

Consumer Consideration in Purchase Decision of SPECS Sports Shoes Product through Brand Image, Product Design and Price Perception

Sri Widyastuti^{#1}, Muhammad Said^{*2}

*#Department of Management, Department of Shariah Banking
Pancasila University*

State Islamic University Syarif Hidayatullah Jakarta INDONESIA

¹widyastuti.sri@uinivpancasila.ac.id

²muhammad@uinjkt.ac.id

Abstract—The aim of this research is to analyze the influence of brand image, product design and price perception to purchase decision of the consumers of SPECS sports shoes in Indonesia. This study used verificative method to know the influence of a variable to others. The sample of this study was determined purposively to 100 college students wear SPECS sports shoes at the Faculty of Economics and Business University of Pancasila Jakarta. The data collected through the library by maximally utilize related literatures and questionnaire spreaded to the respondents. The findings reveals that the variable brand image, product design and price perception of SPECS sports shoes significantly influence consumer purchase decision. Familiarity, design and the low price of the SPECS shoes stimulated the consumer's decision on the purchase. Product design helps consumer to get the highest benefit and satisfaction, while the money spent to pay the price of the SPECS sports shoes fits the consumer and suits the quality of the product.

Keywords— Brand image, product design and price perception and buying decision

I. Introduction

The agreement of ASEAN Economic Community (AEC) has been carried out, Indonesia must prepare if does not want to be the market of the incoming products from the ASEAN countries. Indonesia with the highest number of population in South East Asia has a high consumer base attraction. With an advance technology, the business world nowadays has undergone a rapid change. Consumers demand a product in accordance with their taste, need, and purchasing power. Therefore, there will be a serious competition in several commodity trading. It will make the company that is unable to improve the good value and competition power loses to the foreign company that is able to move fast, efficient, and has high productivity with the production technology.

To win the competition, the company must show the best product and fulfil the consumer taste that is always developing and changing. Therefore, it is important for the company to know the consumer behavior that will determine

their purchase decision[1]. [2] stated that a general purchase process has some sequences as follow: problem identification, information search, alternate evaluation, purchase decision and after-purchase behavior. The marketer's duty is to understand every step of behavior, people's attitude, unanticipated situational factor and risk assumption that influence the purchase decision and consumer satisfaction level after purchase, the benefit and elimination and the action from the company.

The importance of understanding consumer behaviour has become the attention from various kind of industries, one of them is sports shoes industry. The increasing of exercise awareness in society is marked by the developing of sports centres like gym, futsal field, football field, jogging track in the housing complex area and many more. The competitive competition is also shown in many kinds of shoes available in the market. Some big companies like Adidas, Nike, Specs, Puma, and Reebok are producers that have a tight competition in this industry [3]

In the 21st century, the purchase decision of a sports shoes is quite difficult since the consumers have little knowledge of it, therefore, brand image can give an important role. [4] stated that brand image is a perception of brand that is a reflection of the consumer's memory on the brand association. It is a group of belief, idea, impression and people's perception on a brand. With SPECS sports shoes slogan in advertising "*Buktikan Indonesiamu*" ask Indonesian people to use local product. The brand association of product can make the customers easy to process and recall some information of the brand that is useful in purchase decision process [5]. In this case, SPECS sports shoes is assumed has no brand image that becomes the consumer's

consideration to make immediate purchase decision.

Another factors that influence the purchase decision is product design. It is a factor that needs serious attention from the management, especially from new product development team because most of the targeted consumers have started considering on the product design that is able to fulfil their needs. The development of consumer's need that varies toward the sport product design, SPECS focuses in football, futsal and badminton. In fact, nowadays the products not only shoes but also sports apparel and equipment. The design of SPECS sports shoes are varies but it has not attracted the consumers yet in deciding the immediate purchase.

Price has the influence to the purchase decision. The higher the price, the lower the purchase decision, vice versa. The quality of SPECS shoes is not much different with the foreign brands. However, the price of SPECS is relatively cheaper about Rp 200.000 to Rp 400.000 each pair, while Adidas is about Rp 400.000 to Rp 1,5 million each. The affordable price of SPECS sports shoes that perceived by consumers has not been able to push the immediate purchase decision from the consumer. Based on the explanation above, the aim of this research is to analyze how far the influence of brand image, product design and price perception to purchase decision of the consumers of SPECS sports shoes.

2.1. Purchase Decision

Consumer's purchase decision of a product offered is also influenced by the perception on price, product, promotion, place (marketing mix). [6] stated the purchase decision is "some steps done by customers before making decision on a product". Decision making is an activity of an individual that directly involves in getting and using the product offered. Purchase decision is measured through 1) attitude of other people 2) buying situation. 3) decision at the moment of buying. A specific buying process consists of the sequences as follow: needs problem recognition, information search, alternative evaluation, purchase decision and behaviour after purchase. The purpose purchasing also influenced by the unpredictable situation factors. Consumer creates the purchase purpose based on the factors like: family income, price and expected benefit of product. After purchasing a product, consumer will have some levels of satisfaction and dissatisfaction. Consumer will also involve in the actions after the purchase and using of the product.

[7] found that a high brand awareness will stimulate consumer to have a more positive opinion from the product that can create a higher purchase intention. The individual decision making has the biggest influence, directly or indirectly, followed by external variable with the personal habit that can influence the process of decision making [8]. The company must understand how a consumer will make a purchase decision, how to adjust the mix in value chain, operation and build its own competitive brand through the retail operation or their own outlet [9]. If company combines the psychological finding and the research of consumer behavior in price strategy, they can improve their profitability, moreover maximize their profit [10]. [11]. in his research states that the understanding of consumer behaviour can give a better idea for marketer on how marketing works, make them possible to design a stronger marketing strategy since old design does not attract buyer [12]. has an argument that price is the most important factor in influencing a purchase decision of a product, while the product strategy is not really influenced.

2.2. Brand Image

Brand image is a perception on brand that is the reflection of consumer's memory on toward the association of its brand [13]., According to [14] brand image is a kind of associations in the consumer's minds when considering a particular brand. The association can be the memories about the brand's character, traits, strengths, and weaknesses of the brand. By creating the right brand image of a product, it will influence consumer evaluation on the alternative brand [15],

According to [16] that the present purchase is directly influenced by brand awareness and indirectly by brand image, brand equity influences purchase decision [17], [18]. Next, [19] stated that brand can give a big benefit to the producer and consumer, brand can make a certain level where a satisfied consumer can choose the product easier so that the brand can increase the value for the consumer. Interactivity and attitude had a significant positive effect to the attitude on brand that in time will have a positive effect to the purchase decision [20], [21] explained that the brand image is not the only factor that significantly influenced in choosing a product or brand to buy. There are other aspects such as quality, convenience, expectations and demographic characteristics also influence the purchase decision. There was a suitable model in the relation between material, co-brand image and consumer buying intention [22], [22] Customer perceived value had a positive

effect on customer satisfaction and customer satisfaction had a positive impact on behavioural intentions [23]. Presented also by [24] that the brand equity had a positive effect on the interest in the purchase and equity relationships had positively affected to the interest of purchase.

2.3. Product Design

According to [25] design is a product quality that is measured based on the product plan and all features that give effect on how the product is seen, felt and functioning". [26] explained that product design is one of the aspects that create product image. Companies are also increasingly aware of the importance of the marketing value of the product design, especially the design appearance. There are two factors related to the design of products, that was the colour and quality of the product. It had been known before that the use of right colour can increase the selling of a product and also by socializing a right product quality image that is suitable with the consumer need. Besides, the whole design of sports equipment has been continuously existed, creative and bright colours design has amazed people. Unique product and brand in bright colours is used in fashion.

Furthermore an integrated creativity makes the consumers not buying the product for their need but for popularity, creativity, and fashion [27]. The research of [28] said that an adapted clothes prototype may make consumer change the function, suitability and fashion style that is environmentally friendly. The research of [29] has given the first effort that explains how style can be functioned as a value that connects the community with brand centered in fashion context. A high prediction accuracy is a method that supports optimum product design and significantly contributed to company profitability [30].

Moreover, the research of [31] stated that company uses different marketing strategy with a different design innovation strategy in designing a product. [32] argued that design strategy is adopted by the company in a market leader aggressively and consumer innovation has positive effect on the attitude to design. [33]; [34].

2.4. Price Perception

Price is a factor that must be controlled harmoniously with the goal achieved by the company. The definition of price according to [34] "price is an amount of money that is charged on a product or service or a number of value that consumer exchanges with the benefit from having or using a service product that is exchanged". The price that is paid by the

consumer is influenced by the consumer's income. [35] suggested in his research that price is the second important factor for consumer so that the operator can decrease the service fee and can increase the network facility. From marketing point of view, price is a monetary unit or other measurement (service and other item) that was exchanges to get the possession or using right of a service or thing. Price is flexible, means it can be adjusted fast. From the four elements of traditional marketing combination, price is the easiest element that can change and adapt with the market dynamics. It can be seen from the price competition (discount war) that mostly happens in retail industry. The low price settlement can increase a fair price, decreased financial risk and strengthen a higher buying intention from price strategy done, [36]

The research of [37] stated the relation between customer's value and market price from a long-lasting product category. The result supports the claim that price is based on value although it is more superior than other price policy; however, it is not yet set as the most superior practice. Setting a low price can increase price fairness perceived, decrease financial risk and strengthen higher buying intention from price strategy held [38]. Consumer evaluation is influenced by the attraction of high quality and low price and retailer context. The attraction from the same level is from the price desired and the willingness to pay, buying intention that is higher for the price desired and quality perception [39]. The attractiveness of advertising and pricing strategies could increase consumer perceptions and purchase intentions [40]. With the high brand awareness and low brand awareness, price discount was more effective than premium price [41]. The price sensitivity had a significantly moderate effect to quality value and consumer buying intention [42].

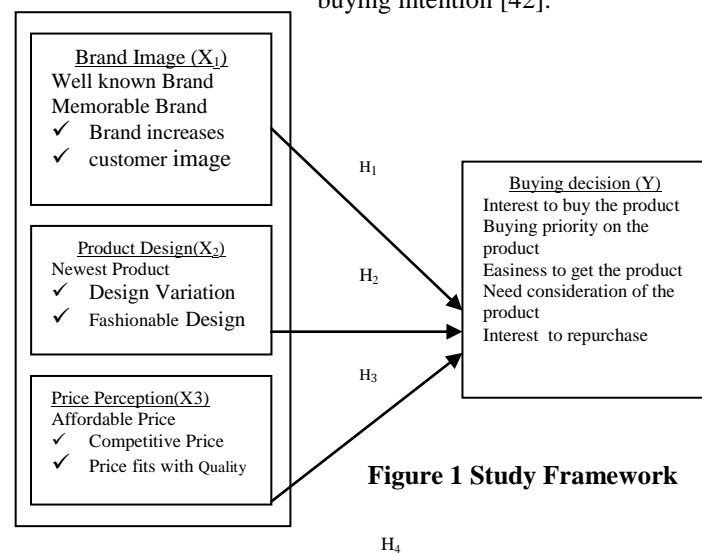


Figure 1 Study Framework

Based on the theory above, the hypotheses and literature framework formed is as follow:

- H₁ : The more positive a brand image of a product influence the consumer buying decision
 H₂ : The more superior a product design influence the consumer buying decision
 H₃ : The more flexible the product price influence the consumer buying decision
 H₄ : Positive brand image, superior product design, and flexible price influence the consumer buying decision

RESEARCH METHOD

This research applied the descriptive method by using quantitative approach. This study also use verificative method to know the influence between the variables. The sample of this study is purposive sampling, that are 100 college students whose wear SPECS sports shoes in Faculty of Economics and Business University of Pancasila Jakarta.

2.4. Measurement

The questionnaire in Likert scale of five levels use to get a response from the survey. The dependent variable in this study is the brand image (X1), product design (X2), and the price perception (X3), while the independent variable is the purchase decision (Y). The data were processed using SPSS Ver 20.0. Basis for a decision on the validity of the test, by comparing the sig (2-tailed) of less than 0.05, then the statement item is valid, and vice versa, if sig (2-tailed) alpha greater than 0.05, then the item is not a statement valid, the overall indicator questions have $r_{test} > r_{table}$ so declared invalid. Reliability test showed that all variables have high coefficients α , which is above 0.60 so it can be said that all of the concept of measuring each variable of the questionnaire is reliable. Therefore, items on each variable concept fit for use as a measuring tool.

3. Discussion

All of the respondents in this study is male with age of 21-25 years old about 50%, then less than 20 years old about 50%. Next is analysis descriptive on research variable as follow:

Table 1
Consumer Answer Recapitulation on Brand Image

No	Statement	Average
1	SPECS shoes are sports shoes brand that is well known by the	3,92
2	SPECS shoes has a good image as a famous sports shoes	3,98
3	I can identify SPECS sports shoes only from the logo	3,84
4	I wear SPECS shoes because of the qualified brand	3,76
5	I like wearing SPECS shoes for exercising	3,42
Average		3,78

Source: Data processed, 2014

Table 2
Consumer Answer Recapitulation on Product Design

No	Statement	Average
1	SPECS shoes always has newest models	3,96
2	SPECS shoes models come in various sizes	3,78
3	The design of SPECS shoes is more attractive than other shoes	3,26
4	SPECS shoes design always follows the fashion style of young people	2,96
5	SPECS shoes design is light to wear for exercise	3,84
Average		3,56

Table 1 shows the average answer of the consumers on brand image of Specs sports shoes that is 3,78 which means consumers agree on the brand image of Specs sports shoes. It is because Specs shoes is one of the famous sports shoes brands that can be proved with the highest score for Specs shoes indicator as a famous sports shoes with the simple logo that easy to identify the brand.

The measurement that becomes the consideration of the consumer in evaluating brand image is that brand must have positive image, high reputation, and recognizable benefit. Image is influenced by many external factors of the company. Effective image will influence three things as follows: first, assuring product character and value suggestion. Second, delivering the character in different various ways so that it is not disturbed by the characters of competitor. Third, giving emotional strength that is more than mental image. To make it functional, image must be delivered through every available communication media and brand contact.

Table 2 shows the average answer of consumer on product design of Specs sports shoes that is 3,56 which means consumers agree on the design of Specs sports shoes that always come with the newest design with various sizes, up to date with youth's fashion style, and light to wear. But however, all those things still has low response from the consumer. It can be a feedback for the company in deciding the design strategy.

Company have to realize the importance of marketing value of product design, especially the appearance. The expected result from design strategy is to increase the growth, market and profit. Standard product strategy with modification is also

possible to link with the market and get experience in developing new product standard.

Table 3 shows the average answer of consumer on the price of Specs sports shoes that is 3,79 which means consumer agree on the price of Specs sports shoes that affordable and suitable with the consumer buying power. But however, it still get the lowest response from the respondents. The price is also more efficient than other brands with the same category and in accordance with product quality. Price is an amount of money needed to get some combination of product and service. If a product makes consumer spend more expense than the benefit acquired, so the product will have a negative value perception. Company have to set the price in accordance with value given and understood by the customers. If the price is higher than the value accepted, the company will lose the possibility to gain profit, and if the price is too low, company will not be succeeded to get the possibility of making profit.

Table 3

Consumer Answer Recapitulation on Price Perception

No	Statement	Average
1	The price of Specs sports shoes is affordable and suits my buying power	3,78
2	The price of Specs shoes suits the market price	3,66
3	The price of Specs shoes is more efficient than other similar sports shoes	3,84
4	The price of Specs sports shoes meets the product quality	3,88
Average		3,79

Source: Data processed, 2014

Table 4 shows the average question of consumer on purchase decision of Specs sports shoes that is 3,66 which means the consumer agree with the purchase decision of Specs sports shoes because it supports the sport activities, the availability in many sport stores, light to wear and the satisfaction in wearing it.

In purchase decision of product, consumer often involves some parties in the trading or buying product. The consumers create brand preference in the choice group and an intention to buy the most favourite brand. However, there are two factors among intention to buy and purchase decision. First is attitude, how far the attitude eliminate the likeable alternative which is depend on two things, that are, intensity of negative attitude to likeable alternative and consumer's motivation to

follow other interest. Second, unanticipated situational factor that can be occurred and change buying intention. Those factors are income, family, price and benefit of the product. Consumer also can make sub purchase decision which are: brand decision, supplier, quantity, time and payment method.

3.1. Multiple Linier Regression Analysis

The changing value of a variable is not always happened by itself; however it caused by the change of other variable that related each other. To recognize the changing pattern of purchase decision that is caused by the brand image, product design and price perception, it uses model = $a + b_1X_1 + b_2X_2 + b_3X_3$. Multiple linear regression analysis in this research use SPSS program version 20.0 and the result can be seen on Table 5 below:

Table 5
Multiple linear regression analysis
Coefficients

Table 4
Consumer Answer Recapitulation on Product Design

No	Statement	Average
1	I am willing to buy Specs shoes to support the sports activity	3,50
2	I prioritize to buy Specs shoes than other product	3,32
3	I do purchasing of Specs shoes because it is available in sports stores	4,10
4	I consider to buy Specs shoes because it is light to wear	3,52
5	I am willing to repurchase Specs shoes because I feel satisfied	3,58
Average		3,66

Model	Unstandardized Coefficients		Standardized Coefficients		T	Sig.
	B	Std. Error	Beta			
(Constant)	2.660	2.060			1.291	
Brand Image	.326	.102	.391		3.190	
Product Design	.342	.130	.304		2.632	
Price	.224	.105	.238		2.127	

a. Dependent Variable: Purchase Decision

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Source: Data processed, 2014

Based on the data processing as seen on the table above, it is resulted double linear regression equation as follow:

$$\hat{Y} = 2,660 + 0,326X_1 + 0,342X_2 + 0,224X_3$$

3.2. The Influence of Brand Image, Product Design and Price Perception on Purchase Decision

On every equation made, the first step that must be done is having an overall significance test in a regression equation based on hypotheses test. To test whether the regression product design is truly can be used to predict Y so it will use F test. The result of F test fit the SPSS calculation can be seen on the Table 6 below:

Table 6
F Test Calculation Result
ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	286.861	3	95.620	21.559	.000 ^a
Residual	204.019	46	4.435		
Total	490.880	49			

a. Predictors: (Constant), Price, Product Design, Brand Image

b. Dependent Variable: Purchase Decision

Source: Data Processed, 2014

Based on ANOVA test or F statistic test, it has the value of F_{test} about 21,559 with the probability of 0,000. Probability is lower if compared to 0,05, then the model regression can be used to predict the purchase decision or it can be said that brand image, product design and price perception variable at the same time influence the purchase decision significantly. While adjusted R square is 0,557, it means 55,7% variation of the purchase decision can be explained by the variation from the three independent variables that are brand image, product design and price perception, and the remain is 44,3% is explained by other causes out of the model. Purchase decision is influenced by many factors, in this research those factors are brand image, product design and price. It is proven that all of those variables significantly influence purchase decision on SPECS sports shoes.

The results are consistent with previous research [46] where the influence of price, product design, and brand image are simultaneously significant on purchase decisions. The products and trademarks are unique with the use of bold colors, fashion, and creativity is integrated. The role of innovation creates a positive experience for consumers in purchase of clothing, shoes, and accessories. In addition, high brand awareness and a low level of brand awareness, discount price is more effective than a premium price [47]. Price sensitivity has a significant moderate impact on quality value of commodities and consumer buying intention [43].

The result of this research agree with the work where price, product design and brand image simultaneously influence the purchase decision significantly. Together with the research from the increasing of various sophisticated and new fashion product for young consumer is the booster of decision making. The

brand awareness that is high stimulates the consumer to have opinion that is more positive from the product that initiate a higher buying intention which will influence the process of decision making.

3.3. The Influence of Brand Image to Purchase Decision

The second significance level test is directed to test each coefficient in the regression equation individually and partially. The value of t_{test} brand image variable (X1) is 3,190 and the significance value is 0,003 lower than 0,05 so it can be concluded that brand image significantly influences the purchase decision of SPECS Sports Shoes, while t_{test} is positive which means the more positive brand image of a product, the stronger purchase decision of consumer. Image is one of the basic characters in modern marketing orientation through giving more attention and building strong image. It will create the product's image itself in consumer's mind and becomes the basic motivation for the consumer in choosing a product. The statistical result of brand image has coefficient regression 0,326 which means brand image has a positive influence to purchase decision of SPECS sports shoes. While the research significant level on brand image is about 0,003 < 0,05, so that the hypotheses which stated that brand image significantly influences the purchase decision is acceptable.

Consumer generally believe in the famous brand because already have a good image in the society. It is in accordance with [48] where the brand image has a significant influence on purchasing decisions. There is fitness model on the relationship between material co-branding image and consumer purchase intention. This study agree with [49], [50] and [51] that buying nowadays was directly influenced by brand awareness and indirectly by the brand image, brand equity influences purchase decision.

3.4. The influence of Product to Purchase Decision

T_{test} value variable of product design (X2) is 2,632 and its significance 0,012 lower than 0,05 so it can be concluded that product design is significantly influences the purchase decision on SPECS sports shoes which means if product design is getting better so the purchase decision will increase. Product design is one of the aspect in product image creator. The company is more aware on the

importance of marketing value from product design especially appearance design. Similarly, it can be also by socializing the product quality image correctly according to the consumer needs.

The statistical result of product design has coefficient regression 0,342 which means the product design has a positive influence, if a product design becomes more excellent, the consumer purchase decision will be stronger. While the level of research significance on product design is about $0,012 < 0,05$, so that hypotheses that stated excellent product design significantly influences the purchase decision can be accepted. Design can give attribute to a product that can be a character on a product brand. The special characteristic of the product will be able to distinguish with other similar products of the competitor. The result of this research agrees with the previous research by [42] concludes that product design has significant positive influence on purchase decision. Innovation consumers have a positive effect on attitudes toward design where designers and marketers are both focused on providing the best products to customers.

3.5. The Influence of Price Perception to Purchase Decision

T_{test} value price variable (X3) is 2.127 and its significance value is 0,039 fewer than 0,05 so it can be concluded that price is significantly influences the purchase decision on SPECS sports shoes, which means if price becomes more competitive then the purchase decision will increase. Price influences consumer decision in doing the purchase, the higher the price, the lower the purchase decision, and vice versa. Consumer has own perception on the price itself, that the higher the price, the higher quality it has. It happens when the consumer does not have any clue from the product quality besides the price.

The statistical result on price is that coefficient regression 0,224 which means price has positive influence, so if the product price is more flexible, the purchase decision of SPECS sports shoes will increase. While the research significance level is $0,039 < 0,05$, so that the hypotheses that stated the price perception significantly influence the purchase decision is accepted.

[42] stated that the price is the second factor that most important for consumers so that the operator can

reduce their the service price and increase the network facilities. The attractiveness that generated at the same level is the expected price and the willingness to pay.

4. Conclusion and Suggestion

Brand image, product design and price perception of SPECS sports shoes significantly influence consumer purchase decision. It shows that those three variables become the important consideration for consumer in deciding the purchase of SPECS sports shoes. Brand image shows that consumer reaction will be influenced by consumer familiarity on the product related with SPECS shoes. Shoes product design is a factor that can boost the consumer to decide the purchase. If the product design is getting better, it will have role in helping consumer to get the highest benefit and function expected from SPECS. Price perception is also a factor that can boost consumer to decide buying SPECS sports shoes. The better consumer acceptance on price, the faster decision making to purchase. Besides, the price can explain how much money that will be spent according to the needs and satisfaction on the product they will buy.

In developing the design, it is better for the producer to design the shoes with the fashion style of the young people to get attention of the youngsters and can influence their purchase decision. Consumer familiarity on the related product with brand image can help in creating purchase decision because it will be in the consumer's mind and also will be attracted on the SPECS sports shoes product. Production management of SPECS sports shoes can see the market by seeing what the trend is and what the consumer wants with simple and casual logo design.

This study is limited in terms of the sample of 100. However, further research can be conducted with a larger sample and broader research area, so that more research findings can be generalized. The research variables can also be expanded by observing consumer behaviour in terms of attitude and motivations of purchase. It also can be revealed the expansion of the study variables associated with customer trust and customer experience so that it can be seen the customer satisfaction, and ultimately can revealed the competitive advantage strategy to deal with the extraordinary competitor in the sport shoes market in Indonesia.

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