ANALYSIS OF CONSUMER PERCEPTION ON LOW CIGARETTES AND LOW NICOTIN CIGARETTES FOR MARKETING STRATEGY

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ABSTRACT

Consumer perception is a process whereby an individual chooses, organizes and interprets selective information inputs that will encourage them to evaluate an existing brand. Consumers can come up with different perceptions of the same object of stimulation. The research has attempted to illustrate the market structure and low nicotine cigarette products analyzed by segmentation analysis and positional analysis. It is also given an interpretation of the analysis for the preparation of marketing strategies. Unnamed branded cigarette products are analyzed by segmentation analysis of brands and flavors, whereby the naming of segments is based on attributes that are the top priority for each segment. On the perceptual map formed based on attribute rating, indicates the position of each brand relative to other brands. Market prediction shows that cigarettes with low nicotine content A Mild has the largest market share with acquisition of 72%.

Keywords: brand, nicotine, perception, positioning, target, segment

INTRODUCTION

In winning the competition seize the market, a company should be able to place its products in the minds of consumers in such a way so that consumers have a level of awareness and image good to the product. The success of a product is not only visible of consumer preferences only, the success of a product as well influenced by the ability of producers to predict market share (Gefen and Straub, 2012). Market share is very useful for know how nicotine-low tobacco products can be gained a high market share given cigarettes with levels High nicotine is also widely owned by competing brands, such as A Mild, LA Light, Bentoel Mild, Starmild, Pro Mild and so on. So it takes a deep analysis to predict the strength of market share. Consumer perception is a process where an individual chooses, organizes and interprets selective information input that will encourage consumers to evaluate the brand (Dishaw and Strong, 2011).

The problem in this research is how perception consumers and factors that affect the purchase of tobacco products for low nicotine cigarettes. In this research it is hoped that there will be findings related to: (a) product attributes that are most influential on decision making of cigarette product selection low nicotine levels; (b) describes the cigarette product position map low level based on consumer perception; (c) calculate the share market based on the probability value of choosing a tobacco product low nicotine levels for each segment based consumer preferences; (d) develop an effective marketing strategy based on the results of market segmentation formed from the positioning low grade cigarette products.

LITERATURE REVIEW
Marketing Management
Marketing management is the analysis, planning, implementation and supervision of the intended programs causing an exchange with the intended market with a view to achieve company goals (Bhattacherjee, 2011). Management marketing is focused on the company's offerings in fulfilling needs

and wants of the market and determine the price, organize active communication and distribution to notify, encouraging and serving the market (Venkatesh, *et.al*, 2012).

Marketing concept is divided into three namely (Adams *et.al*, 2012):

1. Orientation to consumers where things are done: (a) determine basic needs of buyers to be served and fulfilled; (b) determine the group of buyers to be served and fulfilled; (c) determine the products and marketing programs to meet of the group of buyers selected as a means of corporate order can produce goods of different type and marketed with different marketing programs; (d) conduct research on consumers to measure, assess and interpret desires, attitudes and consumer behavior; (e) determine on implementation strategies that best emphasize on the quality that high, attractive models and low prices.

2. Preparation of integrated marketing activities. Where every people and every part of the company participate in something co-ordinated to satisfy consumers so company goals can be realized, but it must also exist adjustment and coordination between product, channel pricing, distribution as well as promotions to create strong exchange relationships with the consumer, meaning the selling price must be in accordance with the quality the product offered, the promotion must fit the channel distribution, price and quality of goods (Holt *et.al*, 2004).

3. Consumer satisfaction. Factors that will determine whether companies get a profit or gain in the long run is the number of consumers in obtaining deep satisfaction get the product they want according to their taste desired consumer (Dabholkar *et.al*, 2010).

Marketing In Dynamic Environment

Environmental change always happens continuously in business development process. Such changes are affected by the rapid development of technology and its use almost in all areas of human activity (Straub, 2007). Influence technological developments are very real, for example on goods produced and sold in the market. Improvement and innovation production and products always happen, this has made many kinds goods are quickly obsolete and difficult to market (Moon and Kim, 2008).

The emergence of new industries and industrial life which has been redesigned by industry so that marketing management are required to always renew the introduction of their customers, reassessing current consumer needs as well predicting their future needs (Shih and Fang, 2004).

Consumer Behavior

Consumer behavior is an activity individuals who are directly involved in obtaining and use goods or services, including processes decision-making on preparation and determination of activities (Karahannaet.al, 2009). Factors that affect consumer behavior, among others (Davis, *et.al*, 2012): (a) The Cultural Factor. Culture is identification and socialization that is typical for the behavior of members, groups nationalities, religious and racial groups; (b) Social Factors, which are displaying layers of different caste systems with bear certain roles and membership systems that can not be changed; (c) Personal Factor, is an age in life cycle, lifestyle and personality economically; (d) Psychological factors, such as motivation, perception, learning and trust and self-concept.

Model of Consumer Behavior

Some models are related to consumer behavior, among others (Jarvenpaa *et.al*, 2010):

a. Howard Model

   In order for an input to produce an appropriate output with what is expected, then the necessary information and a decision-making process involving motivation and process learning someone. There is a model of decision-making process based on the purchase situation (Cheung and Rensvold, 2009):

   1) Extensive Problem Solving (EPS)

      Consumers are forced to contrast between brands or class products, because consumers are still not familiar with the brand or the product class to buy. Consumers need complete information so that the buyer's decision becomes very slow due to waiting for that

information drag on. Consumers should give in, and evaluate information in a complex process.

2) Limited Problem Solving (LPS)

Consumers must decide to buy a brand new on a class of familiar products. Consumer takes a long time because it must process information information which is there to be remembered in more depth with certain criteria that are considered to represent their needs.

3) Rountized Response Behavior (RRB)

Consumers make purchasing decisions quickly and not requires complete and detailed information. Consumer does not have a brand concept so consumers decide quickly brand to buy or brand new with see price comparison as a reflection of product quality. So consumers are not so concerned about the information and brand name.

b. Engle – Blackwell Model

This model clearly illustrates the onset of needs until the final stage of a purchase is the purchase valuation. The approach is based on the decision-making process consumers differentiated above (Fung, and Lee, 2009):

1) *High Involvement Decision Process*

The decision process includes the complete phase. Discovery of problems caused by motive and memory raises the search for information internally and external. When alternative troubleshooting is evaluated and selected lead to a purchase decision. The final result, this decision-making is satisfaction or dissatisfaction. Satisfaction will cause a psychological effect, in the form of trust and brand loyalty, otherwise dissatisfaction will raises the search for more information (Yang and Peterson, 2014).

2) *Low Involvement Decision Process*

The buying decision process is simple once that only covers the stage of discovery of the problem, the election alternative decisions that have been available (from consumer recall) and alternative evaluation again.

RESEARCH METHODS

1. Library Studies. To obtain information and other research references as acun, the search for relevant theories.
2. Identify Analysis Methods. Selection of appropriate methods.
   Proposition matrix and cross tabulation are used to see data groupings based on consumer segmentation.
3. Identify Segment Variables. Select the variables used to perform segmentation because consumers have different characteristics good on demographics, psychology as well behavior.
4. Data Sufficiency Test. To determine the number of research samples used calculations Bernoulli.
5. Preparation and Distribution of Questionnaires. In this study made 4 types of questionnaires with consumers as respondents.
   The first type questionnaire about age, income, length of product consumption, place of residence. Type two questionnaire about consumer expectations for the product. The third type of consumer about consumer perception of the product. While the fourth type of consumer is related to the comparison of consumer products
6. Data Processing
   a. Analysis Factors that include: (1) preparation of data matrices raw; (2) preparation of standard matrix; (3) correlation matrix; (4) factor extraction; (5) weighting factor; (6) varimax rotation
   b. Cluster Analysis
   c. Preferences Analysis
   d. Thurstone 'Case V Method
   e. Cross tabulation analysis
7. Interpretation and Analysis
   Explain consumer preferences for the brands of cigarettes they consume compared to competing cigarette products with consideration of the nicotine content they contain. The analysis is carried

out based on clusters, segmentation and preference in each consumer group and reference group based on existing market segmentation.

8. Conclusions and Suggestions

Provide a resume of the research results, explain the limitations of research, propose future research and provide advice on the company.

Results and Discussion

1. Processing and Data Analysis
   a. Grouping of Data for Consumer Grouping
      Performed data processing to classify consumer with Quick Cluster

Table 1. Cluster Size and Respondent Number

Segment	Number	Respondent's Number
1	44	1, 2, 7, 8, 9, 16, 18, 19, 32, 34, 36, 40, 41, 51, 52, 55, 56, 61, 62, 78, 79, 81, 83, 84, 91, 92, 93, 96, 100, 112, 120, 131, 134, 136, 137, 138, 146, 147, 148, 149, 150
2	100	3, 4, 5, 6, 10, 11, 12, 13, 14, 15, 17, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 33, 35, 37, 38, 39, 42, 43, 44, 45, 46, 47, 48, 49, 50, 53, 54, 57, 58, 59, 60, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 80, 82, 85, 86, 87, 88, 89, 90, 94, 95, 97, 98, 101, 102, 103, 104, 106, 107, 108, 109, 111, 113, 114, 115, 117, 118, 119, 121, 122, 123, 125, 126, 127, 128, 129, 130, 135, 139, 140, 141, 143, 144, 145

b. Scale Thurstone's Case V Data Processing

The Thurstone's Case V scale is used to identify structure of each segment. The structure of each segment is illustrated by the scale of the attribute in one dimension and from the proportion obtained can be arranged scale intervals between attributes of tobacco products low in nicotine pda each segment.

Table 2. Segment Proportion Matrix 1

Attribute	Brand	Taste and Aromatic	Packaging Model	Usable Easily	Price	Comfortable	Nicotine Content
Brand	0.5	-0.496	0.8181	0.3636	0.2045	0.4545	0.2045
Taste and Aromatic	0.504	0.5	0.8181	0.3636	0.2045	0.4545	0.2045
Packaging Model	0.8181	0.8181	0.5	0.2727	0.0681	0.1818	0.3409
Usable Easily	0.6363	0.6363	0.7272	0.5	0.2045	0.4545	0.4136
Price	0.7954	0.7954	0.9318	0.7954	0.5	0.25	0.409
Comfortable	0.9545	0.9545	0.8636	0.5454	0.75	0.5	0.1591
Nicotine Content	0.7954	0.7954	0.6591	0.3863	0.5903	0.8409	0.5

Table 3. Matrix Proportion on Segment 2

Attribute	Brand	Taste and Aromatic	Packaging Model	Easy Obtained	Price	Comfortable	Nicotine Content
Brand	0.5	0.3301	0.0566	0.3679	0.415	0.1698	0.3867

Taste and Aromatic	0.6226	0.5	0.2735	0.3018	0.0849	0.504	0.0566
Packaging Model	0.9433	0.7264	0.5	0.4245	0.3584	0.2264	0.0284
Easy Obtained	0.632	0.6831	0.5754	0.5	0.2169	0.1981	0.2452
Price	0.5849	0.915	0.6415	0.783	0.5	0.415	0.0283
Comfortable	0.8301	0.504	0.7735	0.8018	0.5849	0.5	0.4433
Nicotine Content	0.6132	0.9433	0.9716	0.7547	0.9716	0.5566	0.5

Table 4. Benefit Scale Calculation on Segment 1

Attribute	Brand	Taste and Aromatic	Packaging Model	Easy Obtained	Price	Comfortable	Nicotine Content
Brand	0	-0.01	-0.908	-0.349	-0.828	-1.69	-0.828
Taste and Aromatic	0.01	0	-0.908	-0.349	-0.828	-1.69	-0.828
Packaging Model	0.908	0.908	0	-0.607	-1.489	-1.099	-0.41
Easy Obtained	0.349	0.349	0.607	0	-0.828	0.115	-0.288
Price	0.828	0.828	1.489	0.289	0	-0.679	-0.239
Comfortable	1.69	1.69	1.099	0.115	0.679	0	-0.999
Nicotine Content	0.828	0.838	0.41	0.289	1.39	0.999	0

Table 5. Benefit Scale Calculation on Segment 2

Attribute	Brand	Taste and Aromatic	Packaging Model	Easy Obtained	Price	Comfortable	Nicotine Content
Brand	0	-0.315	-1.582	-0.341	-0.214	-0.958	-0.288
Taste and Aromatic	0.315	0	-0.604	-0.519	-1.373	-0.01	-1.583
Packaging Model	0.582	0.604	0	-0.191	-0.364	-0.759	-1.905
Easy Obtained	0.341	0.519	0.191	0	-0.787	-0.848	-0.689
Price	0.214	1.373	0.364	0.787	0	-0.215	-1.905
Comfortable	0.958	0.01	0.759	0.848	0.215	0	-0.145
Nicotine Content	0.288	1.583	1.905	0.689	1.905	0.145	0

The proportion of preference is an input for calculating the scale value Thurstone's Case V. The property is obtained by calculating the frequency attribute in the column (X) with the line attribute (Y) divided by the number of respondents each segment. The proportion of this attribute preference will then be changed into a Thurstone interval scale for each segment can be seen in Figure 1.
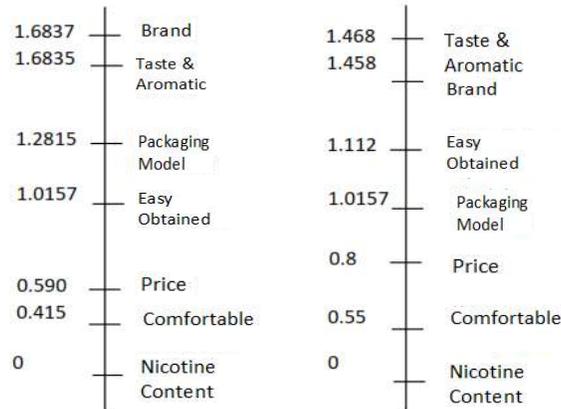
Figure 1. Interval Dimension Scale of Each Segment

c. Cross tabulation data processing

The data used comes from the first questionnaire that is about demographic, and psychographic data.

d. Data Processing Factor

Factor analysis aims to measure consumer perceptions to the attributes that exist in 5 types of nicotine-cigarette products low compared. The data used is the rating data attributes obtained from the second questionnaire. Later results from this data processing will be described on a perceptual map within which it contains the positions of each type brand low nicotine cigarette products.

Table 6. Coordinates of Attributes in Attribute Position Map

| Attribute	Dimension 1 (X)	Dimension 2 (Y)
Brand	-0.733	-0.155
Taste and Aromatic	0.733	0.0499
Packaging Model	-0.57	0.292
Easy Obtained	0.54	0.0623
Price	-0.233	0.07521
Comfortable	0.215	-0.868
Nicotine Content	0.191	0.710
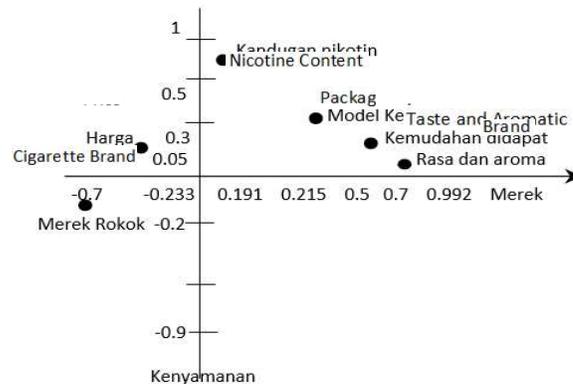
Figure 2. Position Map of Attributes Forming Factor

e. Coordinate Determination
To find the coordinates of each tobacco product low nicotine it will be calculated value for each score dimensional coordinates of each type of cigarette product.

Table 7. Low Cigarette Coordinates on Brand Perception Map

Cigarette Brand	Dimension 1	Dimension 2
A Mild	1.89	2.02
Pro Mild	4.85	3.90
LA Light	2.67	2.65
Star Mild	2.512	2.57
Other Brand	3.24	3.35
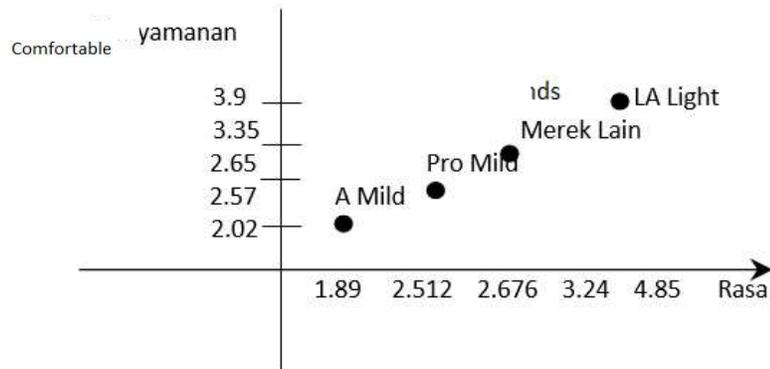
Figure 3. Map of Low Nicotine Cigarette Brand Perception

f. Preferential Data Processing
Data used in data processing vector preference low grade cigarette products to be used are rank data product and score factor value. Calculation of an ideal grade factor value using multiple regression analysis and its output is a value of β as an ideal vector. The ideal vector direction is the ratio of value β dimension 1 and the value of β dimension 2. Value β is calculated for each segment which exists.

Table 8. β Value

Segment	Important Weight	β Value
1	Dimension 1	0.611
	Dimension 2	-0.024
2	Dimension 1	0.299
	Dimension 2	0.152

After doing the above calculation it will get β value for each dimension on each segment, while the total. Value the whole results obtained as follows.

Dimension 1 (Value β) = 0.455

Dimension 2 (Value β) = 0.064

Afterwards the value of β of each segment and the total tadi value are described in the ideal vector as Fig. 4.

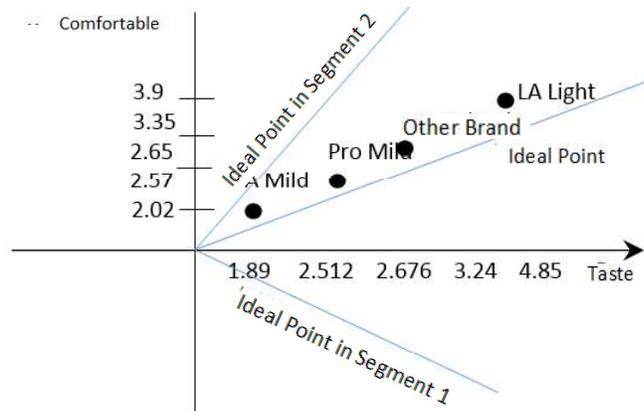**Figure 4. Ideal Vector of each Segment**

g. Calculation of Market Share

Table 9. Predicted Total Market Share

Cigarette Brand	Market Share Prediction (%)
A Mild	72
Pro Mild	8,7
LA Light	5,7
Star Mild	5,7
Other Brand	8

Table 10. Predicted Market Share in Each Segment

Cigarette Brand	Market Share (%)	
	Segment 1	Segment 1
A Mild	72	76,8
Pro Mild	8,7	5,7
LA Light	5,7	5
Star Mild	5,7	5
Other Brand	8	7,5

2. Analysis and Interpretation

   a. Determination of the Number of Segments

   If the company wants to serve all existing segments with character of each segment is different then there is a possibility the cost incurred by the company to serve the segment it becomes unbalanced with the profit earned.

Table 11. Size of each Segment

Segment	Number of Respondent	% Respondent
1	44	29,3%
2	106	70,7%

b. Segment Preferences Analysis
(1) Segment 1
In this segment turns consumers are concerned to see brand in choosing and buying cigarettes after that then the choice taste and aroma become consumer choice. Packaging model and ease in getting tobacco products also become the basis election. While the price, comfort and nicotine content less of a major concern in this segment.

(2) Segment 2
Consumers of this segment prioritize the choice of flavor and aroma choose and buy cigarettes, then brand, ease of obtaining products and packaging models. While the price attribute and comfort and nicotine content less attention cigarette consumers in this segment.

c. Description of Each Segment
The description of each segment is obtained from the table 12 that has been analyzed formerly the age variable. Where to simplify the inside of description each segment then the variable will be divided again to facilitate the interpreter characteristics of each segment and the number of respondents included in the age variable category will be expressed in percentages.

Table 12. Description of each Segment for Age

Ages	Segment 1	% Respondent
< 18 old	27,3%	1,9%
18 – 25 old	59,1%	84,9%
26 – 35 old	13,6%	7,5%
36 old <	0%	5,7%

d. Analysis of Marketing Strategy Based on Positioning Analysis
Marketing strategy for each brand of cigarette content low nicotine can be formulated as follows:
(1) A Mild Strategy
A Mild's cigarette products dominate the total market share with 72% market share. A Mild promotes vigorously and hold improving the quality of its products with innovation his latest good in quality taste and comfort too in technology cigarettes, both in terms of manufacturing process and ingredients.

(2) Pro Mild Strategy
As a newcomer to nicotine cigarette products low then Pro Mild has a pretty good market share by 8.7%. Pro Mild market share is not yet optimal probably because the product image has not been memorable. To increase the sales it needs to be improved as well promotion both through electronic media and print order consumer perceptions and preferences are better for this product.

(3) LA Light
Although long enough known public LA Light products production of PT. Djarum Kudus is less than optimal in achievement its market share and only grab market share of 5.7%. This is probably because the distribution is still less good so when compared with other brands LA Light brand cigarettes are more rare in the market. To more attract consumer interest then it is necessary promotion and free sampling to potential cigarette consumers to make

their products better known and create a new image, in addition to the need for improvement distribution channel.

(4) Other Brands

Another brand consists of several brands of cigarette products low levels, which may not be known or not known. This is because in general the cigarette products are researched less so highlight the characteristics of the product and less promotion so that the product is less well known in the community.

Strategy marketing is by doing promotion and improve the image of the product in the minds of consumers with highlighting its product characteristics. In addition it needs to be done target market determination because the user of this product is lacking identified because the user uses another brand as alternative choice in smoking due to more price cheap and variations and ease found in retailers small, for it needs to be increased promotion for brand products these others become one of the major brands and are remembered in the mind consumer.

Conclusions and Suggestions

Conclusion

1. Formed 2 (two) segments with preferences and characteristics consumers are:
    a. Segment 1 has a size of 29.3% with the order of attributes brand, taste and aroma, packaging model and ease of getting. Consumers in this segment are dominated by the age group of 18 - 25 years.
    b. Segment 2 has a size of 70.7 with the order of taste attributes and aroma, cigarette brand, ease of obtained and packaging model. Consumers in this segment are dominated by the age group of 18 - 25 years.
2. The market share of positioning analysis is known that A Mild (72%), Pro Mild (8.7%), LA Light (5.7%), Star Mild (5,7) and other brands (8%).
3. Some strategies that can be developed by each is:
    a. Cigarette A Mild as market leader by expanding overall market and attract potential buyers or smokers new because this will lead to A Mild's sales rate will rise and also must maintain market share and position market by promoting either through advertising or sponsoring activities of young people between the ages of 18-25 years is a market share and low potential buyers.
    b. The marketing strategy for market challengers ie Star Mild is by increasing market share as well as by fixed maintaining low production costs resulting in cigarette prices remain low but with low production so the price of cigarettes remain cheap with quality and taste that is not different with A Mild.
    c. Strategies for market followers are LA Light, Star Mild and brand another is to better recognize its target customers so that can find gaps that have not been reached by other brands and also should be able to meet the needs of consumers better than any other company.

Suggestions

1. Research on low-nicotine cigarettes is necessary periodically to obtain more accurate and appropriate results with circumstances.
2. Further research on low nicotine cigarettes should be recommended by taking a wider sample of respondents with wider cigarette characteristics and brands to produce better number, size and segment profile.
3. This research still discusses consumer perception on various big cigarette brands in Indonesia, but does not discuss related to some gap that may exist, therefore some ideas still many that

need to be developed for example related to consumer satisfaction, knowledge sharing, new product development of cigarette etc.

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