

## **CONSUMER PREFERENCES AGAINST ATTRIBUTE COMBINATION OF SWAROVSKI CLUTCH BAG IN BUYING DECISION**

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### **ABSTRACT**

*The research aims to determine MeiCollection's consumer preferences of Swarovski clutch bag combination attributes that include the type of crystal, color type, and size of the clutch as well to determine the most important attribute for MeiCollection's consumer in buying decision process.*

*The population of the research includes 98 peoples who have made purchases in MeiCollection for Swarovski clutch bag. Based on the Slovin formula and purposive sampling technique, the number of samples in this research amounts to 50 respondents following the criteria of the respondents that have made a purchase of Swarovski clutch bag in MeiCollection's during the period between 2008 to 2016.*

*This research uses conjoint analysis consisting three attributes of the Swarovski clutch bag as variables. The attributes are the type of crystal, color type, and size of the clutch. The result indicates that the attributes that become MeiCollection's consumer preferences in the buying decision process are sequentially the size of clutch bag with the level of medium, followed by the type of crystal with the level of aurora boreale crystal, and the last is the color of crystal with the level of cold color.*

**Key Words :** Swarovski clutch bag, Swarovski crystal type, color type, size of clutch bag, consumer preferences, buying decision

### **INTRODUCTION**

At this time, the bag industry became one of the industry that very lucrative because it has a lot of buyers. One type of bag which popular today is the clutch bag for party. Clutch bag is a kind of evening bag that relatively small and commonly used for parties / special events. The clutch that is a trend today is clutch decorated with Swarovski crystals.

Swarovski is one type of artificial crystal which very famous in the world. Swarovski crystals are known for its quality and it has precise size and cutting so it create high-quality crystals sparkle. Swarovski produces crystals of the finest quality. Meanwhile, according to other sources, swarovski is "The company's name has Become Synonymous with genuine crystal. Swarovski's specialized manufacturing processes, together with the highest quality raw

materials, guarantee the highest possible degree of precision, component quality, consistency, and unmatched brilliance (source: [www.swarovski.com](http://www.swarovski.com)).

Swarovski crystals have many kinds of products, ranging from swarovski beads, swarovski pearl, Swarovski flatback, swarovski fancy stones, swarovski sew on, and others. In this research, the product of the crystal to be discussed is the Swarovski flatback for clutch bag.

The attributes of Swarovski clutch bag that will be discussed in this research is a type of crystal, crystal color type, and size of the clutch bag. Type of crystals manufactured by Swarovski is divided into two by its color effect, they are non aurora boreale and aurora boreale crystal. Aurora Boreale is an effect which tends to reflect the colors of the rainbow colors that are nearby so it makes more color reflection. While the crystal non aurora boreale will reflect the original color only.

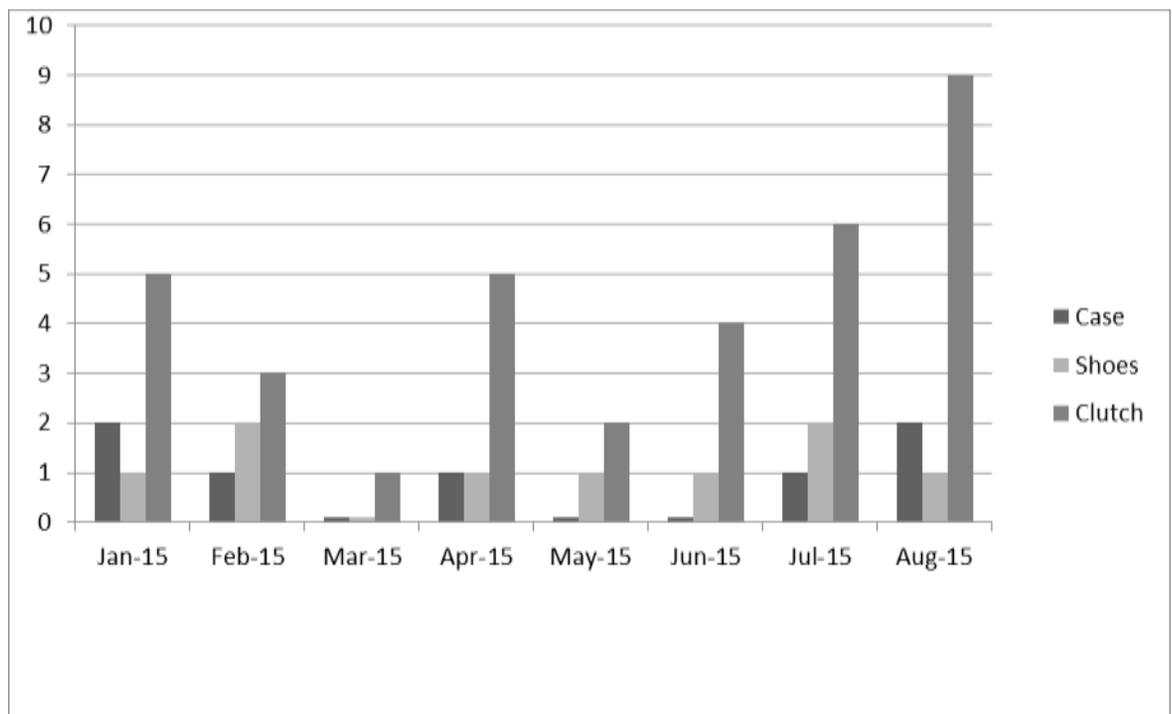
The color types are classified into two types: warm colors and cold colors. Yellow, orange, yellow, orange, red orange, red and violet are included in the warm color. While cold colors such include green, yellow, green, blue green, blue, violet blue and violet. In this research the colors that will be used are light topaz, fire opal, light siam, fuschia, peridot, aquamarine, tanzanite, and rose.

The size of the bag classified in three groups: the bag in a small size approximately 12cm up to 16cm, bag in medium size approximately 17cm up to 21cm, and the bag in a large size approximately 22cm up to 26cm.

The swarovski clutch bag can give the impression which captivate and luxurious because of the sparkle generated by high-quality Swarovski crystals. Therefore, clutch bag decorated with Swarovski crystals have many buyers and make clutch bag with swarovski crystals have increased sales. One of the business actor in the sale of a clutch bag decorated with Swarovski crystals is MeiCollection.

MeiCollection is a business that was founded in 2008 with the tagline "Handmade Swarovski Accessories Specialist". MeiCollection sells various accessories with swarovski crystal base material, include bracelets, necklaces, earrings, brooches, mobile phone casing, rings, hair clips, and Swarovski clutch bag.

In deciding to buy a product and services, the consumer generally pass through a series of specific stages. Before buying or deciding to buy, consumers recognize the need from itself. Therefore, the consumer will make the selection of products to be purchased both by the level of need as well as the attributes of the product or service. The producers should pay attention to the attributes considered by consumers as well as better recognizing the needs and tastes of consumers. The diagram below will show MeiCollection's sales from January 2015 to August 2015:



**Figure 1. MeiCollection's Product Sales Data period January 2015 - August 2015**

Clutch bag decorated with Swarovski crystals is a product targeted for the upper middle class community with a starting price range of Rp 3.500.000, - up to Rp 16 million, - per piece. The price for a clutch bag is quite high and thus require sizeable capital. So, MeiCollection need to consider properly before the procurement of goods to make sure there will be no buildup of inventory. Therefore, there should be a research entitled " Consumer Preferences Against Attribute Combination of Swarovski Clutch Bag in Buying Decision" so MeiCollection can provide stock accordance with consumer preferences.

According to the background of this study, the purposes of this research are as follows:

- a. To test the MeiCollection's consumer preferences against the attribute combination of swarovski clutch bag including the type of crystal, color type, and size of the bag in the buying decision
- b. To test which attributes has the most significant effect for the consumer based on the Swarovski clutch bag's attributes in this research.

## LITERATURE REVIEW

The previous study conducted by Chrea, Melo, Evans, Forde, Delahunty, and Cox with the title "An Investigation Using Three Approaches to Understand The Influence of extrinsic Product Cues On Consumer Behavior: An Example of Australian Wines" in 2010. In this study , the method used is the conjoint analysis method with the number of respondents 304 residents of Sidney. The sampling method used is purposive sampling with criteria respondent age must be between 18 years to 65 years, and the red wine must be consumed at least twice a week. The results of this study indicate that the attributes that are most preferred by consumers in order are the price, the origin of the wine, the grape varieties, the award which is owned by the wine, and

the age of the wine (Chrea C., L. Melo, G.Evans, C.Forde, C . Delahunty, and DN Cox, 2010: 13-24).

Other research that has been done is research titled "The Effect Attributes Against Supermarket Shopping hedonic Motif, Motif Shopping Utilitarian and Consumer Loyalty" conducted in 2011. This study uses a questionnaire as an instrument for data collection and the populations are consumers who make shopping transactions on the supermarket such as Carrefour, Hypermart and Giant. The number of the samples that used for this study is 200 respondents. In this research, consumer response and perception to answer questions and hypothesis tested using SEM analysis. Research variables used are the attributes supermarket (X1) which consists of the atmosphere (X1.1), location (X1.2), facilities (X1.3), services (X1.4) and product (x1.5) which analyzed its impact on hedonic shopping motives (Y1), utilitarian shopping motives (Y2), and the supermarket shopper loyalty (Y3). The results showed that the supermarket attribute positive and significantly impact on hedonic shopping motives, utilitarian shopping motives, and the supermarket shopper loyalty and in addition obtained empirical findings that the hedonic motive is stronger than a utilitarian motives on customer loyalty (Subagio Hartono, 2011: 8-21 ). Kotler and Armstrong (2012: 236) defines the product as anything that can be offered to the market in order to attract attention, acquisition, use, or consumption that can satisfy a desire or need. While Herry Acmad Buchory and Djaslim Saladin (2010: 142) defines the product as anything that can be offered to a market to be considered, owned, used, or consumed to satisfy the desires and needs. Based on the both definition, it can be concluded that the product is anything that can be offered to the market to attract attention, owned, used, or consumed in order to satisfy the desires and needs of consumers.

While according to Schiffman and Kanuk (2010: 23), consumer behavior can be defined as behavior where consumers show in terms of finding, buying, using, evaluating, and dispose of products and services that are expected to satisfy the requirement. Rangkuti (2010: 92) quotes Engel, Blackwell and Miniard who said that, "Consumer behavior is directly involved in the act of obtaining, consume, and spend the products and services, including the decision processes which precedes and follow this act." Based on both definitions, it can be concluded that consumer behavior is the process of decision-making by consumers in selecting, buying, wearing, as well as utilize the products, services, ideas, or experiences in order to satisfy their needs and desires.

Product attributes are also an important thing to be considered in this research. According to Kotler & Armstrong (2010, p 254), product attributes are characteristic of a product or service that results in the ability to satisfy stated or implied needs of consumers.

Attributes that used in this study are the type of crystal, color of crystal, and the size of the clutch. Type of crystal is divided into two levels, namely aurora boreale and non aurora boreale. The color of crystal is divided into two levels also, namely warm colors and cold colors. In this research the colors that will be used as warm colors are light topaz, fire opal, light siam, and fuschia. While the cold colors are peridot, aquamarine, tanzanite, and rose. The size of the clutch is divided into three levels namely small size (about 12-16cm), medium size (about 17 – 21cm), and large size (about 22cm-26cm).

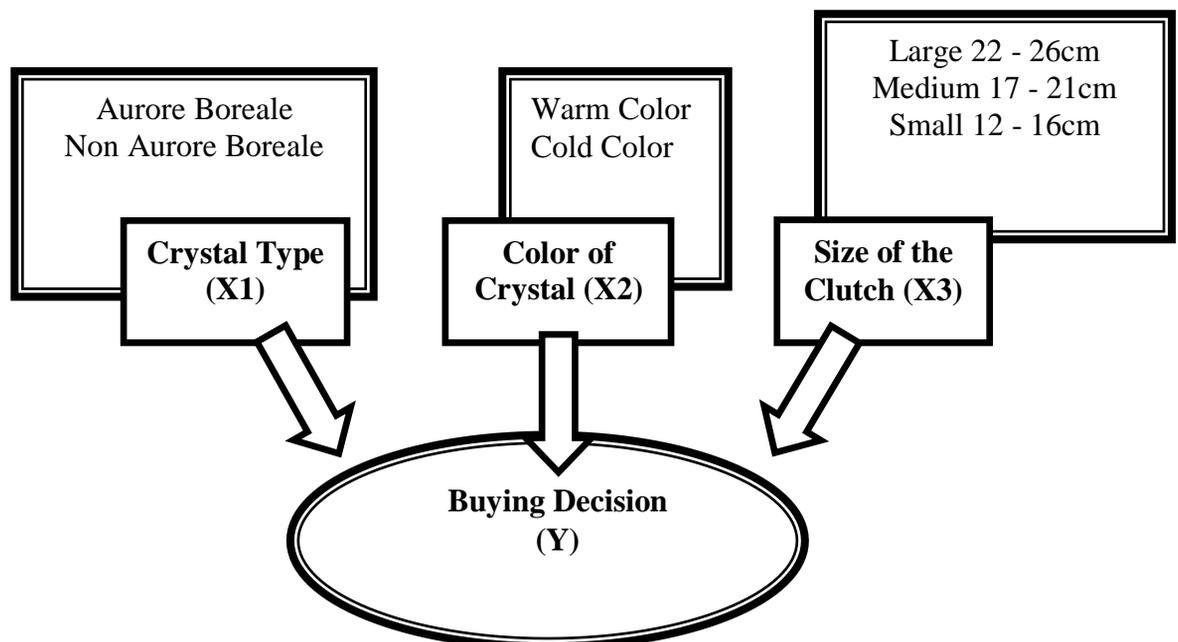


Figure 2. Analytical Model

### RESEARCH METHODS

This research use quantitative paradigm and using conjoint method. In this research, the author will use a non-probability sampling with purposive sampling technique because the author has set several conditions, namely (1) the respondent should have purchased Clutch bag decorated with swarovski crystal in MeiCollection before and (2) the respondent must be aged between 17 years to 50 years and (3) the respondent could still be reached. Total populations are 98 customers of MeiCollection with a sample size of 50 people. The following provides information about the samples: 49% are female and 64% are entrepreneurs. Age is distributed as follows: 8% are from 17-23 group; 24% are from 24-30 group; 42% are from 31-36 group; 12% are from 37-43 ; 14% are from 44-50 group.

This research using primary data and using questionnaires as the research instruments. The dependent variable in this research is the buying decision of consumers against clutch bag decorated with Swarovski crystals. The independent variables in this research is the type of crystal, color of crystal, and size of the clutch bag.

The combination of stimuli in this study can be seen in the following table :

**Table 1. Stimuli Combination**

No.	Tipe kristal	Tipe warna	Ukuran tas	Kombinasi yang terbentuk
1	Aurora Boreale	Warm Color	Small	Clutch with aurora boreale crystal, warm color, and small size
2	Aurora Boreale	Warm Color	Medium	Clutch with aurora boreale crystal, warm color, and medium size
3	Aurora Boreale	Warm Color	Large	Clutch with aurora boreale crystal, warm color, and large size
4	Aurora Boreale	Cold Color	Small	Clutch with aurora boreale crystal, cold color, and small size
5	Aurora Boreale	Cold Color	Medium	Clutch with aurora boreale crystal, cold color, and medium size
6	Aurora Boreale	Cold Color	Large	Clutch with aurora boreale crystal, cold color, and large size
7	Non Aurora Boreale	Warm Color	Small	Clutch with non aurora boreale crystal, warm color, and small size
8	Non Aurora Boreale	Warm Color	Medium	Clutch with non aurora boreale crystal, warm color, and medium size
9	Non Aurora Boreale	Warm Color	Large	Clutch with non aurora boreale crystal, warm color, and large size
10	Non Aurora Boreale	Cold Color	Small	Clutch with non aurora boreale crystal, cold color, and small size
11	Non Aurora Boreale	Cold Color	Medium	Clutch with non aurora boreale crystal, cold color, and medium size
12	Non Aurora Boreale	Cold Color	Large	Clutch with non aurora boreale crystal, cold color, and large size

Source: Data processed

This research has several limitations so it can be focused using the appropriate data:

1. The study was only done to consumers of MeiCollection.
2. The research done on the Jakarta area only.
3. The attributes used are the type of crystal, color type, and size of the clutch bag.
4. Warm colors that used in this study is limited to the color of swarovski crystal such as light topaz (yellow), fire opal (orange red), light siam (red) and fuschia color (maroon).
5. Cold colors that used in this study is limited to the color of swarovski crystals such as peridot (green), aquamarine (light blue), tanzanite (violet) and rose (pink).



Figure 2. The Colors Of Swarovski Crystals That Used

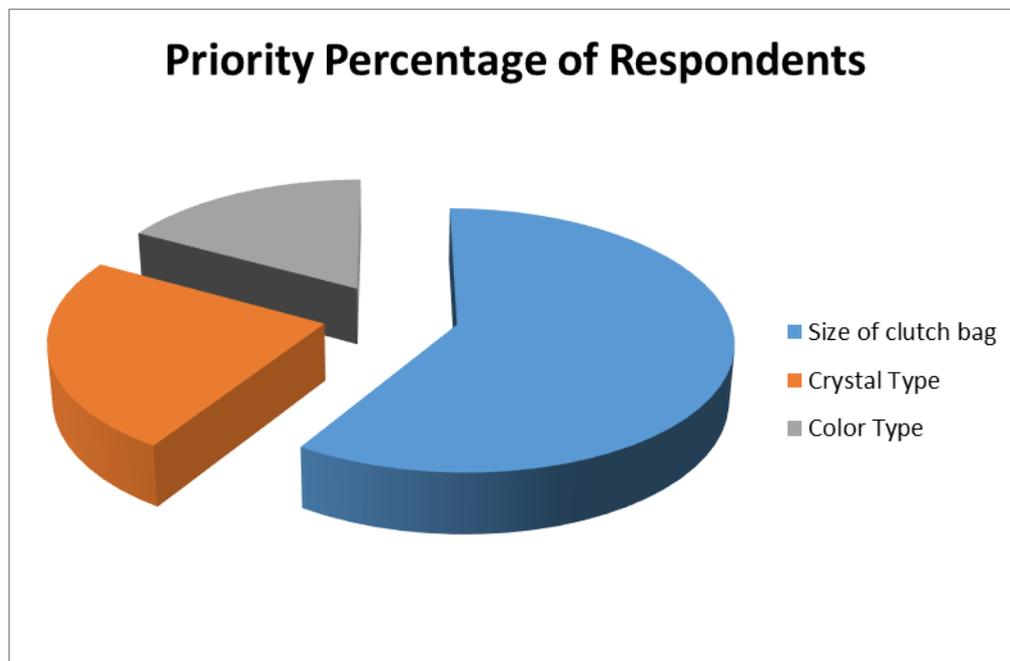
## FINDINGS & DISCUSSION

After the process of conjoint analysis, it obtained the following results:

Table 2. Conjoint Analysis Results At Respondents Utilities

		Utility Estimate	Std. Error
Crystal	AuroreBoreale	-.040	.067
	NonAuroreBoreale	.040	.067
Color	Warm	.153	.067
	Cold	-.153	.067
Size	Small	.408	.095
	Medium	-.717	.095
	Large	.308	.095
(Constant)		6.487	.067

The previous tables shows that in the variable type of crystal, respondents prefer to choose crystal with aurora boreale with utility indicator of -0.40 compared to non aurora boreale crystal types with utility indicator of 0.40. Then in variable color type, respondents tended to prefer cold type color with utility indicator of -0.153 compared with the type of warm color utility indicator of 0.153. While the variable size of clutch bag, respondents tended to prefer medium size with a utility indicator of -0.717 compared to large size with a utility indicator amounted to 0,308 and the small size with a utility indicator amounted to 0.408.



**Figure 3. Priority Percentage of Respondents Against Attributes Clutch Bag Decorated with Swarovski Crystals**

Figure 5.1 shows that the importance level of attributes clutch bag size has a significant difference than the other two variables. Meanwhile for the type of crystal and color type there is no significant difference each other. Therefore it can be concluded that the attributes of a clutch bag decorated with Swarovski crystals deemed as the most important variable by consumers is the size of the bag.

Besides the priority level of respondents to attribute, through the results of conjoint analysis we can find combinations of attributes and their level that preferred by respondents. Below is a table that describes the total utility of each combination:

**Table 3. Total utility Overall Combination**

Combination			Utility Score			Total
<b>Aurora Boreale</b>	Warm Colors	Small	-0,40	0,153	0,408	0,161
<b>Aurora Boreale</b>	Warm Colors	Medium	-0,40	0,153	-0,717	-0,964
<b>Aurora Boreale</b>	Warm Colors	Large	-0,40	0,153	0,308	0,061
<b>Aurora Boreale</b>	Cold Colors	Small	-0,40	-0,153	0,408	-0,145
<b>Aurora Boreale</b>	Cold Colors	Medium	-0,40	-0,153	-0,717	-1,27
<b>Aurora Boreale</b>	Cold Colors	Large	-0,40	-0,153	0,308	-0,245
<b>Non Aurora Boreale</b>	Warm Colors	Small	0,40	0,153	0,408	0,961
<b>Non</b>	Warm	Medium	0,40	0,153	-0,717	-0,164

<b>Aurora Boreale</b>	Colors					
<b>Non Aurora Boreale</b>	Warm Colors	Large	0,40	0,153	0.308	0,861
<b>Non Aurora Boreale</b>	Cold Colors	Small	0,40	-0,153	0,408	0,655
<b>Non Aurora Boreale</b>	Cold Colors	Medium	0,40	-0,153	-0.717	-0,47
<b>Non Aurora Boreale</b>	Cold Colors	Large	0,40	-0,153	0.308	0,55

The combinations of clutch bag decorated with Swarovski crystals attributes in sequence from attribute most preferred to least preferred as follows:

- a. Clutch bag using aurora boreale crystals with cold colors and medium size (total utility = -1.27)
- b. Clutch bag using aurora boreale crystals with warm colors and medium size (total utility = -0.964)
- c. Clutch bag using non aurora boreale crystals with cold colors and medium size (total utility = -0.47)
- d. Clutch bag using aurora boreale crystals with cold colors and large size (total utility = -0.245)
- e. Clutch bag using non aurora boreale crystals with warm colors and medium size (total utility = -0.164)
- f. Clutch bag using aurora boreale crystal with cold colors and small size (total utility = -0.145)
- g. Clutch bag using aurora boreale crystal with warm colors and large size (total utility = 0.061)
- h. Clutch bag using aurora boreale crystal with warm colors and small size (total utility = 0.161)
- i. Clutch bag using non aurora boreale crystals with cold colors and large size (total utility = 0.55)
- j. Clutch bag using non aurora boreale crystals with cold colors and small size (total utility = 0.655)
- k. Clutch bag using non aurora boreale crystals with warm colors and large size (total utility = 0.861)
- l. Clutch bag using non aurora boreale crystals with warm colors and small size (total utility = 0.961)

Sequence of attribute's combination ranging from a combination of the most preferred to least preferred is based on the methods of ranking on the questionnaire that is reversed, the respondents giving the main priority using the numbers 1, then a negative result indicates consumer preferences (Santoso, 2010: 292).

## **CONCLUSION**

Through research obtained some conclusions as follows:

1. The order of priority consumers to attribute of clutch bag decorated with Swarovski crystals is the size of clutch bag, followed by the type of crystal, and the last is the color of crystals.
2. For the type of crystals, the respondents preferred the aurora boreale crystals than the non aurora boreale crystal.
3. For the color type crystals, respondents preferred the cold color than the warm color.
4. For the size of clutch bag, respondents prefer a medium size clutch bag than the large size and small size clutch bag.
5. Three combinations of top most preferred by consumers is Clutch bag that uses the type of crystal aurora boreale with a cold color and medium size, clutch bag using a type of crystal aurora boreale with warm color and medium size, clutch bag using a type of crystal non aurora boreale with cold color and medium size.

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