

Research.

MODEL ANALYSIS OF CUSTOMERS' ATTITUDE AND BEHAVIOUR UPON INSTANT NOODLE PRODUCTS

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Abstract. *This research aims to figure out the attitude and behavior of the consumers upon instant noodles, and to find out a relative value of affecting attributes. Data resources of this research have been obtained from 200 respondents in south of Jakarta. The research has applied statistics analysis covering the analysis of multi attribute model of Fishbein, subjective norms and theory of reasoned action. The result of fishbein attitude analysis is as follows; from the four attributes being evaluated, the most important one is taste variety of 2.57 scores, then easy to cook of 2.54 scores, 'halal' (free from pig substance) of 2.48 scores and easy to get the product of 2.46 scores. The smallest value is given to the packaging attribute of 1.58 scores. It has explained that the respondents have considered that the packaging attribute is not as important as the other attributes. Nevertheless its scoring is still within an important category. Refers to the four brands being evaluated and refers to the behavior model analysis, Indomie has had $B \sim BI$ positive (> 0) category, it means that the consumers' behavior for this product is good or positive, so Indomie has gained the biggest value of 76.65 comparing with other brands. Obviously the consumers prefer to buy Indomie more than the other brands. The marketing strategy has applied the following efforts; as a product leader, it has to maintain the most important attribute given by the respondent; as a competitive product, it has to find out the weaknesses of the leader trustworthy value. However as the follower, it has to improve the respondents' trust for the attributes being evaluated by imitating or equalizing the product leader.*

Keywords: fishbein, Indomie, Mie Sedap, Alhami, Gagamie, subjective norms analysis.

INTRODUCTION

A. Background

Foods are not only the most important things for people needs but also making them health, smart, strong and good either physically or mentally.

According to the needs theory of Abraham H. Maslow in Dubrin (2010), foods are the basic needs of the people which is on the lowest level. Furthermore, referring to this theory, the higher level of people needs would not come up before completing the lower one. It has explained that when the customers physiological needs have been completed which are foods and beverages, it means the customers' prosperity has been achieved.

People lifestyle has been changing, particularly in the big cities, they need fast foods services which is very easy to serve, practical one that has made instant

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noodles become a complementary foods or the substitution one instead of rice which is the main food of the people in Indonesia.

The aforementioned matters have made Indonesia a big and potential market for foods industries including instant noodles producers. However, in a globalization era and free markets, hundreds branded of goods and services have been entering Indonesia's market, and this kind of potential opportunity has invited many new foreign competitors creating a lot of competitive branded products which have been trying to steal the consumers' intention.

The composition substances of instant noodles are as follows; flours as a complex carbohydrate, fat, salt (potassium carbonate), MSG (monosodium glutamate), colouring substance (tartrazine) and vegetable oil. In order to enrich the content of this favorite food, some producers have added some eggs and various vegetables into to the instant noodles. Protein and vitamin have been put into it and has made it more nutritious.

For the consumers, market has provided various products and services to choose, and they are free to buy the products and the brands they like resulting that buying decision is fully decided by the consumers themselves.

In our country, we have consumed 50 packs of instant noodle per person / year, it explains that a good market for instant noodles is still widely open. Furthermore, many market segmentations have not been working on it, such as upper middle class society, though it is not as big market as the medium and lower class. The aforementioned situation has made Indonesia a huge and potential market for instant noodle products. However, a fast development of the instant noodle products has been creating a tough competition where each producer is trying so hard to sell the products according to the consumers' taste requirement.

Some factors have been influencing the consumers' behavior to buy a product; environmental factor, individual different factor and psychological factor in spite of the famous branded factor.

In order to recognize the consumer's behavior upon the instant noodle products and its correlation with the marketing strategy of a company, a research of **"Model Analysis of Consumers' Attitude and Behavior upon the Instant Noodle Products"** is necessary to be done.

B. The Problems to be Studied are Covering.

1. What is the correlation between the consumers' attitude and the purchasing of instant noodle products like?
2. What is the correlation between the consumers' behavior and the purchasing of instant noodle products like?

C. Objectives of The Research.

1. Analyzing the consumers' attitude buying the instant noodle products.
2. Analyzing the consumers' behavior buying the instant noodle products.

D. Benefits of The Research

The research of the consumers' attitude upon the instant noodle is expected that;

1. Producer is able to identify an important attribute which is an important decision of the consumers buying the products.
2. Producer is able to prepare a planning about mixed marketing program and the strategy upon the attitude changes more effective in relation with the marketing of the products to get the positive attitude of the customers accordingly.

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3. Producer is able to figure out the position of their products within the competitive industries of instant noodles.
4. Academicians are expected to be able to enrich their knowledge specifically in the marketing management.

E. Hypothesis

1. It assumes that the consumers' attitude upon the instant noodle products being analyzed has been in a good correlation.
2. It assumes that the consumers' behavior upon the instant noodle products being analyzed has been in a positive correlation.

THEORETICAL REVIEW

Kotler and Keller (2015) defined that consumer's behavior is the study how individual, group and organization should have to select, buy, use and dispose the goods, services, idea or experience to make them satisfied. Referring to Ujang Sumarwan (2011), basically the study about consumers' behavior is to understand why the consumers have been doing it. According to him, "consumer" behavior is all the activities, action and psychological process which has been driving them to make a choice before buying it, when buying it, using it and completing it.

The process of making a decision for the consumers, Peter and Olson (2010) has defined three elements for consumer analysis. They are consumer affection and cognition, consumer behavior and consumer environment. Furthermore, relating to the aforementioned model, Peter and Olson (2010) has defined that affection and cognition of the consumer is a mental response to the environment. Affection is the consumer's feeling about an object, for example, either he/she likes the food or he/she doesn't like the food. Cognition is a knowledge of the consumers about a product which has already been in his / her memory. Some elements of the cognition determined by Peter and Olson (2010) refer to the knowledge and the involvement of the consumer upon the product, consumer's intention and understanding, as well as the consumer's attitude and intention.

According to the three component attitude model (Schiffmanm 2015; and Blackwell et. al, 2006), attitude is consisting of three components; cognitive, affective and conative. Cognitive is a consumer's knowledge and perception achieved thru an interaction experience with an object, attitude and information from various resources. This kind of knowledge and perception refer to belief of the consumer who has trusted the products having some attributes. Cognitive has often identified the consumer's trust and knowledge. Affective has shown the consumer's emotion and feeling, Schiffman (2015) defined it as primary evaluative in nature that has indicated a direct and general evaluation upon a product whether it is interesting or not, or either the product is good or bad. Conative is related not only to the action or behavior of the consumer but also an intention.

Solomon in Sumarwan (2011) said three components model as an ABC attitude model. A refers to affection, B refers to behavior and C refers to trustworthy. Attitude has shown someone's feeling upon an object. Behavior refers to someone's intention to do something, and cognitive is someone's trustworthy upon an object. ABC model has considered affection, cognition and behavior are interconnected among them.

The most famous one of attitude measurement which has been applied by the consumers researchers is Model of Multi Attitude Attributes by Fishbein consisting of three models; the attitude-toward-object model, the attitude-toward behavior model and the theory of reasoned-action model. This model has explained that the consumer's attitude upon an object (product or brand) has been determined by the attitude of the

customer toward the attributes being evaluated. This model is named multi attributes because the consumer's evaluation toward the related object is based on the evaluation upon some attributes belong to the related object.

This research has applied Theory of reasoned action (TRA) model. Theory of Reasoned Action Model has assumed the consumer is fully aware of the consequences of alternative behavior and has chosen one of them which is able to meet the most expected consequences. The result of TRA process is a willingness being involved in a chosen behavior. Behavioral reason action is a tool to predict good behavior. Figure 1 has indicated its design.

<i>External factor</i>					
<i>Environmental influencing:</i> . Physic . Social . Market <i>Personal variables:</i> . value and expectation. . Other acknowledgement, belief and attitude . Personal attitude . Life style . Demography characteristics . Other psychological characteristics	<i>Belief that B behavior is causing the primary consequence (b_1)</i>	$b_1 e_1$	<i>Attitude upon B behaviour (A_B)</i>		
	<i>Evaluation on the primary consequence (e_1)</i>				
			<i>Weighing relative intention level</i>	<i>Intention to act as B behavior</i>	<i>B behaviour</i>
	<i>Belief in someone reference to make me think that I have to do what B behaviour does (NB_1)</i>	NB_1 MC_1	<i>Subjective norms upon B behaviour (BN_B)</i>		
	<i>Motivation to get along with relevant reference (MC_1)</i>				

Picture 1: Theory of Reasoned Action Adapted from Martin Fishbein "An overview of the attitude construct" in a look back, a look ahead, (ed) G. B. Hafer (Chicago: American Marketing Association, 1980) mentioned in Peter and Olson (2010).

Picture 1 has indicated that the model of theory of reasoned action has two components; attitude component and subjective norm component.

Attitude model has reflected a consumer individual perception. This model has directly connected to the object of the research and direct attributes which is the important roles of behavioral measurement.

Component of Subjective Norm has reflected the consumers' perception about what they have assumed other people wanted them to do accordingly.

Previous Research

Kompas newspaper has indicated that currently the branded products of instant noodles of PT Indofood has been leading instant noodles market in Indonesia. The second one is Mie Sedap of Wings Food and Sentra Food.

Maruhum (2001) had studied an analysis of consumers behavior upon the attributes of instant noodles products in Bogor. The research performed upon 135 respondents was concluded that the attributes which the consumers interested in are as follows: varied taste (1.44), nutrient content (1.43), price (1.33), easy to serve (1.29), time of cooking (1.21), weight (1.20) and packing (0.68). However, Instant noodles that have been analyzed are Indomie, Supermie, Salamie, Sarimie, Mie ABC and Gaga Mie.

RESEARCH METHODOLOY

A. Research Sampling

Method which has been used is consumer survey method done in South Jakarta. Samples have been taken at the Mall, Supermarket, small shops and other public markets. The respondents are the consumers who have been consuming the instant noodles.

At the selected location, interviewing the respondents have applied a convenience sampling which is the researcher has chosen a respondent who is easy to become a sample and judge sampling method. By using these methods, the researcher is able to find the members of population who can give accurate information according to the criteria initiated. Total of the respondents are 200 persons. This kind of technique has been applied since there is not any data of the costumers or consumers available.

B. Data Analysis

The analysis has applied Model of Attitude and Behavior Analysis of Fishbein, this analysis has been measuring the consumers trustworthy upon the attribute of instant noodles, and evaluating each brand. The result will be compared with subjective norms to measure the consumer behavior upon the purchasing of instant noodles.

This kind or model has emphasized the salience attributes which are having the level of intention given by the consumer to the attribute. The model has described the consumer attitude upon a product or product branded determined by two elements; (1) belief in the attribute of the product or brand(b_i component), (2) evaluation of the importance of the products attributes (e_i component) which have been identified on the following equation:

$$A_o = \sum_{i=1}^n b_i e_i$$

Description :

A_o = Attitude upon an attitude object

b_i = Strength of Trust/belief in an object that has an i attribute.

e_i = Evaluation upon i attribute

n = Total of the attributes of the object

Component e_i has measured an evaluation of the importance of object attributes, however the consumer has not been fully aware of the brand when evaluating the level of the importance of the related attributes. Nevertheless, b_i component has measured the level of consumers trustworthy upon the attributes of each brand. Consumers should have to be aware of the brand of a product when they are examining the attributes each brand.

Subjective Norm Model can be described as the following equation:

$$SN = \sum_{i=1}^n NB_i MC_i$$

Description :

SN = Subjective Norm

NB_i = Normative beliefs/trust

MC_i = Consumer motivation

n = total of the relevant references

Based on the previous researches and observation results, the attributes of the research for the variable of trust / beliefs (b_i), and evaluation (e_i) are consisting of :

1. The total of taste variant.
2. Nutrient contents.
3. Cheap price / economy.
4. Quick and practical presentation.
5. Attractive packaging.
6. Product 'halal'.
7. Bigger portion.
8. Easy to get.
9. Extra bonus of the purchasing.

RESULT AND DESCRIPTION

A. Fishbein Analysis of Attitude

On the Table 1, it has indicated the most important attributes being evaluated are as follows (1) varied taste variant of 2.57, (2) practical presentation of 2.54, (3) 'halal' product of 2.48, and (4) to get the product of 2.46 easily. The smallest value of the evaluation is the packaging attribute of 1.58. It has described that the respondents have considered the packaging attribute is not as important as the other attributes. Nevertheless, the score is still within the important category (look at the scale coverage)

Table 1. Attitude of the respondents upon the attributes of instant noodles at South Jakarta.

Attribute	INDOMIE			MIE SEDAP			ALHAMI			GAGA MIE		
	e_i	b_i	A	e_i	b_i	A	e_i	b_i	A	e_i	b_i	A
Varied Taste variant	2.57	6.27	16.08	2.57	5.05	12.94	2.57	3.87	9.91	2.57	3.60	9.23
Nutritious	2.23	5.70	12.70	2.23	4.97	11.07	2.23	4.21	9.38	2.23	4.26	9.49
Economy price	2.31	5.12	11.82	2.31	5.19	11.98	2.31	5.08	11.72	2.31	4.72	10.89
Quick and practical presentation	2.54	6.05	15.35	2.54	5.57	14.14	2.54	5.22	13.26	2.54	5.11	12.97
Attractive packaging	1.58	5.79	9.12	1.58	5.17	8.14	1.58	4.57	7.19	1.58	4.50	7.09
'halal' product	2.48	5.90	14.62	2.48	5.47	13.57	2.48	5.22	12.93	2.48	5.30	13.13
Bigger portion	1.73	5.45	9.39	1.73	5.49	9.46	1.73	4.93	8.50	1.73	5.16	8.90
To get the product easily	2.46	6.04	14.83	2.46	5.49	13.47	2.46	4.68	11.48	2.46	4.69	11.50

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Attribute	INDOMIE			MIE SEDAP			ALHAMI			GAGA MIE		
	e _i	b _i	A	e _i	b _i	A	e _i	b _i	A	e _i	b _i	A
Extra bonus to the purchasing of the product	1.90	5.53	10.50	1.90	4.76	9.04	1.90	4.12	7.82	1.90	4.15	7.89
TOTAL	19.78	51.82	114.41	19.78	47.13	103.80	19.78	41.86	92.19	19.78	41.47	91.09
Interpretation	Very good			good			good			good		
Description	e _i : (evaluation upon 1 attribute) b _i : beliefs/trustworthy that the product is having 1 attribute. A: Attitude upon the brand.											

Resources : Primary data, 2010

Indomie, the respondents have given the highest trustworthy score to the taste variant of 6.27, and an easy way to get the product of 6.04. It has explained that Indomie is better than the competitors since it can provide a lot of taste variant, either local taste and other countries taste, and Indomie has prioritized the products distribution to all the area in Indonesia. The lowest value has been given to the price attribute of 5.12 and portion of 5.45. As a market leader, Indomie has provided a premium price better than its competitors, though it has provided smaller portion (80 g) in order to get more profit. The average scoring value of the attitudes is 114.41 which has explained that the respondents attitude upon Indomie is very good.

Mean value of the customers trustworthy upon Mie Sedap is within 4.61 – 5.80 describing that in general the respondents have agreed that Mie Sedap is having the attribute to be evaluated. The highest score is 5.57 for the attribute of quick and practical presentation, however the attributes of portion and easy to get the product is 5.49 scores. In order to compete Indofood, the company has applied that strategy how to make the same quality with Indomie and a cheaper price(the price has been higher than Indomie product) and bigger portion (90 g). Total scoring is 103.80 which has put mie sedap number two after Indomie and it is within good category.

Table 2 : Range of the research Scale

Evaluation Scale				Attitude Scale			
-3	to	-1.80	The most unimportant	-189	to	-113.40	Very bad
-1.81	to	-0.60	Not important	-113.41	to	-37.80	Bad
-0.61	to	-0.60	Fair	-37.81	to	37.80	Fair
0.61	to	1.80	Important	37.81	to	113.40	Good
1.81	to	3	The most important	113.51	to	189	Very good
Trustworthy Scale				Normative Scale			
1	to	2.20	Mostly rejected	-21	to	-12.60	Mostly prohibited
2.21	to	3.40	Rejected	-12.61	to	-4.20	Prohibited
3.41	to	4.60	Fair	-4.21	to	4.20	Neutral
4.61	to	5.80	Agreed	4.1	to	12.69	Recommended
5.81	to	7	Mostly agreed	12.61	to	21	Mostly recommended

The third level of the attitude scale is Alhami, the product has introduced 'halal' product issue, however it has got the lowest one of the respondents evaluation, 'halal' score of this brand is 5.22 and Gaga mie is 5.30 and Mie Sedap (5.47) or Indomie (5.90). Nevertheless, in overall the trustworthy score of Alhami is under Mie

Sedap product. The total score of attitude for Alhami product is 92.19 which is within good category.

B. Analysis of Subjective Norm.

Individual subjective norm of a certain behavior has been influenced by two components, the first one is individual normative belief which is a group or a person who has preferred either to act an action or not to act an action. The second one is an individual motivation to follow the related normative belief. This research has measured the subjective norm according to the brand of noodles consumed by the respondents and the result is indicated on the table 3.

Table 3. Subjective Norm of The Respondents upon The Purchasing of Instant Noodles at South Jakarta Area.

Attribute		Subjective Norm		
		NB	NC	SN
Family		0.85	4.47	3.80
Friends		0.6	3.93	2.34
Promotion agent		1.14	4.27	4.85
Besides of the family, but friends and promotion agents		0.55	3.94	2.17
TOTAL		3.13	16.61	13.15
Interpretation		The most recommended		
Description	NB: Normative trust NC: Consumer motivation SN: Subjective Norm			

Resource : Primary data, 2010

Table 3 has concluded that external factor which is promotion agent has been influencing the decision to buy instant noodles. Based on this result, the company has emphasized the promotion of the product obviously thru the above line promotion either using TV media or Online media.

C. Anaysis of Reasoned Action Theory

Fishbein Attitude Analysis can identify the reliability and correlation with subjective norm by using reasoned action theory, it has been examining whether the attitude of the respondent has been strongly connected with the customer behavior or not.

Table 4 has indicated that the internal influence (attitude) is higher than the external influence (subjective norm). It has indicated also the internal influence (attitude) of Indomie (0.62) is stronger than the internal influence of the respondent upon other brands being evaluated.

Table 4. The Value Calculation of The Attitude (W1) and The Subjective Norm (W2) of The Instant Noodles Respondent at South Jakarta Area.

Brand	Total of the evaluation Ei	Total of the trustworthy Bi	GM A (Ei+Bi) / 2 x total of the attributes	GM SN (NBi+NCi) / 2 x total of the attributes	W1 (GM A/ GM A + GM SN)	W2 (GM SN / GM A + GM SN)
Indomie	19.78	51.82	3.978	2.467	0.62	0.38

Brand	Total of the evaluation Ei	Total of the trustworthy Bi	GM A (Ei+Bi) / 2 x total of the attributes	GM SN (NB _i +NC _i) / 2 x total of the attributes	W1 (GM A/ GM A + GM SN)	W2 (GM SN / GM A + GM SN)
Mie Sedap	19.78	47.13	3.717	2.467	0.60	0.40
Alhami	19.78	41.86	3.424	2.467	0.58	0.42
Gaga Mie	19.78	41.47	3.403	2.467	0.58	0.42
Description		Ei : Total of evaluation of i attribute Bi : Total of the trustworthy that the brand is having i attribute A : Attitude to the brand GMA : Grand Median of the attitude. GMB : Grand Median of Subjective Norm W1 : Relative value of the attitude W2 : Relative value of Subjective Norm.				

Resources : Primary data, 2010

After having got the value of each brand, then behavior value has to be defined upon each brand and the result is indicated on Table 5.

Table 5. The Calculation of Respondents' Behavior to Buy Instant Noodles at South Jakarta Area.

	Act	SN	W1	W2	B ~ BI
Indomie	114.41	13.15	0.62	0.38	75.65
Mie Sedap	103.80	13.15	0.60	0.40	67.64
Alhami	92.19	13.15	0.58	0.42	59.09
Gaga Mie	91.09	13.15	0.58	0.42	58.33
Description		B : a specific behavior BI : The customer's intention to be involved in the related behavior Act : the customer's attitude to be involved in the related behavior. SN : Subjective Norm W1 : Relative value of the attitude W2 : Relative value of Subjective Norm			

Resource : Primary data, 2010

Table 5 has indicated that the four brands analyzed having B ~ BI is positive (more than 0) identifying the consumer behavior of the aforementioned brand is good or positive.

Indomie has got the biggest value of 76.65 comparing with the other brands which is explaining that consumers have preferred to buy Indomie bigger than others.

D. The Implication of Marketing Strategy.

The industries of instant noodles in Indonesia have been in a matured situation of product lifecycle identified by high competition, so that marketing policy or strategy that is going to be implemented should have seen the position of the brand in the recent matured industry. The strategy to be implemented is the strategy of functional level which is the strategy of product, price, promotion and place.

1. Product Strategy.

Indomie as a strategic leader has been leading the market since it could maintain the trustworthy attribute which is the most important one for the respondents (varied taste variants, product 'halal', quick and practical presentation) that is still at the highest level. However, the competitor product (Mie Sedap) has applied the strategy how to find out the weakness of the market leader which is the size of its portion and Mie Sedap has produced bigger size. Besides, It should have improved the trustworthy value of the respondents which is still far from good (attributes of taste variants, nutrient, quick and practical presentation, product 'halal', and packaging). As the followers, (Alhami brand and Gagamie) have been trying to increase the trustworthy of the respondents about the attributes of the products being evaluated by imitating / equalizing the product leader.

2. Price Strategy

Indomie as the strategic leader has been leading the pricing changes by using a slightly different price from the competitors. The other competitor brand (Mie Sedap) has taken a strategy how to execute cost efficiency (cost leadership) by designing a lower cost of goods for sale ($HPP = COGS$) than the market leader. And the followers (Alhami brand and Gagamie) should have decreased the price in order enable stealing the consumers who are still concerned about the price.

3. Promotion Strategy

Indomie as a market leader has taken the strategy of maintaining and improving the promotion intensity by applying the above line promotion such as advertising in the television. However, Mie Sedap as the competitor of Indomie products has been competing it thru the media of television advertisement and sales promotion by giving a reward or prize. Nevertheless, Alhami and Gagamie brands are imitating the promotion strategy of the market leader.

4. Place Strategy

Indomie as the market leader has been concentrating and consolidating the distribution line which has been under its control.

The other brand, Mie Sedap as the competitor has implemented the strategy to enlarge the distribution line continuously.

Alhami and Gagamie products, as the follower, has been concentrating to the places where the market leader has not been interested in.

CONCLUSION AND SUGGESTIONS

A. Conclusion

The result of the research about the analysis of consumers attitude and behavior upon the products of instant noodles is as the following: Consumer behavior being analyzed upon Indomie, Mie Sedap, Alhami and Gagamie is positive. It has been indicated by the result of behavior value ($B \sim BI$) as the following; 75.65, 67.64, 59.09 and 58.33.

B. Suggestions

1. Producing the products of instant noodles, the producer should have to be more concerned about more varied taste variants, products distribution penetration and 'halal' rather than packaging issue, price and weight of the instant noodles.

2. Marketing strategy that could be applied; as the leader of product strategy, Indomie should have to maintain the trustworthiness of the customers which is the most important thing to keep. As the competitor of the market leader, should have to search for the weakness of trustworthiness value of the leader. As the followers, they should have to increase the respondents' trustworthiness related to the attributes of the products evaluated which is to copy or to make them almost the same with the product leader.

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