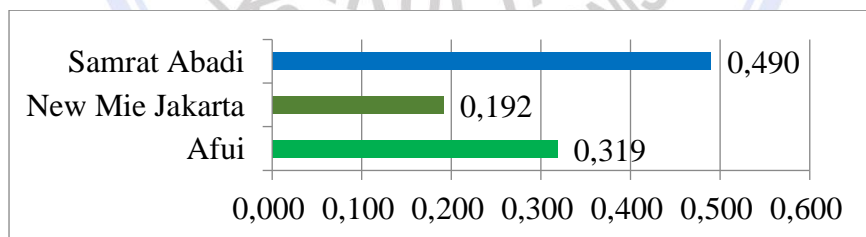


Figure 9. Best Chinese Restaurant in Manado City
 Source: Microsoft Excel (2019)

Based on the observation, this research shows that people choose Samrat Abadi as the most preferred Restaurant for them to go to eat among the other alternatives. Samrat Abadi have the highest score with 0.490, in the second position is Afui with score 0.319, and followed by New Mie Jakarta in the last position with score 0.192. In this result the overall inconsistency indicated = 0.036, it shows that the comparison of data in this research is valid and consistent.

Discussion

Pair Wise Comparison for the Main Criteria Analysis

Analytical Hierarchy Process determines the relative importance or weight of the criteria (price, brand image, cleanliness, atmosphere, service quality, and menu design) to rank the criteria from most important to least important. A criterion with the highest average weight indicates the priority criteria among others.

First, for the overall of main criteria (price, brand image, cleanliness, atmosphere, service quality, and menu design), based on result, the most important criteria that influence is cleanliness. One of the most crucial factors to the success of any restaurant is its cleanliness. When choose a restaurant, people must give an attention about the cleanliness, because it concerns with the people life. The first impression that the consumer seek is the cleanliness of the restaurant.

Second is atmosphere. In selecting a restaurant, people also tend to choose a restaurant with good atmosphere that make them comfortable to be in the restaurant. It will make them enjoy the foods. The view, the music inside the restaurant and the formation may be the consideration of consumers to come back.

Third is service quality. Service quality is considered as a success factor restaurants. It's about how the waiter or waitress' attitude toward the consumer and how the waiter or waitress treat the consumer that meet their assumptions about the services. And also about the employees are willing to assist their customers when required and about how good their handling the consumer complaint.

Fourth is brand image. Brand image is important for restaurants because it gives the owner the opportunity to establish brand loyalty with the customers. Some of brand image elements are demographic, concept of the restaurant, the name of the restaurant should be unique, yet memorable.

Fifth is price. Have low price does not mean that the cheap one do not have good quality, so people nowadays look goods with low price and have good quality.

And the last is menu design. The menu is menu is the restaurant means of representation. The menu should create enough of an impression for the customers because is one of restaurant's promotional tool.

Result of Most Preferred Chinese Restaurant in Manado

In brand image criteria, Samrat Abadi become the most preferred restaurants by the customers, meanwhile Afui and New Mie Jakarta has the same score on this criteria. Means, Samrat Abadi wins in demographic, the concept of the restaurant, and Samrat Abadi is more memorable by the consumer. In cleanliness, atmosphere, and service quality criteria, Samrat Abadi become the most preferred restaurant by the customers. Afui is on the second place, and New Mie Jakarta on the third place. It means that Samrat Abadi really taking care about the cleanliness (food, spoon, fork, tables, kitchen, and toilets), so the consumers can feel comfortable enjoying their food and stay longer in the restaurant. Not only about the physical things at the restaurant, the cleanliness also about the employees' looks and dressing. The customer more prefer that they're more comfortable when they're visiting Samrat Abadi restaurant than the other two restaurant. In service quality criteria, Samrat Abadi also win against Afui and New Mie Jakarta. Means, Samrat Abadi's employees' attitude and the way the employee service the customer is better than the other two restaurants. But, it doesn't mean the other two are did not clean, has a bad atmosphere and service. It just shows that the consumer are preferred Samrat Abadi is cleaner, have a good atmosphere and service than Afui and New Mie Jakarta. The last, in menu design criteria, all the restaurant have the same score or tied. Means that the menu design has an internal advertising tool give a same perception to the consumers.

Based on the overall data, customer already choose Samrat Abadi as the preferred restaurant in Manado compares to the rest of alternatives (Afui and New Mie Jakarta) and based on Figure 2 about Result of the Overall Criteria, cleanliness become the most preferred criteria in choosing a Chinese restaurant in Manado city. Samrat Abadi become the most preferred Chinese restaurant in Manado City, it supported by the data above that the restaurant are dominated and win in four criteria (brand image, cleanliness, atmosphere, and service quality) out of six criteria against Afui and New Mie Jakarta.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the result of analyzing and discussing, the conclusion are:

1. Based on six criteria (price, brand image, cleanliness, atmosphere, service quality, and menu design), there are top three criteria that has the most influence for consumer to choose Chinese restaurants in Manado city. In the first place and got the highest total score goes to cleanliness. According to the data comparison that developed in pairwise comparison of AHP, cleanliness become the most preferred criteria for consumer when choose Chinese restaurant in Manado city. Second position of the highest score is atmosphere. Third position is for service quality. The data shows that cleanliness, atmosphere, and service quality are the most important thing that influence consumer to choose a restaurant. The rest criteria that are price, brand image, and product design are not the main things that influence the consumers.
2. Based on the overall result. It shows that Samrat Abadi become the most preferred Chinese restaurant in Manado City by the consumer, followed by Afui and the last is New Mie Jakarta.

Recommendation

Based on the conclusions that have been put forward, there are several recommendations that can be concluded from the overall result in this research, which are listed as follow:

1. Cleanliness, atmosphere, and service quality most important things that influence consumer in selecting a Chinese restaurant particularly in Manado. Therefore, every restaurant in Manado needs to pay attention seriously toward this factor. The restaurant should keep their place clean (tables, plates, spoon, fork, toilet, kitchen, and also the employees' looks and dressing). The restaurant also should create a good atmosphere for the customer, so they can enjoy their mean and want to stay a little bit longer at restaurant. The last is service quality, the restaurant should keep their good performance in services because the customer wants a good service with a good employees' attitude.
2. Afui and New Mie Jakarta, have to improve their performance or service quality, adding more promotions and make some different thing which is unique or something that the competitors does not have. It can attract more consumers, especially take attention for some criteria that make customer tend to choose Samrat Abadi.

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