

**FACTORS DRIVING CONSUMER PURCHASE DECISION IN SELECTING LAPTOPS
(CASE STUDY: STUDENTS OF SAM RATULANGI UNIVERSITY)****FAKTOR-FAKTOR YANG MENDORONG KEPUTUSAN PEMBELIAN KONSUMEN DALAM
MEMILIH LAPTOP (STUDI KASUS: MAHASISWA UNIVERSITAS SAMRATULANGI)**

By

Inke F. Pongantung¹**Frederik G. Worang²****Linda Lambey³**

¹²³Faculty of Economics and Business,
International Business Administration, Management Department, Sam Ratulangi University, Manado

E-mail:

[¹lifrensy@gmail.com](mailto:lifrensy@gmail.com)[²frederikworang@gmail.com](mailto:frederikworang@gmail.com)[³lindalambey@yahoo.com](mailto:lindalambey@yahoo.com)

Abstract: The impact of changes in science and technology are developing in all aspects of life. Electronic equipment performance increases and encourages people to look for new innovations in the provision of facilities and the means to achieve those goals. Laptop supports consumer to gain information. The existence of a laptop in the campus environment is widely used for academic and non-academic activities. This research aimed to analyze the factors that driving consumers purchase decision in selecting Laptops using Factor Analysis for data reduction that summarizes the observed factors. The population refers to students of Sam Ratulangi University with sample size as many as 100 respondents. The finding resulted there are three new factors formed from seven most dominant out of twenty variables, first Factor which is Product Attributes divided by three items those are Quality, Operating System, and Price. The second factor which is Entertainment Factor divided by two items those are Entertainment and Brand. The third factor is Promotion Factor divided by two items those are Internet Publicity and Discount. The Company should pay serious attention to these factors in order to survive in tight business competition and can attract the consumer by offering products that meet with their needs and wants.

Keyword: *consumer purchase decision, factor analysis, laptop*

Abstrak: Dampak perubahan dalam sains dan teknologi berkembang di semua aspek kehidupan. Kinerja barang elektronik meningkat dan mendorong orang-orang untuk mencari inovasi baru dalam penyediaan fasilitas dan sarana untuk mencapai tujuan tersebut. Laptop mendukung konsumen untuk mendapatkan informasi. Adanya Laptop di lingkungan perkuliahan banyak digunakan untuk kegiatan akademik dan non akademik. Penelitian ini bertujuan untuk menganalisis faktor-faktor yang mendorong keputusan pembelian konsumen dalam memilih laptop menggunakan Analisis Faktor data pengurangan yang meringkas faktor-faktor yang diamati. Populasi mengacu pada mahasiswa Universitas Sam Ratulangi dengan jumlah sampel sebanyak 100 responden. Temuan ini menghasilkan ada tiga faktor baru yang terbentuk dari 7 yang paling dominan dari 20 variabel, Faktor pertama yaitu Atribut Produk dibagi oleh 3 item yaitu Kualitas, Sistem Operasi, dan Harga. Faktor kedua yaitu Faktor Hiburan dibagi 2 item yaitu Hiburan dan Merek. Faktor ketiga adalah Faktor Promosi dibagi 2 item yaitu Publisitas Internet dan Diskon. Perusahaan harus memperhatikan faktor-faktor ini agar dapat bertahan dalam persaingan bisnis yang ketat dan dapat menarik konsumen dengan menawarkan produk yang sesuai dengan kebutuhan dan keinginan mereka.

Kata Kunci: *keputusan pembelian konsumen, analisis faktor, laptop*

INTRODUCTION

Research Background

In this modern era, the impact of changes in science and technology are developing in all aspects of life. The development of technology and the modernization of electronic equipment have led to fundamental changes in daily activities, where people want everything practical and flexible. With the development of technology that is increasingly rapidly, any electronic equipment performance increases and encourages people to look for new innovations in the provision of facilities and the means to achieve those goals. One of the technologies is Electronic Products. Electronics Products are created to help the humans' works.

There are several benefits and advantages of electronic products. One of them is to help people to get information. This fact makes the companies to create electronic products which can meet their needs. The product that supports consumers to gain information is Laptop. According to Badan Pusat Statistika (2018) the number of households that have a Computer or Laptop in North Sulawesi, in the year of 2014 was 19.96 percent, and in 2018 was 21.81 percent. From these data, it can be interpreted that every year the customer purchase of laptop is getting up. Laptop is a product that is commonly used by businessmen up to students. This led to a demand for laptops getting higher.

Every year the demand of Electronic product especially laptop continues to grow. The existence of a laptop in the campus environment is widely used for academic and non-academic activities. Using a laptop to support related activities such as typing, preparing presentation materials, read and save the materials for academic activities. Sam Ratulangi University students use a laptop in their daily activities.

Research Objective

To know the factors that driving consumer purchase decision in selecting laptops.

THEORETICAL FRAMEWORK

Marketing

Kotler and Keller (2008) marketing is about to identifying and meeting human and social needs. One of the shortest good definitions of marketing is meeting needs profitably. 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. (American Marketing Association, 2007).

Retailing

Retailing covers all of the activities involved in the sale of products to final consumers. Retailers range from large chains of specialized stores to individual merchants. Some retailers operate from stores and others operate without a store. Most retailers focus on selling physical goods produced by someone else. Nevertheless, in the case of service retailing, retailer is also the producer. Producers serve individual consumers, even the largest retailers face the challenge of handling small transactions, and the number of transactions with consumers is much greater than at other channel levels (Perreault and McCarthy, 2002).

Consumer Purchase Decision

Howard and Sheth (1969) model illustrates a sophisticated integration of different influential factors, such as social, psychological and marketing on consumer decision making and the stages of information processing. Kotler and Keller (2009) said that there's five stages model in buying decision process:

1. *Problem Recognition*: The buyer recognizes a problem or need triggered by internal or external stimuli
2. *Information Search*: The consumers often search for limited amounts of information.
3. *Evaluation of Alternatives*: The consumer is looking for certain benefit from the product solution
4. *Purchase Decision*: The consumer forms preferences among the brands in the choice set
5. *Post-Purchase Decision*: the consumer might experience dissonance that stems from noticing certain disquieting features or hearing favorable things about other brands and will be alert to information that supports his or her decision.

1. Need

Need is difference between a person's actual state and his or her ideal state; provides the basic motivation to make a purchase (Bovéé and Thill, 2011:332). Consumer also can be motivated to satisfy some other kind of needs, such as utilitarian needs or hedonic needs (Solomon, 2013: 145).

2. Multitasking

Multitasking is an attempt by individuals to engage in several tasks in rapid linear succession (rather than simultaneously) where at least one of the tasks is a conceptual learning activity (Abaté, 2011).

3. Design

Design is the act of specifying the structural properties of an object, either in a plan or in the object itself because design is an activity, rather than a phase of some process. A specification is a detailed description of an object in terms of its structure, e.g., the primitives used and their connections (Ralph and Wand, 2011).

4. After Sales Service

After-Sales Service is defined as set of activities which occurs after the purchase of the product which is devoted towards prospective customers for the maintenance or usage of the product (Saccani, Johansson and Perona, 2007). There are several types of after-sales service, such as spare parts, repairs, inspections, hotlines, installation and commissions (Fischer, Sebauer and Fleisch, 2012:133).

5. Quality

Kotler and Keller (2006) defines that the quality of product is anything can be offered to a market to satisfy the desire or needs of consumers on product quality. It is a continuous process of improvement that the continuous changes increase product performance and consequently the satisfaction of customers' needs.

6. Discount

Discount is a straight reduction in price on purchases during a stated period of time or of larger quantities (Kotler and Armstrong, 2010). A price discount is a very prevalent marketing strategy to attract consumers by providing an extra value or incentive, which encourages consumers to purchase the promoted products immediately (Yin and Huang 2014).

7. Operating System

According to Rouse (2014) defines an operating system (sometimes abbreviated as "OS") is the program that, after being initially loaded into the computer by a boot program, manages all the other programs in a computer. Operating system provides the necessary common services for installed programs to run. It works as an intermediary between the hardware and any programs that are being run on the mobile device or computer.

8. Safety

The designer and manufacturer of product have a moral obligation to make sure that consumer is not injured by it when used. Many types of safety policies can be put in place to ensure that customers are kept safe during a business transaction, such as: place sign, fix damage quickly, notify and assist customers during an emergency, use tool to prevent accidents, assist customer with large and heavy items (Labtte, 2014).

9. Price

Price plays two roles in evaluation of product alternatives: as a measure of sacrifice and as an information cue. As a measure of sacrifice, it is not only money but it may also be time lost while waiting to acquire the good or service. Price might also include "lost dignity" for individuals who lost their jobs and must rely on charity to obtain food and clothing. As information effect for price, it may also extend to favorable price perception by others because higher prices can convey the prominence and status of the purchaser to other people. Price is paid based on the satisfaction consumer expect to receive form a product and not necessarily the satisfaction they actually receive (McDanie, Lamb and Hair, 2011:629).

10. Family

According to Kotler et al., (2011), Family is the most important consumer buying organization, and family member may be the reference group which influence primarily. There are two families in everyone's life: family of orientation (parents and siblings) which give them orientation about everything and family of pro-creation (spouse and children) which influence their life on everyday buying behavior. Role consists of activities a person is expected to perform and each role carries a status.

11. Entertainment

The American Heritage Dictionary (2001:288) defines entertainment (entertain) as to hold the attention of with some amusing or diverting, to extend hospitality. As technology advanced, Laptop or Notebook became increasingly versatile in what they could do.

12. Friends (References Group)

Reference groups serve as direct (face-to-face) or indirect points of comparison or reference in forming a person's attitudes or behavior. Reference groups to which they do not belong often influence people. Friends are a group that include in primary membership group; reference group which people interact regularly in an informal, face-to-face manner (McDaniel, Lamb and Hair, 2011:209).

13. Attitude

Ajzen (2002) describes attitude as the disposition to respond in favorable or unfavorable option towards an object, person, institution or event. Hogg, et al (2005) also suggests that attitude can be described as the

product of individual beliefs about behavior that is becoming a target and also how beliefs turned into evaluation.

14. Internet Publicity

Internet Publicity – often called online marketing or e-Marketing is essentially any marketing activity that is conducted online through the use of internet technologies. It comprises not only advertising that is shown on websites, but also other kinds of online activities like email and social networking. People of all ages are spending more and more time online, and are turning to the internet for better services, convenience and life-enhancing tools: just consider how people use online shopping, online banking, web communities that cross all boundaries, instant news and updates, social networks and chat, self-expression and any of the dozens of other things that the web makes possible (Jones, Malczyk, and Beneke, 2011).

15. Brand

Brand can be described as a mechanism to engaged buyer and seller in a long-term relationship, and play a key role in creating this relationship (Heidarzadeh et al, 2011). Brand is one of the main factors which impacts on customers' behavior. According to customer's opinions, brand is considered an important part of product (Abbasyan, 2007).

16. Ease of Use

According to Nielsen (2012), Usability is the measure of a product's potential to accomplish the goals of user. In information technology area, the term is often used in relation to software application and websites, but it also can be used in a relation to any products that is employed to accomplish task (for example, a toaster, a car dashboard, or an alarm clock).

17. Place

The company must be able to figure out where their targets usually shop for the product. Place can be related for available for the services it self. By knowing where the place their customer conduct the purchasing act, they will be able to maximize their service to the customer and also minimize the cost of distribution and increase revenue (Kotler and Keller, 2009).

18. Perception

Kotler and Keller (2006) explained that people can emerge with different perceptions of the same object because of three perceptual processes, i.e. selective attention, selective distortion, and selective retention. People are exposed to a tremendous amount of daily stimuli because a person cannot possibly attend to all of these, most stimuli will be screened out, and this process is called selective attention. In selective distortion, people tend to twist information into personal meanings and interpret information in a way that will fit their perception. Lastly, in selective retention people will tend to retain information that supports their attitudes and beliefs.

19. Personality

Kotler (2008:193) defined personality as a set of distinguishing human psychological traits that lead to relatively consistent and enduring responses to environmental stimuli. Personality is often described in terms of such traits as self-confidence, dominance, autonomy, deference, sociability, defensiveness, and adaptability. Personality refers to a person's consistent behavior or responses to recurring situations.

20. Lifestyle

Lifestyle is the way of living that an individual chooses according to his/her activities, interests, and opinions. Lifestyle is a person's pattern of living as expressed in his or her activities, interests and opinions. Lifestyle captures a person's whole pattern of acting or interacting in the world more than profiling a person's social class or personality (Kotler and Keller, 2008 p 252).

Previous Research

Khuong and Duyen (2016) Personal Factors Affecting Consumer Purchase Decision towards Men Skin Care Products — A Study in Ho Chi Minh City, Vietnam identified personal factors that affect purchase decision of men skin care products on the scope of Ho Chi Minh City in particular and Vietnam in general.

Uddin, Lopa, and Oheduzzaman (2014) Factors Affecting Customers' Buying Decisions Of Mobile Phone: A Study On Khulna City, Bangladesh identified that many factors are deemed as selection criteria of mobile phone physical attributes, pricing, charging and operating facilities, size and weight, friends' and colleagues' recommendations, neighbors' recommendations and advertising.

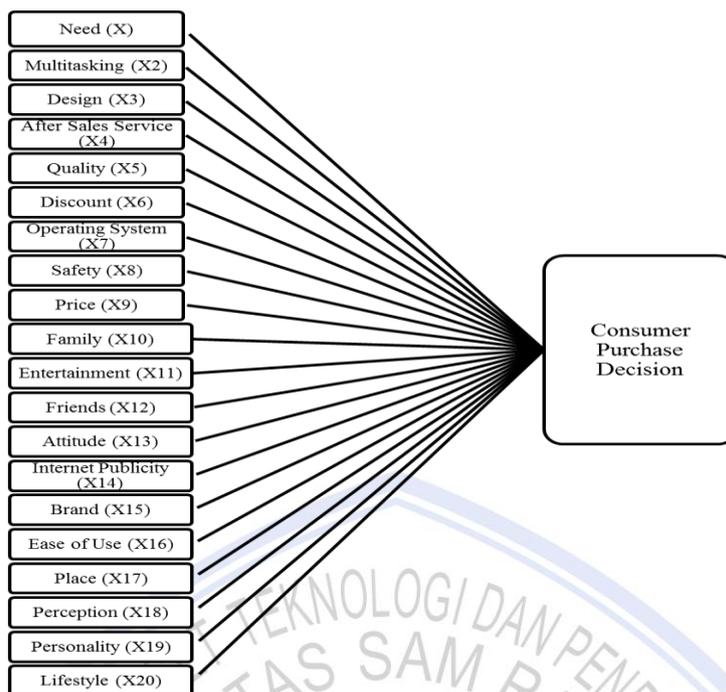


Figure 1. Conceptual Framework
 Source: Data Processed, 2018

RESEARCH METHOD

Type of Research

Aliaga, et al (2000) describes quantitative research is explaining phenomena by collecting numerical data that are analyzed using mathematically based methods (in particular statistics). This research uses descriptive and confirmatory types of research where Descriptive research investigates a situation, problem, phenomenon, services or programs, or providing information about the condition of a community that became the object of research and confirmatory research used to verify the factor structure of a set of observed variables.

Place and Time Research

This research is conducted in the environment of Students in the University of Sam Ratulangi, with the period for about 5 months started from September 2018 until February 2019.

Population and Sample Population

Population is a composite of all elements, which have a set of similar characteristics, covering the universe for the sake of marketing research problems (Malholtra and Peterson, 2006). The population of this research is student in Sam Ratulangi University.

Sample

Sample is a subset of the population. It compares some members selected from it. In other words, some but not all elements of the populations is the sample. By studying the sample, researcher should be able to draw conclusions that can be generalized to the population of interest. (Sekaran, 2003).

Sample Size

The samples taken in large sizes whose numbers are not known exactly, and used techniques of determining the number of samples for the infinity population as follows (Purba, 1996):

$$n = \frac{z^2}{4(moe)^2} = \frac{1,96^2}{4(0,1)^2} = 96,04 = 100$$

N : number of samples

Z : normal distribution level at 5% significant level (1.96).

Moe: margin of error max, is the maximal fault rate of sampling that can still be tolerated, by 10%

According to the calculations above, the sample can be taken 96 people but in principle there is no definite rule to determine the percentage that is considered fixed in determining the sample (Purba, 1996). In this case the researchers took a sample of 100 respondents who are representative enough to be studied.

Sampling Method

The sampling method used in this research is convenience sampling method. Convenience sampling method (also known as availability sampling) is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study. The technique used is questionnaire that is collecting data by distributing questionnaires directly to the respondents, Spread Questionnaire done on students of Sam Ratulangi University.

Data Collection Method

Primary data is the information obtained first-hand by the researcher on the variables of interest for the specific purpose of the study (Sekaran and Bougie, 2009). This research gets the primary data from the result of questionnaires. Questionnaires are distributed to the students of Sam Ratulangi University. Secondary data refer to information gathered from sources that already exist (Sekaran and Bougie, 2009). The secondary data is taken from journals, textbooks, and relevant literature from library and internet. This data is readily available and can be used in this research.

Data Analysis Methode

The validity test is conducted by comparing correlation index in Pearson product moment with significance level of 5% it can be seen valid or not a researcher instrument. If probability of correlation is less than 0.05 (5%) then the research instrument is stated as valid.

The Reliability test in this research uses Alpha Cronbach. If the alpha is less than 0.6 then it is unreliable. The interpretation of Alpha Cronbach (Sekaran, 2000;311) is: <0.6 indicates unsatisfactory internal consistency or consider that the data is unreliable; 0.7 indicates that the data acceptable; 0.8 indicates good internal consistency or consider that the data resulted is reliable.

Confirmatory Factor Analysis

Confirmatory Factor Analysis (CFA) test whether a specified set of constructs influencing responses in a predicted way. Factor Analysis used to reduce the data, namely the process summarizes a number of variables into fewer and named as a factor. Analysis factor is a technique for analyzing of mutual dependence (interdependence) of several variables simultaneously. So in principle, factor analysis is a technique to classify some variables has a resemblance to be a factor (Suliyanto, 2005).

RESULT AND DISCUSSION

Result of Factor Analysis

Confirmatory factor analysis was used to determine how many factors were appropriate and which items belonged together. The steps that were followed for doing factor analysis were four: 1 data collection and generation of the correlation matrix, 2 extraction or initial factor solution, 3 rotation and interpretation, and 4 constructions of scales or factor scores to use in further analysis.

KMO and Barlett's Test

Table 1. KMO and Barlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.570
Bartlett's Test of Sphericity	Approx. Chi-Square	484.134
	Df	153
	Sig.	.000

Source: Data Processed, 2019

Table 1 shows that the Kaiser-Meyer-Olkin Measure of Sampling Adequacy = 0.570 or greater than 0.5 which indicates that the sample is adequate and may proceed with the factor analysis and Bartlett's Test of Sphericity or p-value (Sig.) of .000 < 0.05. The approximate of Chi-square is 484.134 with 153 degrees at 0.05 of significance.

Communalities**Table 2. Communalities (Principal Component Analysis)**

	Communalities	
	Initial	Extraction
Quality	1.000	.590
Discount	1.000	.704
Operating System	1.000	.692
Price	1.000	.556
Entertainment	1.000	.812
Internet Publicity	1.000	.799
Brand	1.000	.731

Extraction Method: Principal Component Analysis.

Source: Data Processed, 2019

Table 2 shows that all variable has extraction value greater than 0.5. So, after deleting 5 variables, all the variables can be used for factor extraction.

Rotated Component Matrix**Table 3. Rotated Component Matrix**

	Rotated Component Matrix ^a		
	Component		
	1	2	3
Quality	.667	.170	.342
Discount	.524	-.073	.651
Operating System	.657	.483	-.167
Price	.742	-.067	-.018
Entertainment	-.183	.858	.208
Internet Publicity	-.091	.139	.878
Brand	.401	.754	-.031

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser

Normalization. Rotation converged in 9 iterations.

Sourced: Data Processed, 2019

Table 3 shows the Rotated Component Matrix value for eight variables which will be divide into three main factors, based on their value correlation per components which is Quality, Operating System, and Price included in the first factors because had strongest value correlation in first components. The second is Entertainment and Brand are includes in the second factors and the third is Internet Publicity and Discount, they include in third factor.

Result of Confirmatory Factor Analysis

The present research attempted to answer research question what are the factors that drive consumer purchase decision.

Table 4. Regression Models and Variables

No.	Variables	Factors
1.	Quality	Product Attributes Factor
2	Operating System	
3.	Price	
1.	Entertainmet	Entertainment
2.	Brand	Factor
1.	Internet Publicity	Promotion
2.	Discount	Factor

Source: Data Processed, 2019

From the 7 variables, there are 3 factors that conducted. It supports by the result of the values that above, so the factoring process had stop in the third factor. The first factor named Product Attributes, the second factor is Entertainment, and the third factor is Promotion.

Discussion

From all 7 variables, there are 3 factors conducted caused by the eigen values above one. That is why the factoring process is ended only in three factors.

1. First Factor (Product Attributes)

Divided by three items those are:

- 1) Quality. The effect of the quality in influencing consumer to buy laptop is quite significant. Consumers have an expectation about the standard for its product before they make a decision.
- 2) Operating System. Operating System is also affecting consumer to purchase Laptop. Operating System has function in which it used to running an application.
- 3) Price. The amount of price will be effect the consumer to purchase the product. It will be good for the company to set the price appropriately.

Mohammad Zia (2017) in his article "Impact of Product Attributes on Purchase Decision: A Study of Processed Food Consumer in India" found that it is clear that product attributes do have an influence on the purchase.

2. Second Factor (Entertainment)

Divided by two items those are:

- 1) Entertainment. Entertainment is a form of activity designed to give pleasure or relaxation that holds the attention and interest of a consumer, or gives pleasure and delight. Entertainment become one of the factor that consumer considerate to purchase the product. The consumer wants product not only for work or do task but to relax and enjoy their time.
- 2) Brand. Brand helps the company to differentiate themselves from its competitors. It is helps consumer to choose the product because of the brand image that company built in the market. Flórez, et al (2017) on journal "Influence of social networks on the purchase decisions of university students" found that Entertainment has a significant positive effect. The company has to maintain or even increase its performance for the entertainment feature, because it is the factor that has the most significant effect to the purchasing decision.

3. Third Factor (Promotion)

Divided by two items those are:

- 1) Internet Publicity. Promotion in internet helps the company to easily target the consumer in many situations because of the context that the company had sought out. It will be easy for the consumer to search for specific term in the internet.
- 2) Discount Discount influences the consumer to shop more. Discount will encourage the consumer to purchase the product as they would get the product in a lower price. Factors Influencing Consumers' Purchase Decision of Private Label Brand Products by Ahmad, Nur and Wel (2014), shows that Promotion has positive relationship with the purchase decision among the respondent. Promotion had a stronger immediate effect on brand purchase.

CONCLUSION AND RECOMMENDATIONS

Conclusion

Factors driving Consumer purchase Decision in selecting Laptop based on the results of this research are: First Factor which is Product Attributes divided by three items those are Quality, Operating System, and Price. The second Factor which is Entertainment Factor divided by two items those are Entertainment and Brand. The third factor is Promotion Factor divided by two items those are Internet Publicity and Discount.

Recommendations

Based on the factors that already found through factor analysis, all these factors are proven to influencing consumer in purchase decision when buy laptop product. The Company should pay serious attention to these factors in order to survive in tight business competition and can attract the consumer by offering products that meet with their needs and wants. Product Attributes: the company should pay attention to the product attributes including Quality, Operating System, and Price. Those three variables related to each other in order to support the company to reach the target market. The company must create a good product to make sure the consumer purchasing the laptop that they produce. Entertainment is a part of the collective effort necessary for marketing to drive sales. The Company must thinking about how to build a good and strong product that could entertain the consumer so the consumer will think of their product first when they want to purchase laptops. Promotion helps in influencing consumer purchase decision. The companies should continuously maintain and improve the marketing strategies that have been carried out which one of them the promotion. The consumers' buying decisions were motivated by promotion that created by the company. So, based on the overall description in this sub-section, it is obvious that all the accepted and classified factors are important for the implementation of the marketing from the Laptop companies. In the further development, all those factors must be more analyzed not only for marketers in this business field, but also for the others companies to ensure that the purchasing decision in the future can be the same or at least equal.

- Abate C. J. 2011. *You Say Multitasking Like It's a Good Thing* (online). Available on: <http://www.nea.org/home/30584.htm>. Retrieved on August 10, 2016.
- Abbasyan., Farzaneh., and Mirahmad. 2007. Investigating the Effect of Customer's opinion concerning brand(research case:the consumers of self-phone in Tehran city). *Humanism and socialism management research*,29-52.
- Ahmad A., Noor S., M., Wel C., A., C. 2014 Factors Influencing Consumers' Purchase Decision of Private Label Brand Products, *International Journal of Economic Practices and Theories*,, 4, pp. 107-108 [Online]. Available at: <https://pdfs.semanticscholar.org/58a5/326a5ba5be3e87937728d63f59cbd150be75.pdf>. Accessed: 5 November 2018.
- Ajzen, I. 2002. *Construction of a standard questionnaire for the theory of planned behavior*. Available at: <http://www-unix.oit.umass.edu/~ajzen>. Accessed 28 August 2019.
- Aliaga, M., and Gunderson, B. 2000. *Interactive Statistics (3rd Ed)*. Pearson Education, Inc., Upper Saddle River, New Jersey.
- American Marketing Association 2007 *A New Definition of Marketing*, Available at: <https://www.ama.org/the-definition-of-marketing/> Accessed: 22 January 2016.
- Badan Pusat Statistik. 2019. *Persentase Rumah Tangga yang Memiliki/Menguasai Komputer Menurut Provinsi dan Klasifikasi Daerah*, Available at: <https://www.bps.go.id> Accessed: 22 November 2018.
- Bové C. L., and Thill J. V. 2011. *Business in Action with Real Time Updates*. 5th Edition. ISBN-13: 978-0-13-254688-1. Pearson Education Inc., Upper Saddle River, New Jersey.
- [Fischer T., Sebauer H., and Fleisch E. 2012. *Service Business Development: Strategies for value creation in manufacturing Firms \[Electronic Version\]. Cambridge University Press.*](#)
- Flórez L.E.G., Escobar M.I.C., Restrepo A.H., Botero D.A., Arias A.V. 2017. *Influence of social networks on the purchase decisions of university students*, 18(1131 - 6837), pp. 73-76 [Online]. Available at: www.ehu.es/cuadernosdegestion/documentos/150577lj.pdf Accessed: 5th August 2019.
- Heidazadeh., Kambiz., Kheiri., and Bahram. 2011. Evaluatinf the Impact of Awareness of Brand Origin Country ion Image of the Origin Product Ceountry. *Journal of Business Research*.
- Howard, J., A., Sheth, J. N. 1969. *The Theory of Buyer Behavior*, John Wiley and Sons., New York.

- Jones, A., Malczyk, A., Beneke, J. 2011. *Internet Marketing: a highly practical guide to every aspect of internet marketing*. Textbook. University of Cape Town.
- Khuong M., N., and Duyen H., T., M. 2016. Personal Factors Affecting Consumer Purchase Decision towards Men Skin Care Products — A Study in Ho Chi Minh City, Vietnam', *International Journal of Trade, Economics and Finance*, 7(), pp. 49 [Online]. Available at: <https://www.researchgate.net/publication/318964561> Accessed: 3th November 2018.
- Kotler, P., and Keller, K. 2006. *Marketing management* (12th ed.). Pearson Prentice Hall, Upper Saddle River, New Jersey
- _____. 2008. *Marketing Management 13th Edition*. Pearson Education, United Kingdom.
- _____. 2009. *Marketing Management*, 13th ed. Pearson International, United Kingdom.
- Kotler, P., Armstrong, G. 2010. *Principles of Marketing*. New Jersey: Pearson Prentice Hall. Parasuraman, A., Zeithaml, V. A., Berry, L. L. 1985. A Conceptual Model of Service Quality and Its Implication. *Journal of Marketing*, 49.
- Kotler P., Armstrong G., Ang S., H., Leong S., M., Tan C., T., Hong-min O., Y. 2011. *Principle of Marketing: An Asian Perspective*. Singapore: Pearson Education South Asia Pte Ltd.
- Labbate, V. 2017. *Example of Customer Safety Policy*, Available at: <https://bizfluent.com/about-6638724-example-customer-safety-policy.html> Accessed: 25th January 2019.
- Malhotra N., K. Peterson M. 2006. *Basic Marketing Research, A Decision Making Approach 2nd Edition*. Prentice Hall, New York.
- McDaniel C., Lamb C. W., and Hair J. F. 2011. *Introduction to Marketing*. 11th Edition. ISBN-13: 978-0-538-75487-3. Cengage Learning, China.
- Nielsen J. 2012. Usability 101: Introduction to Usability (online). Available on: <https://www.nngroup.com/articles/usability-101-introduction-to-usability/> Accessed: 28 August 2019.
- Perreault, W., D., and McCarthy, J. E. 2002. *Basic marketing: A global managerial approach* (14th ed.). Boston: McGraw-Hill.
- Ralph ,P.,and Wand ,Y. 2011. *A Proposal for A formal Definition of the Design Concept*, University of British Columbia ,Canada.
- Purba, R. 1996. *Measuring Customer Perception Through Factor Analysis* The Asian Manager. February-March, pp.28-32.
- Rouse M. 2014. Definition Operating System (OS) (online). Available on: <https://whatis.techtarget.com/definition/operating-system-OS> . Retrieved on August 10, 2014.
- Saccani N., Johansson P. and Perona M. 2007. Configuring the after-sales service supply chain: A multiple case study. *International Journal of Production Economics*, 110 (1-2), pp. 52-69.
- Sekaran U. 2000. *Research Methods for business: A Skill Building Approach*. John Wiley & Sons, Inc., Singapore.
- Sekaran, U. 2003. *Research methods for business: A skill building approach*. Wiley & Son., Singapore.
- Sekaran U., Bougie R. 2009. *Research Method for Business: A Skill Building Approach* (5th Edition). John Wiley and Sons., New Jersey.
- Solomon M. R. 2013. *Consumer behavior*. 10th Edition. ISBN-13:978-0-273—76731-2. Pearson Education Limited, United States of America.
- Tariq, M. 2013. Customer Perceptions about Branding and Purchase Intention: A Study of FMCG in an Emerging Market. *Journal of Basic and Applied Scientific Research*, 340-347.
- Suliyanto. 2005. *Analisis Data Dalam Aplikasi Pemasaran*, Bogor: Ghalia Indonesia.
- Uddin. Md., R., Lopa, N.Z., Oheduzzaman, Md. 2014. Factors Affecting Customers' Buying Decisions Of Mobile Phone: A Study On Khulna City, Bangladesh. *International Journal of Managing Value and Supply Chains*, Volume 5(Issue 2).
- Yin, X. and Huang, J. 2014. Effects Of Price Discounts and Bonus Packs on Online Impulse Buying. *Social Behavior & Person-ality: An International Journal*,42(8), 1293–1302. Available at: https://www.researchgate.net/publication/266399913_Effects_of_Price_Discounts_and_Bonus_Packs_on_Online_Impulse_Buying (Accessed: 26th May 2019).
- Zia, M. 2017. Multidisciplinary Academic Conference, *Impact of Product Attributes on Purchase Decision: A Study of Processed Food Consumer in India*, pp. 48 [Online]. Available at: https://www.researchgate.net/publication/319502479_Impact_of_Product_Attributes_on_Purchase_Decision_A_Study_of_Processed_Food_Consumer_in_India Accessed: 5th August 2019