# CONSUMER PERCEPTION OF STORE BRAND AND NATIONAL BRAND IN HYPERMART MANADO

by:

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## ABSTRACT

Coffee is one global community of beverage that is consumed by many people in this world. The Consumer Perception on Brand, especially for coffee commodity, is changed based on the understanding of Promotion Perception, Product Perception, Price Perception, Store Perception, Self-perception and Perception Risk. In this research, the main objective is to figure out whether there is any significant difference for Consumer Perception on Brand concept between Luwak White Coffee consumers and Value Plus Coffee consumers in Manado. For accomplishing this essential purpose, the Independent Sample t-test is employed to tabulate the obtained analyzed data. The results in this current research, it is found out that Luwak White Coffee consumers has the more dominant influence for the perception of Product Perception, Price Perception and Self-perception for packaged coffee products and Value Plus Coffee consumers has the more dominant influence for the perception of Promotion Perception, Store Perception and Perception Risk and the Consumer Perception on Brand for packaged coffee products; and there is no significant difference for Promotion Perception factor, Product Perception factor, Price Perception factor, Store Perception factor, Self-perception factor, Perception Risk factor and the Consumer Perception on Brand factor between Luwak White Coffee consumers and Value Plus Coffee consumers in Manado.

*Keywords*: consumer perception, brand, white coffee

## INTRODUCTION

**Research Background**

Food and beverage need is one basic want that must be fulfilled by every individual person. This need becomes important for many people in this world, because the consumption of food and beverage will at least give more strength and stamina for doing the main activities, either at home or outside home. Because of the speedy changing of common people needs and wants, the concept in providing food and beverage products is becoming more complex than before, and the industry that relates with this basic need is continuously improving, together along with the business concept of food and beverage products.

Coffee is one global community of food and beverage that is consumed by many people in this world, not only in the form of beverage products, but also in the form of food products or mixed beverage products. Its popularity in the food and beverage industry has been started before the modern concept of industry has been introduced in industrial era and is still famous for people in this globalized period. Before the industrial era, coffee has been only consumed by people in the higher social class, and this commodity is able to be consumed by common people after products or services can be given in the mass way in the factory. Due to the rapid industrial-based changing in the economics, companies that concentrate the operational activities on producing and selling coffee-based products have two main options in providing coffee or coffee-based products to the consumers, which are coffee beverage or coffee-based products that is directly made and served to the consumers (e.g. in the restaurant, in the hotel, in the food and beverage tenant or in the formal occasion) and the

same items that are made for coffee bean, are filtered into powder, and are marketed in the plastic sachet (packaged coffee products).

Basically, the ideal concern about the Consumer Perception for coffee commodity can be specified for the brand from the available items. This important aspect, the Consumer Perception on Brand, is changed based on the understanding of Promotion Perception, Product Perception, Price Perception, Store Perception, Self-perception and Perception Risk. The five mentioned factors, which are Promotion Perception, Product Perception, Price Perception, Store Perception and Self-perception, are correlated with the consideration from people in the environment about the function and the usage of products and services, particularly coffee products, which is based on marketing concept of the products and the personal idea from consumers.

The simplification for coffee consumption in this country is recognizable from the availability of packaged coffee products and the presence of many tenants, restaurants and hotels that serve coffee beverage products and coffee-based items in their menu. Mainly, Luwak White Coffee is one brand of packaged coffee products in Indonesia that produces and selling instant coffee products in the sachet and boxes in cities or regions in Indonesia either in the retailer stores or in the small ones. On the other hand, Hypermart, as one major retailer store in Indonesia, has selling one brand of coffee that is produced and is manufactured by its' management, which is Value Plus Coffee. The coffee product from this retailer store is only sold in every representative store from Hypermart in any city in Indonesia. In despite of options of other coffee products brand in Indonesia, coffee products from Luwak White Coffee and Value Plus are preferred by many people in this country for their coffee products. Accordingly, the association among Promotion Perception, Product Perception, Price Perception, Store Perception, Self-perception and Perception Risk with the Consumer Perception on Brand for coffee products from Luwak White Coffee and Value Plus Coffee brands are important for the management authorities of both brand in every sales area in Indonesia. Manado City is one main sales area from Luwak White Coffee and Value Plus Coffee, regarding with the preference from people here for food and beverage products. Coffee products from both brands can be consumed by people in this city in the discrete way or in the shared way. So, the important relationship among Promotion Perception, Product Perception, Price Perception, Store Perception, Self-perception and Perception Risk with the Consumer Perception on Brand is noticeable for coffee products from Luwak White Coffee and Value Plus Coffee.

## THEORITICAL FRAMEWORK

### Consumer Behavior

The American Marketing Association defines consumer behavior as the dynamic interaction of affect and cognition, behavior, and the environment by which human beings conduct the exchange aspect of their lives. In the other words, consumer behavior involves the thoughts and feelings people experience and the action they perform in consumption processes. It also includes all the things in the environment that influence these thoughts, feeling and actions  (Peter and Olson. 2005:5). Consumer behavior refers to the buying behavior of final consumers individuals and households who buy goods and services for personal consumption. Consumers make many buying decisions everyday. Most large companies research consumer buying decisions in great detail to answer questions about what consumer buy, where they buy, how and how much they buy, when they buy and why they buy (Kotler and Armstrong. 2001:171).

### Consumer Perceptions of Brands

Randall (2000:45/46) the perception of brands, there are also some basic in principles that can be applied to various consumption situations. People perceive the brand as whole, which means that the do not mentally break it down into its separate elements, but rather perceive it as a unity (Robens, 2007). (Randall. 2000:45) Today's supermarkets and abundance of alternatives and great variety of choice exits. How much information does customers need, how can they in fact absorb and how do they perceive brands? Ultimately, all these questions lead to the question of how customers buying behavior is composed and affected. Primarily, it has to be stated that various difficulties are involved in understanding consumer buying decisions, since there are unknown and sub-conscious variables within consumer minds and psychology. (Robens, 2007).

**Brand Image**

Brand image has been defined from many previous researchers. From the journal that has been collected, there is much information that explained about brand image. In particular, as define by American Marketing Association (1960, cited in wood, 2000); A brand is a name, term, sign, symbol design or a combination of them, intended to identify goods and services of one seller, or group of sellers and to differentiate them from those of competition. (Katsanis, 1994), the power of brands in today's markets will be elaborated by explaining how brands are anchored in consumers' minds and how the perception of image and reputation is influenced (Robens, 2007).

**Brand Equity**

Brand equity is a set of brand assets and liabilities linked to a brand, its name, and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customer (Cravens and Piercy 2006:276). Brand Equity is the value of a brand, based on the exent to which it has high brand loyalty, name awareness, perceived quality, strong brand associations, and other assets such as patents, tradermarks, and channel relationships (Kotler and Amstrong, 2001:302).
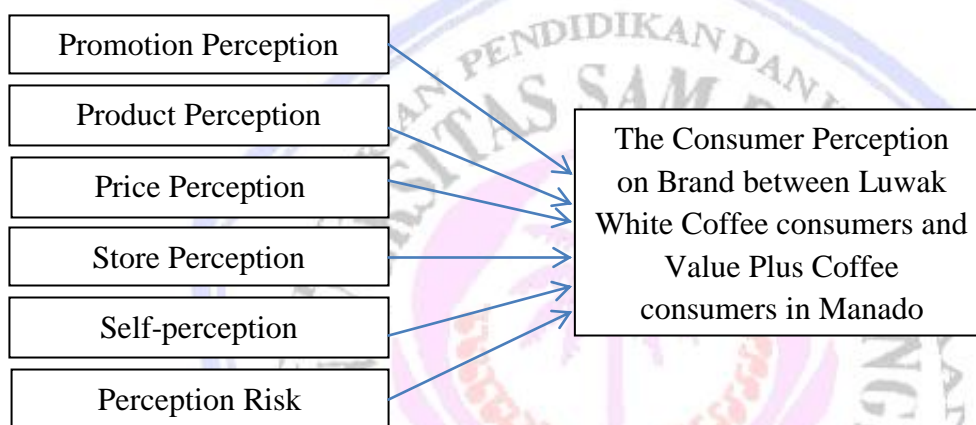


**Figure 1. Conceptual Framework**
*Source: Theoretical Review*

**Hypothesis**

1. Promotion Perception

   $H_0$: There is a significant difference for Promotion Perception factor between Luwak White Coffee consumers and Value Plus Coffee consumers in Manado.

   $H_1$: There is no significant difference for Promotion Perception factor between Luwak White Coffee consumers and Value Plus Coffee consumers in Manado.

2. Product Perception

   $H_0$: There is a significant difference for Product Perception factor between Luwak White Coffee consumers and Value Plus Coffee consumers in Manado.

   $H_2$: There is no significant difference for Product Perception factor between Luwak White Coffee consumers and Value Plus Coffee consumers in Manado.

3. Price Perception

   $H_0$: There is a significant difference for Price Perception factor between Luwak White Coffee consumers and Value Plus Coffee consumers in Manado.

   $H_3$: There is no significant difference for Price Perception factor between Luwak White Coffee consumers and Value Plus Coffee consumers in Manado.

4. Store Perception

   $H_0$: There is a significant difference for Store Perception factor between Luwak White Coffee consumers and Value Plus Coffee consumers in Manado.

$H_4$: There is no significant difference for Store Perception factor between Luwak White Coffee consumers and Value Plus Coffee consumers in Manado.

5.  Self-perception
    $H_0$: There is a significant difference for Self-perception factor between Luwak White Coffee consumers and Value Plus Coffee consumers in Manado.
    $H_5$: There is no significant difference for Self-perception factor between Luwak White Coffee consumers and Value Plus Coffee consumers in Manado.

6.  Perception Risk
    $H_0$: There is a significant difference for Perception Risk factor between Luwak White Coffee consumers and Value Plus Coffee consumers in Manado.
    $H_6$: There is no significant difference for Perception Risk factor between Luwak White Coffee consumers and Value Plus Coffee consumers in Manado.

## RESEARCH METHOD

**Type of Research**

This research will use the quantitative method and the secondary data of research because this research will compare two products, which are based on the concern of Promotion Perception, Product Perception, Price Perception, Store Perception, Self-perception and Perception Risk for the understanding of the Consumer Perception on Brand.

**Place and Time of Research**

The study was conducted in Manado Town Square, Hypermart store, between April – Mei 2014.

**Population and Sample**

Population is refers to the entire group of people, events, or things of interest that researcher wishes to investigate (Sekaran, 2009:262). The population of this research is all customer of Hypermart store in Manado, who had been purchasing and consuming coffee products from Luwak White Coffee and Value Plus Coffee. Sample is a subset of the population (Sekaran, 2009:263). The Research sample in this current study are 30 customer of Hypermart store in Manado. The criteria for this research are based on the gender, age and occupation.

**Data Collection Method**

There are two types of data that are used to make an appropriate result, which is primary and secondary data. For this research will be used the secondary data. The primary data get from respondent and collect primary data through in-depth interview method and observation. The secondary data is taken from questionnaire, books, journals, and relevant literature from library and internet. These secondary data were used in the background, literature review, research method, analysis and discussions.

**Operational Definitions and Measurement of Research Variable**

1.  Promotion Perception: This first influencing factor, Promotion Perception, is associated with the opinion from people in the marketplace about products and service that is related with the promotion medium and information from the offered items.
2.  Product Perception: This second influencing factor, Product Perception, is associated with the opinion from people in the marketplace about products and service that is related with designs, features and functions from the available products or services.
3.  Price Perception: This third influencing factor, Price Perception, is associated with the opinion from people in the marketplace about products and service that is related with the settled money value from the offered items for them by the company.
4.  Store Perception: This fourth influencing factor, Store Perception, is associated with the opinion from people in the marketplace about products and service that is related with the physical place for selling the available products or for providing services.

5. Self-perception: This fifth influencing factor, Self-perception, is associated with the individual perception from each person in the marketplace that influences the preference of desired products and services, partly or collectively.

6. Perception Risk: This sixth influencing factor, Perception Risk, is associated with any possible threat that can be experienced by the company and the people in the marketplace, regarding with the existence of products or services.

**Independent Sample T-test**

A t-test is any statistical hypothesis test in which the test statistic follows a Student's t distribution, if the null hypothesis is supported. It is most commonly applied when the test statistic would follow a normal distribution if the value of a scaling term in the test statistic were known. When the scaling term is unknown and is replaced by an estimate based on the data, the test statistic (under certain conditions) follows a Student's t distribution.

## RESULT AND DISCUSSION

**Result**

**Reliability Test and Validity Test**

**Table 1.  Reliability Testing Data for the Consumer Perception on Brand of Luwak White Coffee Product**

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .897 | .6 |

*Source: SPSS*

The given values at Table 1, in this research, it is shown that a value of Alpha Cronbach is 0.897, which is above the acceptance limit of 0.6; therefore, the research instrument for relationships among Promotion Perception, Product Perception, Price Perception, Store Perception, Self-perception and Perception Risk for the Consumer Perception on Brand for Luwak White Coffee product is reliable.

**Table 2.  Reliability Testing Data for the Consumer Perception on Brand of Value Plus Coffee Product**

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .913 | .6 |

*Source: SPSS*

The given values at Table 2, in this research, it is shown that a value of Alpha Cronbach is 0.913, which is above the acceptance limit of 0.6; therefore, the research instrument for relationships among Promotion Perception, Product Perception, Price Perception, Store Perception, Self-perception and Perception Risk for the Consumer Perception on Brand for Value Plus Coffee product is reliable.

**Table 3. Validity Testing Data for the Consumer Perception on Brand of Luwak White Coffee Product**

|  |  | Promotion perception Luwak | Product perception Luwak | Price Perception Luwak | Store Perception Luwak | Self-Perception Luwak | Perception Risk Luwak |
|---|---|---|---|---|---|---|---|
| Promotion perception Luwak | Pearson Correlation | 1 | .675** | .516** | .455* | .744** | .780** |
|  | Sig. (1-tailed) |  | .000 | .002 | .006 | .000 | .000 |
|  | N | 30 | 30 | 30 | 30 | 30 | 30 |
| Product perception Luwak | Pearson Correlation | .657** | 1 | .382* | .168 | .902** | .660** |
|  | Sig. (1-tailed) | .000 |  | .019 | .188 | .000 | .000 |
|  | N | 30 | 30 | 30 | 30 | 30 | 30 |
| Price Perception Luwak | Pearson Correlation | .516** | .382** | 1 | .919** | .487** | .847** |
|  | Sig. (1-tailed) | .002 | .019 |  | .000 | .003 | .000 |
|  | N | 30 | 30 | 30 | 30 | 30 | 30 |
| Store Perception Luwak | Pearson Correlation | .455** | .168 | .919** | 1 | .306* | .727** |
|  | Sig. (1-tailed) | .006 | .188 | .000 |  | .050 | .000 |
|  | N | 30 | 30 | 30 | 30 | 30 | 30 |
| Self- Perception Luwak | Pearson Correlation | .744** | .902** | .487** | .326* | 1 | .683** |
|  | Sig. (1-tailed) | 000 | .000 | .003 | .039 |  | .000 |
|  | N | 30 | 30 | 30 | 30 | 30 | 30 |
| Perception Risk Luwak | Pearson Correlation | .780** | .660** | .847** | .727** | .683** | 1 |
|  | Sig. (1-tailed) | .000 | .000 | .000 | .000 | .000 |  |
|  | N | 30 | 30 | 30 | 30 | 30 | 30 |

*Source: SPSS Data, 2014*

**Table 4. Validity Testing Data for the Consumer Perception on Brand of Value Plus Coffee Product**

|  |  | Promotion perception V_Plus | Product perception V_Plus | Price Perception V_Plus | Store Perception V_Plus | Self-Perception V_Plus | Perception Risk V_Plus |
|---|---|---|---|---|---|---|---|
| Promotion perception V_Plus | Pearson Correlation | 1 | .748** | .645** | .357* | .852** | .760** |
|  | Sig. (1-tailed) |  | .000 | .000 | .021 | .000 | .000 |
|  | N | 30 | 30 | 30 | 30 | 30 | 30 |
| Product perception V_Plus | Pearson Correlation | .748** | 1 | .561* | .275 | .881** | .751** |
|  | Sig. (1-tailed) | .000 |  | .001 | .070 | .000 | .000 |
|  | N | 30 | 30 | 30 | 30 | 30 | 30 |
| Price Perception V_Plus | Pearson Correlation | .645** | .561** | 1 | .798** | .610** | .831** |
|  | Sig. (1-tailed) | .000 | .019 |  | .000 | .000 | .000 |
|  | N | 30 | 30 | 30 | 30 | 30 | 30 |
| Store Perception V_Plus | Pearson Correlation | .375* | .275** | .798** | 1 | .306* | .670** |
|  | Sig. (1-tailed) | .021 | .275 | .000 |  | .050 | .000 |
|  | N | 30 | 30 | 30 | 30 | 30 | 30 |
| Self- Perception V_Plus | Pearson Correlation | .852** | .881** | .610** | .306* | 1 | .705** |
|  | Sig. (1-tailed) | 000 | .000 | .000 | .050 |  | .000 |
|  | N | 30 | 30 | 30 | 30 | 30 | 30 |
| Perception Risk V_Plus | Pearson Correlation | .760** | .751** | .831** | .670** | .705** | 1 |
|  | Sig. (1-tailed) | .000 | .000 | .000 | .000 | .000 |  |
|  | N | 30 | 30 | 30 | 30 | 30 | 30 |

*Source: SPSS Data, 2014*

**Validity Test for the Consumer Perception on Brand of Luwak White Coffee Product**

From all results in Table 3, it can be seen that value of correlation index for almost all relationships among Promotion Perception, Product Perception, Price Perception, Store Perception, Self-perception and Perception Risk for the Consumer Perception on Brand for Luwak White Coffee product are greater than 0.3 (0.675, 0.516, 0.455, 0.744, 0.780, 0.382, *0.168*, 0.902, 0.660, 0.919, 0.487, 0.847, 0.326, 0.727 and 0.683) and below the significance level of 5%; therefore, the data is considered as valid

**Validity Test for the Consumer Perception on Brand of Value Plus Coffee Product**

From all results in Table 4, it can be seen that value of correlation index for almost all relationships among Promotion Perception, Product Perception, Price Perception, Store Perception, Self-perception and Perception Risk for the Consumer Perception on Brand for Value Plus Coffee product are greater than 0.3

(0.748, 0.645, 0.375, 0.852, 0.760, 0.561, *0.275*, 0.881, 0.751, 0.798, 0.610, 0.831, 0.306, 0.670, 0.705) and below the significance level of 5%; therefore, the data is considered as valid.

**Table 5. Group Statistic Result**

|  | Coffee Consumers | N | Mean | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| Promotion_Perception | Luwak W. Coffee | 30 | 3.6444 | .57358 | .10472 |
|  | Value Plus W. Coffee | 30 | 3.6889 | .63084 | .11517 |
| Product_perception | Luwak W. Coffee | 30 | 4.3333 | .73239 | .13372 |
|  | Value Plus W. Coffee | 30 | 4.1000 | .70112 | .12801 |
| Price_Perception | Luwak W. Coffee | 30 | 3.5333 | .76614 | .13988 |
|  | Value Plus W. Coffee | 30 | 3.4000 | .67466 | .12318 |
| Store_Perception | Luwak W. Coffee | 30 | 2.7444 | .84274 | .15386 |
|  | Value Plus W. Coffee | 30 | 2.9222 | .73596 | .13437 |
| Self_Perception | Luwak W. Coffee | 30 | 4.3889 | .66715 | .12180 |
|  | Value Plus W. Coffee | 30 | 4.1111 | .65116 | .11889 |
| Perception_Risk | Luwak W. Coffee | 30 | 3.5556 | .60225 | .10996 |
|  | Value Plus W. Coffee | 30 | 3.6667 | .56731 | .10358 |

*Source: SPSS Data, 2014*

1) Perception of Promotion Perception Aspect between Luwak White Coffee Products Consumers and Value Plus Coffee Products Consumers in Manado

   Three values comparison in Table 5, at point 1, will partially describe the group of classified respondents that has the more dominant impact and the remained one that only give the least influence, regarding with the perception of Promotion Perception Aspect for packaged coffee products in Manado, between Luwak White Coffee and Value Plus Coffee Consumers.

   Table 5 at point 1 shows that Value Plus Coffee Products Consumers have higher averaged values for Mean, Standard Deviation and Standard Error Mean than those who are Value Plus Coffee Products Consumers, for Promotion Perception Aspect for packaged coffee products Manado (values of Mean, Standard Deviation and Standard Error Mean for Luwak White Coffee Products Consumers are 3.6444, 0.57358 and 0.10472 and values of Mean, Standard Deviation and Standard Error Mean for Value Plus Coffee Products Consumers are 3.6889, 0.63084 and 0.11517); and conclude that Value Plus Coffee Products Consumers has the more dominant influence for the perception of Promotion Perception Aspect, compared with Luwak White Coffee Products Consumers in Manado.

2) Perception of Product Perception Aspect between Luwak White Coffee Products Consumers and Value Plus Coffee Products Consumers in Manado

   Three values comparison in Table 5, at point 2, will partially describe the group of classified respondents that has the more dominant impact and the remained one that only give the least influence, regarding with the perception of Product Perception Aspect for packaged coffee products in Manado, between Luwak White Coffee and Value Plus Coffee Consumers.

   Table 5 at point 2 shows that Luwak White Coffee Products Consumers have higher averaged values for Mean, Standard Deviation and Standard Error Mean than those who are Value Plus Coffee Products Consumers, for Product Perception Aspect for packaged coffee products Manado (values of Mean, Standard Deviation and Standard Error Mean for Luwak White Coffee Products Consumers are 4.3333, 0.73239 and 0.13372 and values of Mean, Standard Deviation and Standard Error Mean for Value Plus Coffee Products Consumers are 4.1000, 0.70112 and 0.12801); and conclude that Luwak White Coffee Products Consumers has the more dominant influence for the perception of Product Perception Aspect, compared with Value Plus Coffee Products Consumers in Manado.

3) Perception of Price Perception Aspect between Luwak White Coffee Products Consumers and Value Plus Coffee Products Consumers in Manado

   Three values comparison in Table 5, at point 3, will partially describe the group of classified respondents that has the more dominant impact and the remained one that only give the least influence, regarding with

the perception of Price Perception Aspect for packaged coffee products in Manado, between Luwak White Coffee and Value Plus Coffee Consumers.

Table 5 at point 3 shows that Luwak White Coffee Products Consumers have the higher averaged values for Mean, Standard Deviation and Standard Error Mean than those who are Value Plus Coffee Products Consumers, for Price Perception Aspect for packaged coffee products Manado (values of Mean, Standard Deviation and Standard Error Mean for Luwak White Coffee Products Consumers are 3.5333, 0.76614 and 0.13988 and values of Mean, Standard Deviation and Standard Error Mean for Value Plus Coffee Products Consumers are 3.4000, 0.67466 and 0.12318); and conclude that Luwak White Coffee Products Consumers has the more dominant influence for the perception of Price Perception Aspect, compared with Value Plus Coffee Products Consumers in Manado.

4)  Perception of Store Perception Aspect between Luwak White Coffee Products Consumers and Value Plus Coffee Products Consumers in Manado

Three values comparison in Table 5, at point 4, will partially describe the group of classified respondents that has the more dominant impact and the remained one that only give the least influence, regarding with the perception of Store Perception Aspect for packaged coffee products in Manado, between Luwak White Coffee and Value Plus Coffee Consumers.

Table 5 at point 4 shows that Value Plus Coffee Products Consumers have the higher averaged value for Mean and lower averaged values for Standard Deviation and Standard Error Mean than those who are Luwak White Coffee Products Consumers, for Store Perception Aspect for packaged coffee products Manado (values of Mean, Standard Deviation and Standard Error Mean for Luwak White Coffee Products Consumers are 2.7444, 0.84274 and 0.15386 and values of Mean, Standard Deviation and Standard Error Mean for Value Plus Coffee Products Consumers are 2.9222, 0.73596 and 0.13437); and conclude that Value Plus Coffee Products Consumers has the more dominant influence for the perception of Store Perception Aspect, compared with Luwak White Coffee Products Consumers in Manado.

5)  Perception of Self-perception Aspect between Luwak White Coffee Products Consumers and Value Plus Coffee Products Consumers in Manado

Three values comparison in Table 5, at point 5, will partially describe the group of classified respondents that has the more dominant impact and the remained one that only give the least influence, regarding with the perception of Self-perception Aspect for packaged coffee products in Manado, between Luwak White Coffee and Value Plus Coffee Consumers.

Table 5 at point 5 shows that Luwak White Coffee Products Consumers have higher averaged values for Mean, Standard Deviation and Standard Error Mean than those who are Value Plus Coffee Products Consumers, for Self-perception Aspect for packaged coffee products Manado (values of Mean, Standard Deviation and Standard Error Mean for Luwak White Coffee Products Consumers are 4.3889, 0.66715 and 0.12180 and values of Mean, Standard Deviation and Standard Error Mean for Value Plus Coffee Products Consumers are 4.1111, 0.65116 and 0.11889); and conclude that Luwak White Coffee Products Consumers has the more dominant influence for the perception of Self-perception Aspect, compared with Value Plus Coffee Products Consumers in Manado.

6)  Perception of Perception Risk Aspect between Luwak White Coffee Products Consumers and Value Plus Coffee Products Consumers in Manado

Three Three values comparison in Table 5, at point 6, will partially describe the group of classified respondents that has the more dominant impact and the remained one that only give the least influence, regarding with the perception of Perception Risk Aspect for packaged coffee products in Manado, between Luwak White Coffee and Value Plus Coffee Consumers.

Table 5 at point 6 shows that Value Plus Coffee Products Consumers have the higher averaged value for Mean and lower averaged values for Standard Deviation and Standard Error Mean than those who are Luwak White Coffee Products Consumers, for Perception Risk Aspect for packaged coffee products Manado (values of Mean, Standard Deviation and Standard Error Mean for Value Plus Coffee Products Consumers are 3.5556, 0.60225 and 0.10996 and values of Mean, Standard Deviation and Standard Error Mean for Luwak White Coffee Products Consumers are 3.6667, 0.56731 and 0.10358); and conclude that Value Plus Coffee Products Consumers has the more dominant influence for the perception of Perception Risk Aspect, compared with Luwak White Coffee Products Consumers in Manado.

**Discussion**

The first result in this current study has stated that Luwak White Coffee consumers has been given the more dominant influence for the perception of Product Perception, Price Perception and Self-perception for packaged coffee products, compared with Value Plus Coffee consumers in Manado; while Value Plus Coffee consumers has the more dominant influence for the perception of Promotion Perception, Store Perception and Perception Risk for packaged coffee products, compared with Luwak White Coffee consumers in Manado. Both different outcomes are based on the notion that each coffee product from Luwak White Coffee and Value Plus Coffee has been differently branded by people in this city.

For the majority of people here, Luwak White Coffee products have been known as products with the elegant standard, which later impacting their recognition for its following brand, especially the taste, the packaging, the given price and the personal experience after drinking this coffee products. Thus, it is more preferred by them to think that products from Luwak White Coffee has the finest products with the sufficient price and the most pleasant feeling, compared with coffee products from Value Plus.

Meanwhile, the remained brand, which is Value Plus, is acknowledged by many people in Manado City as one coffee product from Hypermart. So, each individual person here can openly know about the goodness and the badness when consuming this coffee product. Consumers in this city also become easy to look for coffee products from Value Plus, regarding with the easiness to go to Hypermart here. Additionally, people in Manado City can reduce the possibility that consumer will drink unhealthy food or beverage product when purchasing and consuming products from Value Plus. Decisively, coffee products from Value Plus coffee will be preferred coffee products for people in this city, because of its direct promotional aspect, the strategic space from display of this product and the designated store and the product guarantee when purchasing and consuming its coffee products.  In the statement of the first study, (wulf, 2005) also stated in his study of national brand and store brand that, the national brand still has a strong influence on krakteristik products (taste) and brand. In the second study (wulf, 2005) explained that the store brand also has a product quality comparable to national brand products and also in terms of promotion.

The end result from this research has noted about the insignificant different from the understanding from the observed respondents in this research, White Coffee consumers and Value Plus Coffee consumers, for Promotion Perception factor, Product Perception factor, Price Perception factor, Store Perception factor, Self-perception factor, Perception Risk factor and the Consumer Perception on Brand factor for coffee-based products in Manado City. This conclusion is caused by the fact the both products, Luwak White Coffee and Value Plus Coffee, give the similar sensation when people in this city buy and consume coffee products from each brand. Even though each coffee product, either Luwak White coffee product or Value Plus coffee product, has been differently acknowledged by the majority of people in this city, due to the business scope from each brand, the final sensation when consuming coffee products from Luwak White Coffee and/or Value Plus will not totally different. Individually or collectively, people here will establish the similar understanding for Promotion Perception factor, Product Perception factor, Price Perception factor, Store Perception factor, Self-perception factor, Perception Risk factor and the Consumer Perception on Brand factor, accordance with the availability of Luwak White Coffee and Value Plus Coffee products.

The argued finding in this study is accepted and it is related with the general perception from the majority of people in Manado City about coffee-based products that are sold here. So, many of them will share the similar concern from coffee products in this city, especially from Luwak White Coffee and Value Plus..

## CONCLUSION AND RECOMMENDATION

**Conclusion**

There are eight findings that are found from the overall result in this research, which are listed as follow:
1. The essential understanding of Promotion Perception, Product Perception, Price Perception, Store Perception, Self-perception and the Perception Risk is observable from the perception of common people in Manado that purchase and drink Luwak White Coffee and Value Plus Coffee.
2. The result from Group Statistics, it is obvious that Luwak White Coffee consumers has the more dominant influence for the perception of Product Perception, Price Perception and Self-perception for packaged

coffee products, compared with Value Plus Coffee consumers in Manado; and Value Plus Coffee consumers has the more dominant influence for the perception of Promotion Perception, Store Perception and Perception Risk for packaged coffee products, compared with Luwak White Coffee consumers in Manado.

3. There is no significant difference for Promotion Perception factor between Luwak White Coffee consumers and Value Plus Coffee consumers in Manado.

4. There is no significant difference for Product Perception factor between Luwak White Coffee consumers and Value Plus Coffee consumers in Manado.

5. There is no significant difference for Price Perception factor between Luwak White Coffee consumers and Value Plus Coffee consumers in Manado.

6. There is no significant difference for Store Perception factor between Luwak White Coffee consumers and Value Plus Coffee consumers in Manado.

7. There is no significant difference for Self-perception factor between Luwak White Coffee consumers and Value Plus Coffee consumers in Manado.

8. There is no significant difference for Perception Risk factor between Luwak White Coffee consumers and Value Plus Coffee consumers in Manado.

**Recommendations**

There are two important recommendations that can be concluded from the overall result in this research, which are listed as follow:

1. The management officers from Luwak White Coffee consumers and Value Plus Coffee consumers in the Manado City must be aware with common customers' concern about Promotion Perception, Product Perception, Price Perception, Store Perception, Self-perception and Perception Risk and the Consumer Perception on Brand, because it can directly or indirectly impact the total sales from each branded product.

2. Both companies management must also evaluate additional factors that can influence the established idea from the majority people in this city about each product acceptance, including the Consumer Perception on Brand concept. It is essential to ensure the continuity of each company in the Manado City.

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