

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Introduction

In this chapter the whole research explains in details from the first introduction section until the fourth analysis part. And from those explanations this paper will draw a conclusion about private label brand among youngsters in Indonesia especially in D. I. Yogyakarta area. Moreover, limitations and suggestions were added to help other researcher (if they would like to do the future research).

5.2 Conclusions

The target of this research is to analyze the factors that affect the perceptions of individuals on private label brands. The main journal is by Lupton, Rawlinson, and Braunstein (2010) for the basic idea of this research. The questionnaire for the research was originally carried by the Lupton et. al. (2010) and several adjustments were made in order to match the condition in D. I. Yogyakarta as the area to circulate the survey form.

The result of the study of consumer perception of private label brands among young consumers can be completed as follows:

a. Important Product Attributes

1. The student samples indicated that quality as the most important product attributes that influence their buying decision when there is no private label brand things added to the question. The assumption is if the prices

are the same, all consumers would prefer the brand that has better quality. And as the result brand with a better quality standard is chose far beyond price.

2. The student samples indicated that price as the second product attributes that influence their buying decision when there is no private label brand things added to the question. On the other hand, the main journal of Lupton et. al. (2010) 'Private label branding in China: what do U.S. and Chinese students think?' the result is price make the most influence on the decision to buy a product. The result of respondents in D. I. Yogyakarta is very different when choosing a product which is quality first and the price will follow. According to Aliawadi (2001), education links not only to the thinking costs but also product quality.
3. The student samples indicated that the appearance or packaging as the third product attributes that influence their buying decision when there is no private label brand things added to the question. Appearance or packaging got more female attention meaning that the brand packaging can create brand imaginary to the consumers, whether it is sophisticated or value for money.

b. Beliefs and Perceptions of Private Label Brands among Young Consumers

1. The student samples marked their opinion in line with *“people who buy private label would not want their friends to know”* statement, meaning they have no problem if their friends knew they used private label brand product. Many people from various social classes are now accepting private label brand as a product with value for money.
2. The student samples marked their opinion in line with *“it is worth paying more for a product with a national brand name on it”* statement, meaning they agree with people that tend to choose a product or brand because of the symbol of quality that represented from the price, the packaging or simply by the familiarity of the brand. Semeijin et. al. (2004, cited in Sheau-Fen et. al., 2012) state that national brands beat store brands because consumers cannot see any symbol of perceived quality in the brand.
3. The student samples marked their opinion unmatched with *“private label products are for those with no money”* statement, meaning they disagreed. Societies in some way define individuals whether they are considering as ‘the have’ or just ordinary people from the brand they wear and any product that is not considered as brand will make persons reluctant to buy because they would not be perceived as ‘the have’ or rich people. But, private label brand offers value for money and many people from different social class have no problem to purchase private label brand product (Kumar and Steenkamp, 2007).

c. Private Label Brand Names Recognition Accuracy

1. The student samples as much seventy eight point three percent (78.3%) has no trouble to recognized 'Indomaret' as private label brands, the brand carries the store name so it come up easily. It is not surprising that people are more familiar with Indomaret because of their widely spread store throughout Indonesia ($\pm 7,200$ outlets in Indonesia).
2. The student samples as much twenty one point seven percent scored 'Save' brand as private label brand, and by far it is the lowest private label brand name recognition. Save is the private label brand produced by Lottemart and a few years ago Makro change its name into Lottemart. It is possibly because of this name changing brand the respondent felt that they have never heard about the brand. Besides, the location of Lottemart in D. I. Yogyakarta is quite far from many universities (logically university students' lives near their campuses, that is why it the samples might feel reluctant to come over to Lottemart).
3. The student samples as much fifty three people (26.1%) admitted 'Sari Roti' (bakery product) brand as a private label brand. Even though the Sari Roti brand has been around since 1995, it does not mean that the brand gains recognition as manufacturer brand. Many student samples misrecognized it as a private label brand.
4. The student samples as much ten point three percent (10.3%) identify 'Finna' brand (fish and prawn chips product) as a private label brand. This is manufacturer brand has the least recognized as a private label brand.

Finna brand has been around for decades in Indonesia that is why this brand is so popular among Indonesian consumer.

5. The recognition accuracy of student sample in identifying private label brand names was 53.6% is considered as low. About half of the respondents (46.40%) were not able to identify private label brands correctly.
6. Seventeen point twenty-three percent (17.23%) of student samples selected manufacturer brands as private label brand. The incoming of private label brand can be threatening. Because private label brands are brands owned by the store, the store can locate the private label brands in the best shelf they want. Going to offer value-for-money to the consumers, manufacturers' brand can be easily defeated.

This paper is replicated the study of Lupton et. al. (2010) work and demographic essay was used to replicate the journal but in the same time simplify the questionnaire to match the situation. The result hopefully can be used for the upcoming survey. Besides, the private label brand concept is still in early development stage in Indonesia then it is hoped that the findings could be a versatile source to appreciate private label brand.

5.3 Research Limitation

The research has numerous flaw concerning about the limitations that happens naturally. Nevertheless, several works were done in this study to minimize the problems. These are the list of limitations that this survey encountered:

1. Limitations of the samples, the samples are college students and did not represent all students who studies in Yogyakarta, because the samples were come from limited universities.
2. Limitation of age, this paper use youngsters as the respondents because easily to find in the D. I. Yogyakarta (famous as a college town). The participants age between 18-24 years old.
3. Limitation of gender, the portion of female and male participants. From 203 samples, females dominated with 112 people although the males were only 91. Nonetheless, the original study by Lupton et. al. (2010) the samples didn't balance also. Forty four (44%) male students in the U. S. and fifty one (51%) male students in the China.
4. Limitation of the subject matter of the research, private label brand is not quite familiar yet in Indonesia. An extra effort was needed to make the student samples to understand 'Private Label Brand and what it is'.
5. Limitation from the bias answer that might be done by the samples because they did not understand private label brand itself. Even though in daily life they maybe use the product but just do not know if the product called as private label brands. And that might cause a bias answer.

5.4 Suggestions for Future Research

These are some ideas that were made by summarized all the research result. The expectation is these thoughts can be a consideration in case other researcher wishes to manage similar study.

Some suggestions were listed to support the coming research. In a very different situation, it will be nice if the seven characteristics of demographic (Aliawadi, 2001) like income, employment status, and children in the household, and type of residence, age, sex, and education being incorporated into the questions to analyze private label brand customer demographic characteristics deeper. An article by *Detik Finance* (Prayogi, 2012) showed that now Carrefour is an Indonesian owned company, Chairul Tanjung had all the stock. Based on that thought, we can examine that with this Indonesian owned company will influence private label brand issue or not. It relates to people from abroad (any layer of social class) tend to purchase private label brand in their repertoire what about here in Indonesia, would it be the same?

In the case of age and education to the respondents, it would be so much well-organized to circulate the questionnaire during the end of class. For the duration of this time people are not yet scattered around to do their business. But the most important thing, please ask permission to the lecture first if you want to conduct a research at the end of the session. Moreover, wider range of age (senior high school students to employees) might give the research new perception on how well-educated people see the private label brand and provide a more diverse answer from many layers of society. As in original

work of Lupton et. al. (2010), they suggested that to investigate perceptions that held by individuals. As a result there might be a chance for qualitative research as well.

5.5 Managerial Implication

Considering store brand is a retailer owned brand please be aggressive in positioning the product in the best shelf. Promote the brand next to the manufacturer brands so if it is competing on price let the consumer see the difference directly in front of their eyes.

Retailers have some difficulties to set a quality standard of product been produced in case of private label brand. On the other hand, people choose a product not just because of the price or the brand, but also the quality of the product. By maintaining a good quality product, it will make just enough drive to make people try the product. Please, use manufacturer's strategies in research and product development (or perhaps on advertising, a small announcement of the private label brand would not hurt) in order to spread the word of a product that has a good quality with value for money.

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Appendix 1: Questionnaire (English Version)

RESEARCH ON PRIVATE LABEL BRAND:

Undergrad at Yogyakarta perception's on Private Label Brand

Dear respondent, my name is Ikarini Handayani of Atma Jaya Yogyakarta University, Economic Faculty who is working on thesis for undergraduate student. Title of the thesis is “Research on Private Label Brand: Undergrad at Yogyakarta Perception's on Private Label Brand”. The purpose of this research is to identify student samples perception's towards private label brand. Please answer the following questions in accordance with your opinion, there is no one best answer and right or wrong answer in this research. The information will be gathered at anonym meaning no one will be identified. To fill in the questionnaire will take up 5-10 minutes. Thank you for your participation. Your participation will help to understand private label brand better among undergraduate students at Yogyakarta.

Notes: Marketing expert Kotler (2012) define private label brand as brands which made and owned by retailers. Usually these brands are only available at the specified chain store only (for instance, brand labeled as Carrefour Discount only for sale at Carrefour chain store).

Please answer the following questions with ✓ (tick mark), ✕ (cross mark), or any sign you wish as long as it can be identified ☺

1. Your age:

- ☐ < 18 years old ☐ 22-23 years old
☐ 18-19 years old ☐ 24 years old or more
☐ 20-21 years old

5. Your Majority:

2. Your gender:

- ☐ Man
☐ Woman

6. Your hometown:

3. University:_____

4. Overall GPA:

- ☐ < 2.5 ☐ 3.26-3.50
☐ 2.51-2.75 ☐ 3.51-3.75
☐ 2.76-3.00 ☐ 3.76-4.00
☐ 3.01-3.25

7. Rate the following factor on how the affect your food products purchase decision
(1 does not affect – 5 definitely affect)

Factor					
Appearance/ Packaging	1	2	3	4	5
Quality of The Product	1	2	3	4	5
Pricing of The Product	1	2	3	4	5
Loyalty to The Product	1	2	3	4	5
Name of Brand	1	2	3	4	5
Purchase Incentives	1	2	3	4	5

8. When you purchase a product do you care whether it is private label or not?
☐ Yes ☐ No ☐ Depends
9. In general, do you shop on price or brand loyalty?
☐ Price ☐ Brand
10. How often do you go to the grocery store in a week?
☐ 0-1 time ☐ 2-3 times ☐ 4 times or more
11. Rate the following statements on how you perceive private label products
(1 strongly disagree – 5 strongly agree)

Statement					
Someone who buys private label is a smarter shopper	1	2	3	4	5
People who buy private label would not want their friends to know*	1	2	3	4	5
Private label products are just as good as other brands	1	2	3	4	5
Private label products cannot be trusted to be as good as other products*	1	2	3	4	5
It is worth paying more for a product with national brand name on it, e.g. kecap Bango*	1	2	3	4	5
Private label products are for those with no money*	1	2	3	4	5
I would serve private label food products to my friends	1	2	3	4	5
Private label products are made from cheap ingredients*	1	2	3	4	5
Private label products are made by retailers only to get you into the store*	1	2	3	4	5

*reverse items

12. **Please mark use ✓ (tick mark), ✕ (cross mark), or any sign you wish to products that you recognize as private label brand ☺**

For the following circle the products in which you think is private label

- | | |
|---|---|
| ☐ ABC | ☐ Indomaret |
| ☐ A | ☐ Indomie |
| ☐ Bimoli | ☐ Lottemart |
| ☐ Carrefour Discount | ☐ Sari Roti |
| ☐ Ceres | ☐ Save |
| ☐ Cimory | ☐ Superindo 365 |
| ☐ Finna | ☐ Superindo Care |
| ☐ Giant | ☐ Qtela |
| ☐ Gloria | ☐ Value Plus |

13. For the following mark whether you have never purchased, or have purchased private label food from any of these retailers:

Please mark ✓ (tick), ✕ (cross), or any sign you wish ☺

Carrefour	☐ Never purchased	☐ Have purchased
Foodmart	☐ Never purchased	☐ Have purchased
Giant	☐ Never purchased	☐ Have purchased
Indomaret	☐ Never purchased	☐ Have purchased
Lottemart	☐ Never purchased	☐ Have purchased
Superindo	☐ Never purchased	☐ Have purchased

14. If you discovered that two products were exactly the same except for the packaging and price, which would you choose?

☐ (Meseis) Ceres Original 225gr Rp 18.200 ☐ (Meseis) Carrefour Coklat 225gr Rp 9.900

☺ **Thank you for your participation** ☺

Appendix 2: Questionnaire (Bahasa Version)

RISET MENGENAI PRIVATE LABEL BRAND:

Persepsi Mahasiswa di Yogyakarta Terhadap Private Label Brand

Responden yang terhormat, saya Ikarini Handayani dari Fakultas Ekonomi Universitas Atma Jaya Yogyakarta yang sedang menyusun skripsi dengan topik “Persepsi Mahasiswa di Yogyakarta Terhadap Private Label Brand”. Tujuan dari riset ini adalah untuk mengidentifikasi persepsi mahasiswa terhadap Private Label Brand. Isilah pertanyaan-pertanyaan berikut sesuai dengan jawaban atau pendapat Anda, tidak ada jawaban salah atau benar dalam penelitian ini. Informasi akan dikumpulkan tanpa nama (anonim) dan tidak seorang pun akan diidentifikasi. Penyelesaian kuesioner ini akan memakan waktu $\pm$ 5-10 menit. Terimakasih atas partisipasi Anda. Partisipasi Anda akan ikut membantu pemahaman tentang private label brand di kalangan mahasiswa di Yogyakarta.

Catatan: Definisi Private Label Brand menurut pakar pemasaran ternama Kotler (2012) adalah merek-merek yang dibuat dan dimiliki oleh para pengecer atau pedagang grosir. Biasanya merek-merek seperti ini hanya dijual di jaringan toko bersangkutan (misalnya: produk berlabel Carrefour Discount hanya dijual di jaringan toko Carrefour).

Isilah pertanyaan-pertanyaan berikut dengan tanda ✓ (centang), ✕ (silang), atau tanda apa pun yang Anda inginkan asalkan masih dapat diidentifikasi nantinya ☺

1. Umur Anda:

- ☐ < 18 tahun ☐ 22-23 tahun
☐ 18-19 tahun ☐ 24 tahun atau lebih
☐ 20-21 tahun

5. Jurusan (Program Studi) Anda:

2. Jenis Kelamin:

- ☐ Pria
☐ Wanita

6. Kota Asal Anda:

3. Universitas: _____

4. IP Kumulatif:

- ☐ < 2.5 ☐ 3.26-3.50
☐ 2.51-2.75 ☐ 3.51-3.75
☐ 2.76-3.00 ☐ 3.76-4.00
☐ 3.01-3.25

7. Seberapa besar pengaruh faktor-faktor berikut ini terhadap keputusan pembelian produk makanan yang Anda lakukan (**1= tidak berpengaruh – 5= sangat berpengaruh**)

Faktor					
Penampilan / Kemasan	1	2	3	4	5
Kualitas Produk	1	2	3	4	5
Harga Produk	1	2	3	4	5
Loyalitas/ Kesetiaan pada produk	1	2	3	4	5
Nama Merek	1	2	3	4	5
Dorongan Membeli	1	2	3	4	5

8. Saat Anda membeli sebuah produk, apakah Anda peduli produk tersebut adalah private label atau bukan?

☐ Ya ☐ Tidak ☐ Tergantung

9. Secara umum, apakah Anda berbelanja berdasarkan harga atau loyalitas merek?

☐ Harga ☐ Merek

10. Seberapa sering Anda pergi ke pasar swalayan (supermarket) dalam seminggu?

☐ 0-1 kali ☐ 2-3 kali ☐ 4 kali atau lebih

11. Bagaimana penilaian Anda terhadap produk-produk private label berdasarkan pernyataan-pernyataan berikut ini (**1= sangat tidak setuju – 5= sangat setuju**)

Pernyataan					
Orang yang membeli private label adalah pembeli yang lebih cerdas	1	2	3	4	5
Orang yang membeli private label tidak akan menginginkan teman-temannya tahu	1	2	3	4	5
Produk private label sama baiknya dengan merek-merek lain	1	2	3	4	5
Produk private label tidak dapat dipercaya akan sebaik produk lain	1	2	3	4	5
Lebih baik membayar lebih untuk sebuah produk yang bernama merek nasional (contoh: kecap Bango)	1	2	3	4	5
Produk private label adalah produk untuk mereka yang tidak berduit	1	2	3	4	5
Saya akan menyajikan produk makanan private label kepada teman-teman saya	1	2	3	4	5
Produk private label terbuat dari bahan-bahan murah	1	2	3	4	5
Produk private label dibuat oleh para pengecer hanya untuk membuat Anda datang ke toko tersebut	1	2	3	4	5

12. **Berilah tanda ✓ (centang), ✕ (silang), atau tanda apa pun yang Anda inginkan pada produk yang menurut Anda adalah Private Label Brand ☺**

- | | |
|---|---|
| ☐ ABC | ☐ Indomaret |
| ☐ A | ☐ Indomie |
| ☐ Bimoli | ☐ Lottemart |
| ☐ Carrefour Discount | ☐ Sari Roti |
| ☐ Ceres | ☐ Save |
| ☐ Cimory | ☐ Superindo 365 |
| ☐ Finna | ☐ Superindo Care |
| ☐ Giant | ☐ Qtela |
| ☐ Gloria | ☐ Value Plus |

13. Apakah Anda pernah membeli produk makanan private label dari retailer berikut ini?
Berilah tanda ✓ (centang), ✕ (silang), atau tanda apa pun yang Anda inginkan ☺

Carrefour	☐ Tidak Pernah	☐ Pernah
Foodmart	☐ Tidak Pernah	☐ Pernah
Giant	☐ Tidak Pernah	☐ Pernah
Indomaret	☐ Tidak Pernah	☐ Pernah
Lottemart	☐ Tidak Pernah	☐ Pernah
Superindo	☐ Tidak Pernah	☐ Pernah

14. Jika Anda menemukan dua produk yang sama persis kecuali kemasan dan harganya, mana yang akan Anda pilih?

- ☐ (Meseis) Ceres Original 225gr Rp 18.200 ☐ (Meseis) Carrefour Coklat 225gr Rp 9.900

☺ **Terimakasih atas partisipasi Anda** ☺

Appendix 3: Demographics

no	age	gender	university	GPA	majority	hometown
1	1	1	1	3	6	29
2	5	1	1	4	18	34
3	4	1	1	2	8	31
4	3	1	1	1	3	26
5	2	1	1	5	22	51
6	4	1	1	5	7	53
7	3	2	1	5	22	62
8	5	1	1	3	8	64
9	3	2	1	5	8	60
10	3	2	1	5	8	64
11	2	1	1	5	8	53
12	2	2	1	4	8	53
13	3	2	1	5	8	25
14	3	2	1	7	8	64
15	3	2	1	5	8	60
16	3	2	1	5	8	33
17	3	2	1	4	8	53
18	3	2	1	5	8	53
19	4	1	1	6	8	23
20	4	1	1	4	8	64
21	4	1	1	3	8	13
22	3	2	1	4	8	3
23	3	1	1	5	3	41
24	3	1	1	4	3	33
25	2	2	1	6	3	31
26	3	2	1	5	3	19
27	3	1	1	4	3	64
28	2	2	1	4	8	44
29	2	1	1	3	8	14
30	3	1	1	7	8	60
31	3	1	1	7	8	37
32	4	1	1	4	8	64
33	2	2	1	6	3	26
34	2	2	1	4	3	8
35	3	1	1	7	3	53
36	2	2	1	5	8	48
37	4	1	2	3	5	54
38	4	2	2	5	5	28
39	4	1	2	2	5	19
40	1	1	2	3	23	14
41	4	1	2	3	19	58

42	2	2	2		5	31
43	3	2	2	7	7	3
44	3	1	2	2	7	9
45	4	2	2	4	7	64
46	4	1	2	3	5	4
47	3	1	2	3	5	64
48	3	1	2	5	5	64
49	4	1	2	7	7	14
50	4	1	2	4	7	47
51	4	1	2	4	5	38
52	4	1	2	3	5	6
53	3	1	2	4	1	61
54	3	1	2	5	1	35
55	2	2	2	7	7	5
56	4	1	2	2	5	40
57	4	2	2	5	5	64
58	3	1	2	4	1	33
59	3	2	2	6	7	3
60	3	2	2	2	7	48
61	3	2	2	2	7	64
62	3	1	2	4	7	20
63	3	1	2	5	5	58
64	2	1	2		5	7
65	3	2	2	6	7	64
66	3	2	2	7	7	64
67	2	2	2	7	5	14
68	3	1	2	4	5	64
69	4	1	2	6	5	31
70	5	1	2	3	5	32
71	2	2	2	2	5	41
72	4	2	2	4	7	19
73	2	2	3	7	17	29
74	1	2	3	7	14	7
75	1	1	3	7	14	27
76	4	2	3	5	14	43
77	3	2	3	4	14	64
78	3	2	3	5	14	25
79	3	2	3	4	14	64
80	5	1	3	2	14	31
81	3	2	3	5	4	64
82	3	2	3	6	4	64
83	4	1	3	4	9	13
84	4	1	3	4	9	64

85	2	2	3	5	13	64
86	2	2	3	5	13	5
87	2	2	3	6	13	64
88	2	2	3	5	13	64
89	3	2	3	6	13	64
90	2	2	3	6	13	64
91	3	2	3	4	15	64
92	3	2	3	5	15	64
93	3	2	3	6	15	64
94	3	2	3	5	15	64
95	3	2	3	6	15	64
96	3	2	3	5	12	25
97	3	1	3	6	12	46
98	3	1	3	5	15	43
99	3	1	3	5	15	18
100	3	2	3	6	15	45
101	3	2	3	4	15	64
102	2	2	3	4	15	43
103	2	2	3	6	14	59
104	2	2	3	7	14	12
105	3	2	3	4	15	25
106	3	2	3	6	15	64
107	2	1	3	7	14	64
108	4	2	3	2	15	2
109	4	2	3	4	15	64
110	2	2	3	6	13	64
111	2	2	4	4	11	64
112	2	2	4		3	64
113	2	2	4		3	7
114	5	1	4	2	10	57
115	3	2	4	6	10	64
116	1	2	4		3	64
117	2	1	4	2	8	12
118	3	2	4	5	3	64
119	3	2	4	5	3	64
120	3	1	4	4	10	64
121	3	1	4	3	11	64
122	3	1	4	4	10	64
123	4	2	4	4	10	25
124	4	2	4	4	10	7
125	4	1	4	4	10	64
126	4	1	4	5	10	64
127	3	2	4	3	3	53

128	2	2	4		3	49
129	1	2	4		3	8
130	2	2	4	6	3	48
131	3	1	4	4	8	64
132	2	2	4	3	8	30
133	2	1	4	4	3	55
134	3	2	4	4	3	22
135	3	1	4	4	3	22
136	2	2	4		8	48
137	3	1	4	3	10	31
138	2	2	4	6	3	50
139	2	2	4		3	15
140	2	2	4		3	52
141	2	2	4		3	50
142	4	2	4	4	10	64
143	3	2	4	4	10	53
144	4	1	4	4	10	25
145	4	2	4	4	10	64
146	3	2	4	5	3	8
147	3	2	4	7	3	53
148	3	2	4	6	3	64
149	3	2	4	7	3	64
150	2	2	4		10	39
151	2	2	4	4	11	64
152	2	2	4		3	29
153	2	2	4		3	8
154	3	1	5	2	3	28
155	2	2	1	6	3	38
156	1	1	1	5	3	8
157	1	2	1		3	64
158	3	1	1	4	3	31
159	4	2	1	4	3	48
160	1	2	1	5	3	13
161	1	1	1		3	64
162	3	1	1		3	25
163	2	1	1	6	3	48
164	2	2	1	5	3	7
165	4	2	1	4	3	45
166	4	2	1	5	3	42
167	4	2	1	4	3	34
168	1	2	1		8	48
169	1	1	1	4	8	64
170	1	2	1	7	8	19

171	4	2	1	4	8	19
172	2	2	1	6	3	64
173	4	2	1	5	8	65
174	3	2	1		8	21
175	4	2	1	5	3	20
176	3	1	1	4	3	36
177	2	1	1		8	25
178	2	1	1		3	9
179	2	2	1	6	3	19
180	2	1	6	4	6	63
181	3	2	6	4	6	63
182	4	1	6	3	21	16
183	5	1	6	1	21	16
184	4	1	6	2	2	17
185	5	1	6	1	21	16
186	3	1	6	5	21	1
187	1	1	6		21	1
188	3	1	6	4	21	64
189	2	1	6	5	21	10
190	2	1	6	5	21	56
191	2	1	6	6	21	53
192	2	2	6	7	6	64
193	4	1	6	5	2	16
194	5	1	6	3	6	19
195	2	2	6	7	6	25
196	2	2	6	4	21	24
197	2	1	6	5	21	28
198	2	1	6	4	20	25
199	3	1	6	7	6	11
200	5	1	6	3	21	16
201	1	1	6		21	16
202	3	1	6	4	6	16
203	4	1	6	4	2	17

age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<18yo	15	7,4	7,4
	18-19	58	28,6	36,0
	20-21	78	38,4	74,4
	22-23	43	21,2	95,6
	24+	9	4,4	100,0
	Total	203	100,0	

gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	91	44,8	44,8
	female	112	55,2	100,0
	Total	203	100,0	

university

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	UAJY	61	30,0	30,0
	UPN	36	17,7	47,8
	UNY	38	18,7	66,5
	USD	43	21,2	87,7
	STIE YKPN	1	,5	88,2
	UNPROK	24	11,8	100,0
	Total	203	100,0	

GPA

	Frequency	Percent	Valid Percent	Cumulative Percent
<2.50	3	1,5	1,7	1,7
2.51-2.75	13	6,4	7,2	8,9
2.76-3.00	18	8,9	10,0	18,9
3.01-3.25	56	27,6	31,1	50,0
3.26-3.50	44	21,7	24,4	74,4
3.51-3.75	26	12,8	14,4	88,9
3.76-4.00	20	9,9	11,1	100,0
Total	180	88,7	100,0	
Missing System	23	11,3		
Total	203	100,0		

majority

	Frequency	Percent	Valid Percent	Cumulative Percent
administrasi bisnis	3	1,5	1,5	1,5
administrasi negara	3	1,5	1,5	3,0
akuntansi	50	24,6	24,6	27,6
bahasa indonesia	2	1,0	1,0	28,6
hubungan internasional	18	8,9	8,9	37,4
hukum	8	3,9	3,9	41,4
komunikasi	14	6,9	6,9	48,3
manajemen	33	16,3	16,3	64,5
otomotif	2	1,0	1,0	65,5
Valid PBI	14	6,9	6,9	72,4
PBSID	3	1,5	1,5	73,9
pendidikan bahasa jerman	2	1,0	1,0	74,9
pendidikan IPA	7	3,4	3,4	78,3
pendidikan kimia	10	4,9	4,9	83,3
pendidikan matematika	14	6,9	6,9	90,1
sejarah	1	,5	,5	90,6
teknik industri	1	,5	,5	91,1
teknik informatika	1	,5	,5	91,6
teknik mesin	1	,5	,5	92,1

teknik perminyakan	13	6,4	6,4	98,5
teknik sipil	2	1,0	1,0	99,5
teknologi mineral	1	,5	,5	100,0
Total	203	100,0	100,0	

hometown				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
ambon	2	1,0	1,0	1,0
atambua	1	,5	,5	1,5
balikpapan	3	1,5	1,5	3,0
banjarmasin	1	,5	,5	3,4
banjarnegara	2	1,0	1,0	4,4
batam	1	,5	,5	4,9
bekasi	5	2,5	2,5	7,4
bogor	5	2,5	2,5	9,9
bontang	2	1,0	1,0	10,8
brebes	1	,5	,5	11,3
ciamis	1	,5	,5	11,8
cianjur'	2	1,0	1,0	12,8
cilacap	3	1,5	1,5	14,3
denpasar	4	2,0	2,0	16,3
depok	1	,5	,5	16,7
dili	7	3,4	3,4	20,2
fak-fak	2	1,0	1,0	21,2
indramayu	1	,5	,5	21,7
jakarta	7	3,4	3,4	25,1
jambi	2	1,0	1,0	26,1
jayapura	1	,5	,5	26,6
kebumen	2	1,0	1,0	27,6
kediri	1	,5	,5	28,1
ketapang	1	,5	,5	28,6
klaten	10	4,9	4,9	33,5
kudus	2	1,0	1,0	34,5
kuningan	1	,5	,5	35,0
kupang	3	1,5	1,5	36,5

lampung	3	1,5	1,5	37,9
lembatu	1	,5	,5	38,4
magelang	7	3,4	3,4	41,9
magetan	1	,5	,5	42,4
makassar	3	1,5	1,5	43,8
medan	2	1,0	1,0	44,8
muntilan	1	,5	,5	45,3
padang	1	,5	,5	45,8
palembang	1	,5	,5	46,3
palu	2	1,0	1,0	47,3
pangkalpinang	1	,5	,5	47,8
pati	1	,5	,5	48,3
pekanbaru	2	1,0	1,0	49,3
ponorogo	1	,5	,5	49,8
purbalingga	3	1,5	1,5	51,2
purwokerto	1	,5	,5	51,7
purworejo	2	1,0	1,0	52,7
salatiga	1	,5	,5	53,2
samarinda	1	,5	,5	53,7
semarang	7	3,4	3,4	57,1
semarapura	1	,5	,5	57,6
serang	2	1,0	1,0	58,6
siantar	1	,5	,5	59,1
soe	1	,5	,5	59,6
solo	10	4,9	4,9	64,5
sragen	1	,5	,5	65,0
sukabumi	1	,5	,5	65,5
sumenep	1	,5	,5	66,0
surabaya	1	,5	,5	66,5
tabanan	2	1,0	1,0	67,5
tangerang	1	,5	,5	68,0
temanggung	3	1,5	1,5	69,5
ternate	1	,5	,5	70,0
timika	1	,5	,5	70,4
tual	2	1,0	1,0	71,4
yogyakarta	57	28,1	28,1	99,5
sintang	1	,5	,5	100,0

Total	203	100,0	100,0
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Appendix 4: Product Attributes

no	att1	att2	att3	att4	att5	att6
1	4	4	4	4	5	3
2	5	5	5	5	4	5
3	1	4	4	3	3	5
4	5	5	4	5	4	4
5	5	5	5	3	5	4
6	3	5	1	2	3	3
7	3	4	4	3	4	2
8	2	3	3	2	3	2
9	4	5	4	4	4	4
10	3	4	5	2	3	3
11	1	5	5	3	1	5
12	4	5	4	3	4	5
13	5	5	5	3	4	4
14	4	4	5	5	4	4
15	3	5	3	4	3	4
16	4	5	3	3	4	4
17	4	4	4	3	4	4
18	4	5	5	4	5	5
19	4	5	4	3	3	3
20	4	4	5	4	3	3
21	5	5	4	2	5	4
22	4	5	2	3	2	4
23	4	5	5	2	4	3
24	5	4	5	4	4	5
25	5	4	4	3	5	3
26	3	4	5	1	2	4
27	3	5	5	2	4	4
28	4	5	4	4	4	5
29	3	5	5	3	3	3
30	3	5	3	4	4	3
31	4	4	3	3	3	5
32	4	5	3	3	3	4
33	4	5	4	4	4	4
34	5	4	4	3	3	3
35	4	5	4	4	4	5
36	4	4	5	4	4	3
37	4	4	3	3	4	3
38	3	3	3	3	4	3
39	4	4	5	4	4	4
40	3	3	3	4	4	3
41	5	5	5	3	3	3

42	5	5	5	1	5	3
43	4	4	5	3	3	3
44	3	4	4	4	5	4
45	4	4	5	3	3	3
46	4	5	4	4	3	4
47	3	4	3	4	3	3
48	5	5	5	1	4	2
49	4	5	5	5	1	3
50	4	5	5	4	3	3
51	5	5	4	3	5	4
52	2	4	4	1	3	4
53	2	5	5	3	2	3
54	4	4	4	3	4	3
55	4	5	3	4	3	4
56	2	5	3	2	4	5
57	5	5	5	1	2	2
58	3	5	4	4	5	4
59	3	5	4	5	5	5
60	4	5	4	3	4	3
61	3	5	4	3	3	3
62	5	5	3	1	5	3
63	4	4	3	2	4	3
64	5	3	4	1	1	4
65	4	5	3	4	4	3
66	3	4	4	5	3	3
67	4	5	4	3	5	3
68	3	5	4	4	4	2
69	5	5	3	4	1	2
70	4	5	3	3	2	3
71	3	4	2	4	5	2
72	4	5	4	4	3	4
73	5	5	5	4	4	1
74	5	5	5	5	3	4
75	3	3	5	3	3	3
76	3	5	4	3	5	3
77	4	5	2	4	3	3
78	3	5	4	4	2	5
79	3	5	4	3	3	3
80	5	3	5	3	5	3
81	4	5	3	4	4	4
82	4	5	3	4	3	1
83	3	5	4	4	3	4
84	5	5	3	4	2	2

85	4	5	4	2	4	3
86	3	5	5	3	5	5
87	3	5	5	1	4	4
88	3	5	5	3	5	5
89	3	4	3	1	3	3
90	5	5	4	4	4	5
91	4	4	4	3	3	3
92	3	4	4	3	3	4
93	5	5	5	5	5	5
94	5	5	5	5	5	5
95	5	5	5	3	1	1
96	4	5	4	3	4	5
97	5	4	4	3	4	4
98	3	5	5	4	3	3
99	3	5	5	4	3	3
100	4	5	5	3	3	3
101	5	5	4	3	4	5
102	4	5	5	4	5	4
103	4	5	4	3	5	2
104	5	5	5	3	3	4
105	4	5	3	3	3	4
106	4	5	4	3	3	3
107	4	5	4	5	4	3
108	1	4	5	1	3	5
109	3	4	5	2	4	5
110	5	5	4	4	4	5
111	5	5	5	4	4	5
112	5	5	3	2	4	3
113	5	5	4	1	3	5
114	5	5	3	3	3	4
115	2	5	5	3	4	4
116	4	5	5	3	1	3
117	3	2	4	3	4	4
118	2	5	4	5	5	4
119	5	5	5	3	4	3
120	3	4	5	2	3	3
121	2	4	4	4	4	4
122	5	5	5	2	5	3
123	5	4	5	4	5	1
124	5	4	5	1	4	5
125	5	4	5	3	3	4
126	5	5	5	2	2	1
127	4	4	5	3	3	3

128	5	5	4	3	4	5
129	2	5	5	5	4	3
130	5	5	5	5	5	5
131	5	5	5	3	3	4
132	3	5	4	4	3	5
133	4	4	5	4	3	1
134	4	5	5	4	3	4
135	5	5	5	1	3	5
136	4	5	5	3	3	5
137	5	5	5	3	3	4
138	5	5	5	4	4	5
139	5	5	4	3	2	2
140	5	5	4	4	4	5
141	5	5	4	2	2	2
142	4	5	5	3	5	4
143	4	4	4	3	3	3
144	3	5	5	3	4	3
145	4	5	4	3	4	2
146	4	4	4	3	3	4
147	4	4	5	5	3	3
148	4	5	3	2	1	4
149	4	5	5	4	4	4
150	4	4	5	2	3	4
151	5	5	4	5	4	4
152	5	4	5	4	2	3
153	3	5	4	2	4	2
154	4	5	3	4	4	3
155	5	4	5	3	5	5
156	3	5	5	3	4	4
157	4	4	5	4	3	3
158	5	5	3	4	3	4
159	3	3	4	4	3	4
160	4	4	3	3	3	3
161	5	4	5	3	4	3
162	5	5	3	2	4	5
163	2	4	5	3	3	2
164	4	5	4	4	3	3
165	5	5	4	3	4	2
166	3	4	4	4	4	4
167	4	5	5	4	4	5
168	5	5	5	5	5	5
169	5	5	5	3	1	3
170	3	5	3	4	5	5

171	5	4	4	5	4	3
172	4	4	4	4	4	4
173	4	5	3	2	3	2
174	4	4	4	3	5	2
175	4	5	4	4	5	4
176	4	4	5	4	4	5
177	5	5	5	3	4	2
178	3	5	5	5	5	5
179	5	5	3	4	5	4
180	3	5	1	5	5	1
181	4	5	5	5	5	1
182	4	4	3	4	4	4
183	5	5	5	5	5	5
184	2	5	3	3	2	4
185	4	3	5	3	5	3
186	5	5	5	5	5	5
187	4	4	4	4	5	4
188	1	5	5	2	5	5
189	5	5	5	5	5	3
190	3	4	4	2	2	3
191	5	5	5	5	5	3
192	4	5	4	3	4	4
193	3	4	4	3	4	3
194	4	4	4	1	4	4
195	4	5	5	5	3	3
196	4	5	3	3	4	4
197	5	4	5	5	4	5
198	4	5	4	3	5	4
199	5	5	5	3	3	3
200	3	3	3	4	4	4
201	5	4	5	3	4	3
202	4	5	4	4	4	3
203	3	4	5	3	2	3

packaging of the product

	Frequency	Percent	Valid Percent	Cumulative Percent
definitely does not affect	4	2,0	2,0	2,0
does not affect	10	4,9	4,9	6,9
Valid neutral	46	22,7	22,7	29,6
affect	77	37,9	37,9	67,5
definitely affect	66	32,5	32,5	100,0

Total	203	100,0	100,0
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quality of the product

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid does not affect	1	,5	,5	,5
neutral	9	4,4	4,4	4,9
affect	60	29,6	29,6	34,5
definitely affect	133	65,5	65,5	100,0
Total	203	100,0	100,0	

pricing of the product

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid definitely does not affect	2	1,0	1,0	1,0
does not affect	3	1,5	1,5	2,5
neutral	36	17,7	17,7	20,2
affect	72	35,5	35,5	55,7
definitely affect	90	44,3	44,3	100,0
Total	203	100,0	100,0	

loyalty of the product

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid definitely does not affect	14	6,9	6,9	6,9
does not affect	22	10,8	10,8	17,7
neutral	79	38,9	38,9	56,7
affect	62	30,5	30,5	87,2
definitely affect	26	12,8	12,8	100,0
Total	203	100,0	100,0	

name of brand

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
definitely does not affect	8	3,9	3,9	3,9
does not affect	14	6,9	6,9	10,8
neutral	63	31,0	31,0	41,9
affect	75	36,9	36,9	78,8
definitely affect	43	21,2	21,2	100,0
Total	203	100,0	100,0	

purchase incentives

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
definitely does not affect	8	3,9	3,9	3,9
does not affect	18	8,9	8,9	12,8
neutral	72	35,5	35,5	48,3
affect	62	30,5	30,5	78,8
definitely affect	43	21,2	21,2	100,0
Total	203	100,0	100,0	

Appendix 5: Price Loyalty

no	PL1	PL2	PL3
1	2	2	3
2	1	2	3
3	2	1	2
4	3	2	1
5	3	1	2
6	3	2	3
7	2	2	3
8	3	2	2
9	3	1	1
10	1	1	1
11	2	1	1
12	3	2	1
13	2	1	2
14	2	1	1
15	3	2	1
16	2	1	2
17	1	1	2
18	1	2	1
19	3	1	2
20	2	1	1
21	3	1	2
22	2	1	1
23	2	2	1
24	3	1	1
25	1	1	3
26	2	1	1
27	2	2	2
28	3	1	2
29	3	1	1
30	3	2	2
31	3	1	3
32	2	2	2
33	3	1	2
34	3	1	1
35	3	2	2
36	3	1	1
37	2	2	2
38	1	2	2
39	2	2	1
40	2	1	2
41	1	2	2

42	3	2	1
43	3	1	2
44	3	2	1
45	1	2	2
46	2	1	1
47	2	1	2
48	2	1	2
49	3	1	2
50	3	1	2
51	3	2	3
52	2	1	3
53	2	1	1
54	3	2	1
55	3	1	1
56	3	1	1
57	3	1	2
58	3	2	2
59	3	1	1
60	3	1	2
61	2	1	2
62	2	1	2
63	3	1	2
64	3	2	1
65	3	1	2
66	3	2	1
67	3	2	2
68	2	2	1
69	2	1	1
70	3	2	1
71	3	2	2
72	3	2	2
73	3	2	2
74	3	1	2
75	1	1	2
76	3	2	2
77	1	2	1
78	2	1	2
79	1	2	2
80	3	1	1
81	3	1	2
82	3	1	2
83	1	1	1
84	1	1	1

85	3	1	1
86	3	1	1
87	2	1	1
88	3	1	1
89	3	1	1
90	3	2	2
91	2	1	2
92	2	1	2
93	2	2	3
94	2	1	1
95	2	1	2
96	3	1	1
97	3	1	2
98	3	1	2
99	3	1	1
100	3	1	1
101	2	1	1
102	2	1	1
103	3	1	2
104	3	1	2
105	2	2	2
106	3	1	1
107	3	1	2
108	3	1	2
109	3	1	2
110	3	2	2
111	3	1	1
112	3	2	2
113	2	1	2
114	1	2	2
115	3	1	2
116	3	2	2
117	3	1	1
118	2	2	2
119	2	1	2
120	3	1	1
121	2	1	2
122	3	1	1
123	3	2	1
124	3	2	3
125	2	1	1
126	3	1	1
127	3	1	2

128	3	1	2
129	3	1	1
130	3	1	1
131	2	1	1
132	3	1	1
133	2	1	2
134	1	2	2
135	2	1	1
136	1	1	1
137	1	1	1
138	1	1	1
139	3	1	2
140	1	1	3
141	3	1	1
142	3	1	2
143	3	1	2
144	2	1	2
145	1	2	1
146	1	1	2
147	3	2	1
148	2	1	1
149	2	2	1
150	3	1	1
151	3	1	1
152	2	1	1
153	3	2	1
154	3	2	1
155	3	2	2
156	3	2	1
157	3	1	3
158	3	1	2
159	2	2	2
160	3	2	2
161	3	2	2
162	1	2	2
163	2	1	1
164	2	1	2
165	3	2	1
166	2	1	1
167	1	2	2
168	2	1	2
169	3	1	1
170	3	1	1

171	1	2	2
172	3	2	2
173	2	1	2
174	3	2	3
175	1	1	2
176	2	1	1
177	1	2	2
178	2	2	1
179	3	1	2
180	3	1	2
181	3	1	2
182	1	2	2
183	3	1	1
184	1	1	2
185	3	2	2
186	3	2	2
187	1	2	2
188	3	1	2
189	3	2	1
190	1	1	1
191	3	1	1
192	1	1	2
193	2	2	2
194	1	2	1
195	3	1	2
196	3	1	2
197	3	1	2
198	1	1	2
199	3	1	2
200	3	2	2
201	1	1	1
202	3	2	2
203	2	1	3

when you purchase a product do you care whether it is private label or not?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	34	16,7	16,7	16,7
no	57	28,1	28,1	44,8
depends	112	55,2	55,2	100,0
Total	203	100,0	100,0	

in general, do you shop on price or brand loyalty?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid price	130	64,0	64,0	64,0
brand	73	36,0	36,0	100,0
Total	203	100,0	100,0	

how often do you go to the grocery store in a week?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0-1 time	85	41,9	41,9	41,9
2-3 times	104	51,2	51,2	93,1
4 times or more	14	6,9	6,9	100,0
Total	203	100,0	100,0	

if you discovered that two product were exactly the same except for the packaging and price which would you choose?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid ceres original 225gr	119	58,6	58,6	58,6
carrefour coklat 225gr	84	41,4	41,4	100,0
Total	203	100,0	100,0	

Appendix 6: Belief and Perceptions

no	BP1	BP2	BP3	BP4	BP5	BP6	BP7	BP8	BP9
1	1	1	5	2	1	2	4	1	2
2	5	5	5	5	2	4	5	4	4
3	3	2	3	3	1	1	3	3	5
4	4	3	3	3	4	3	3	2	2
5	4	5	3	3	4	2	5	2	4
6	1	1	2	4	5	1	5	1	3
7	1	2	5	2	5	1	2	1	3
8	2	2	3	3	4	3	3	3	3
9	3	2	3	2	4	2	3	3	4
10	2	3	2	4	4	3	2	4	3
11	5	1	5	1	1	1	5	1	1
12	2	2	3	3	2	1	3	2	3
13	2	2	2	2	2	3	3	2	2
14	3	2	3	4	2	2	3	4	4
15	2	3	3	5	4	1	3	1	2
16	1	2	1	1	4	2	2	4	4
17	3	3	4	2	2	2	4	2	2
18	3	2	3	3	4	1	4	3	5
19	4	3	4	2	4	1	3	2	3
20	2	3	2	4	4	3	2	4	2
21	3	4	3	4	3	2	3	4	2
22	2	2	3	2	4	2	3	3	4
23	2	1	3	2	4	1	3	2	4
24	3	3	4	3	5	3	2	2	3
25	4	4	3	2	4	2	2	2	4
26	1	5	1	5	5	1	1	1	2
27	4	3	4	3	2	4	3	2	2
28	3	2	4	2	4	1	3	1	3
29	5	3	4	3	3	4	3	2	3
30	2	1	2	3	3	2	3	3	3
31	3	3	4	3	4	1	3	3	3
32	3	3	3	3	4	2	3	3	3
33	2	3	4	3	4	3	3	3	3
34	3	3	4	3	5	2	3	3	3
35	3	3	3	2	4	3	2	3	3
36	4	4	4	3	4	3	3	3	3
37	3	3	4	3	3	3	2	2	3
38	3	3	2	3	4	2	2	3	3
39	3	4	5	5	4	3	4	3	4
40	3	3	3	3	4	2	5	1	3
41	4	5	4	3	4	3	1	3	5

42	1	1	5	2	2	1	3	2	5
43	3	3	2	4	4	3	4	2	2
44	3	3	4	2	4	2	3	2	3
45	2	3	3	3	5	3	1	2	5
46	5	4	4	2	4	1	5	4	4
47	3	3	3	4	4	3	3	2	2
48	3	3	2	2	2	3	3	3	3
49	4	5	3	2	3	2	3	2	3
50	5	4	4	4	5	2	3	2	4
51	1	3	2	3	5	3	3	3	3
52	1	1	5	3	3	1	2	1	1
53	2	3	4	3	3	1	3	3	4
54	3	4	4	3	4	3	4	3	4
55	2	1	2	3	3	4	3	3	2
56	2	3	3	2	5	2	3	1	3
57	2	1	3	3	5	5	4	4	3
58	3	4	4	3	3	3	4	3	3
59	3	3	3	3	4	1	1	1	3
60	4	4	3	4	3	3	3	3	4
61	3	3	4	2	3	3	3	2	2
62	3	1	3	4	5	1	1	3	2
63	3	1	3	2	2	1	3	1	2
64	3	3	5	4	5	1	3	2	4
65	3	1	4	3	4	5	3	4	2
66	3	3	3	2	3	1	3	3	3
67	4	3	4	3	4	2	4	2	2
68	2	2	3	3	4	3	1	3	3
69	2	2	3	1	2	1	2	1	2
70	4	3	4	2	3	4	5	4	3
71	2	3	2	4	5	3	3	2	3
72	3	3	3	4	4	3	2	2	3
73	3	4	5	1	4	1	4	1	4
74	4	3	4	1	5	1	3	2	3
75	3	3	2	3	5	3	3	4	5
76	1	1	3	3	2	1	3	2	2
77	1	3	1	5	5	3	2	3	4
78	1	1	4	3	4	1	3	3	3
79	2	2	2	3	4	2	2	2	2
80	4	1	1	1	1	2	2	2	3
81	2	1	3	1	3	3	3	2	1
82	1	3	3	2	3	2	4	3	2
83	4	3	2	2	4	2	3	3	2
84	3	3	2	2	4	2	4	3	4

85	1	2	3	3	4	2	4	3	3
86	3	3	3	3	4	1	2	1	1
87	4	3	4	3	4	2	3	3	5
88	3	3	2	3	4	2	3	2	2
89	2	3	2	3	4	3	2	3	3
90	2	1	3	3	3	1	3	2	2
91	2	2	4	2	4	2	3	2	2
92	2	3	3	3	4	2	3	2	4
93	1	2	4	3	5	2	2	3	3
94	3	1	1	2	5	1	1	3	3
95	1	1	3	3	4	1	3	3	3
96	3	4	3	3	4	3	3	2	4
97	3	3	2	2	4	3	4	3	4
98	3	2	3	2	3	1	3	1	2
99	3	2	3	3	4	3	2	4	4
100	4	2	3	3	4	2	3	2	3
101	3	3	3	4	4	3	3	2	2
102	3	2	3	3	5	2	2	3	4
103	3	5	3	2	3	1	3	2	3
104	4	1	4	3	5	3	3	3	4
105	3	2	3	3	4	2	3	2	3
106	3	1	3	2	3	1	3	3	3
107	2	2	3	4	3	3	1	1	2
108	1	1	2	2	1	1	3	3	2
109	1	2	2	3	4	1	2	1	4
110	2	2	3	3	4	1	3	2	3
111	3	3	3	3	3	3	4	3	3
112	3	4	3	4	2	3	4	2	3
113	1	5	5	3	2	3	2	3	4
114	2	2	2	3	4	3	3	2	3
115	2	2	3	2	4	2	3	2	4
116	3	3	4	1	1	1	3	1	2
117	2	3	2	3	4	3	2	3	2
118	3	1	4	3	5	1	4	3	5
119	3	2	4	3	2	2	2	2	4
120	2	2	1	1	4	4	3	2	4
121	5	4	4	4	3	2	3	3	3
122	4	4	3	4	5	2	2	3	3
123	1	1	3	2	5	1	5	3	3
124	3	4	3	4	5	4	3	4	5
125	3	2	4	1	5	2	3	4	3
126	1	1	5	1	1	1	3	1	1
127	3	4	2	1	2	2	2	2	4

128	3	1	1	5	3	1	1	5	5
129	3	3	4	1	4	1	2	1	1
130	2	2	1	4	5	3	2	3	3
131	3	1	5	1	1	1	1	1	1
132	1	5	2	2	5	1	5	3	5
133	1	1	2	2	3	1	1	1	2
134	3	2	3	1	5	1	3	5	2
135	3	3	3	3	2	2	3	2	4
136	2	2	3	4	5	2	3	4	3
137	3	5	4	3	3	3	3	3	3
138	3	3	3	3	4	3	2	3	3
139	4	3	4	2	5	3	3	3	3
140	4	1	2	4	4	4	3	3	3
141	3	4	4	3	5	3	3	3	3
142	3	3	2	3	4	3	4	3	4
143	4	3	3	2	4	2	3	3	3
144	3	3	3	2	3	3	3	3	2
145	2	2	3	3	4	2	3	3	3
146	3	3	4	3	4	3	3	3	3
147	4	3	4	4	3	3	3	3	2
148	2	2	3	4	4	2	3	3	3
149	2	2	4	3	4	3	3	3	3
150	3	3	2	4	3	3	3	2	3
151	3	3	3	3	4	3	3	2	3
152	4	3	3	3	3	4	3	3	3
153	2	3	3	4	3	2	4	3	3
154	3	3	2	4	2	5	4	3	3
155	4	1	3	3	4	1	2	1	2
156	3	2	4	3	4	2	3	2	2
157	2	2	3	2	3	1	4	1	1
158	1	2	3	2	4	4	2	3	2
159	2	1	3	1	3	1	1	1	2
160	2	2	3	1	3	2	3	2	3
161	3	1	2	2	3	1	4	2	3
162	3	2	3	3	5	4	3	4	5
163	2	2	3	2	3	2	1	2	3
164	3	3	2	2	5	2	2	3	3
165	4	3	3	2	4	3	5	2	2
166	3	3	4	3	2	3	3	2	2
167	3	3	4	3	4	2	2	3	2
168	4	1	3	5	4	1	3	1	5
169	4	3	4	4	1	4	4	5	3
170	1	2	3	2	4	1	3	2	3

171	3	2	4	4	5	2	2	2	1
172	3	3	4	3	4	3	3	4	3
173	3	3	3	4	3	2	3	2	3
174	3	2	3	3	4	1	3	1	3
175	4	3	3	3	3	3	4	3	3
176	3	2	4	3	5	3	3	2	3
177	2	2	3	3	3	3	3	4	3
178	1	3	3	3	5	3	3	2	3
179	4	3	4	3	4	3	3	3	3
180	1	5	1	1	1	1	5	1	1
181	4	2	3	3	5	1	3	3	1
182	4	4	4	4	4	4	4	4	4
183	5	1	5	1	5	1	5	5	1
184	5	1	5	1	5	1	5	5	5
185	3	4	3	4	4	3	4	4	2
186	3	2	4	3	5	1	3	3	2
187	4	4	5	4	4	4	5	4	4
188	1	5	1	2	5	1	5	1	5
189	1	1	3	4	5	1	1	3	3
190	1	1	3	3	5	2	1	3	1
191	3	1	4	1	2	2	2	2	2
192	3	3	3	2	4	2	2	2	3
193	3	4	3	4	4	4	4	3	3
194	2	3	2	3	4	1	4	1	1
195	4	3	4	3	4	2	3	2	1
196	4	3	4	2	4	4	5	3	4
197	5	4	4	5	5	5	5	4	4
198	5	4	2	2	4	3	2	2	5
199	3	3	4	3	3	1	3	1	3
200	3	3	3	4	3	2	4	3	4
201	2	3	4	1	1	2	3	4	2
202	4	3	3	3	4	3	4	3	2
203	3	3	3	3	4	3	2	3	1

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
someone who buys private label is a smarter shopper	203	1	5	2,77	1,052
people who buy private label would not want their friends to know	203	1	5	3,39	1,082
private label products are just as good as other brands	203	1	5	3,16	,953
private label products cannot be trusted to be as good as other products	203	1	5	3,20	,987
it is worth paying more for a product with a national brand name on it	203	1	5	2,33	1,083
private label products are for those with no money	203	1	5	3,78	1,032
i would serve private label food products to my friends	203	1	5	2,98	,985
private label products are made from cheap ingredient	203	1	5	3,46	,971
private label products are made by retailers only to get you into the store	203	1	5	3,05	1,023
Valid N (listwise)	203				

Appendix 7: Recognition (a)

ABC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	misrecognize	43	21,2	100,0	100,0
Missing	System	160	78,8		
Total		203	100,0		

A

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	recognize	45	22,2	100,0	100,0
Missing	System	158	77,8		
Total		203	100,0		

Bimoli

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	misrecognize	28	13,8	100,0	100,0
Missing	System	175	86,2		
Total		203	100,0		

Carrefour

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	recognize	145	71,4	100,0	100,0
Missing	System	58	28,6		
Total		203	100,0		

Ceres

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid misrecognize	26	12,8	100,0	100,0
Missing System	177	87,2		
Total	203	100,0		

Cimory

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid misrecognize	32	15,8	100,0	100,0
Missing System	171	84,2		
Total	203	100,0		

Finna

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid misrecognize	21	10,3	100,0	100,0
Missing System	182	89,7		
Total	203	100,0		

Giant

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid recognize	138	68,0	100,0	100,0
Missing System	65	32,0		
Total	203	100,0		

Gloria

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid misrecognize	34	16,7	100,0	100,0
Missing System	169	83,3		
Total	203	100,0		

Indomaret

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid recognize	159	78,3	100,0	100,0
Missing System	44	21,7		
Total	203	100,0		

Indomie

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid misrecognize	43	21,2	100,0	100,0
Missing System	160	78,8		
Total	203	100,0		

Lottemart

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid recognize	122	60,1	100,0	100,0
Missing System	81	39,9		
Total	203	100,0		

Sari Roti

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid misrecognize	53	26,1	100,0	100,0
Missing System	150	73,9		
Total	203	100,0		

Save

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid recognize	44	21,7	100,0	100,0
Missing System	159	78,3		
Total	203	100,0		

Superindo

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid recognize	141	69,5	100,0	100,0
Missing System	62	30,5		
Total	203	100,0		

Superindo Care

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid recognize	127	62,6	100,0	100,0
Missing System	76	37,4		
Total	203	100,0		

Qtela

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid misrecognize	35	17,2	100,0	100,0
Missing System	168	82,8		
Total	203	100,0		

Value Plus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	recognize	58	28,6	100,0	100,0
Missing	System	145	71,4		
Total		203	100,0		



Appendix 8: Recognition (b)

carrefour

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid never purchased	55	27,1	27,1	27,1
Valid have purchased	148	72,9	72,9	100,0
Total	203	100,0	100,0	

foodmart

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid never purchased	165	81,3	81,3	81,3
Valid have purchased	38	18,7	18,7	100,0
Total	203	100,0	100,0	

giant

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid never purchased	126	62,1	62,1	62,1
Valid have purchased	77	37,9	37,9	100,0
Total	203	100,0	100,0	

indomaret

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid never purchased	31	15,3	15,3	15,3
Valid have purchased	172	84,7	84,7	100,0
Total	203	100,0	100,0	

lottemart

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid never purchased	145	71,4	71,4	71,4
Valid have purchased	58	28,6	28,6	100,0
Total	203	100,0	100,0	

superindo

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid never purchased	77	37,9	37,9	37,9
Valid have purchased	126	62,1	62,1	100,0
Total	203	100,0	100,0	