

# Analysis of Attributes That Become Consumer Preferences on Bag Products

Shafira Mardiani Rizkia Putri S.

*Efve Atelier*

[shafiramardiani305@gmail.com](mailto:shafiramardiani305@gmail.com)

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**Abstract**— The fashion industry including bags, is currently increasingly in demand and has become part of society especially in this modern era. There are many important attributes that influence consumers when making a purchase. Therefore, this study was conducted to determine the combination of attributes that become consumer preferences for bag products. This research is in the form of descriptive quantitative analysis using conjoint analysis. Based on the results of previous research and a preliminary survey, three attributes of the bag were obtained, namely design, color and material. The three attributes have two levels of each attribute then the stimulus is designed using SPSS software and obtained 8 stimuli. The population in this study are consumers who have bought Efve products and potential consumers who have asked about Efve products, especially women who love fashion with a total of 70 people. The research sample used was 60 people with purposive sampling technique. Based on the results of the analysis that has been carried out, it is known that the combination of attributes that are consumer preferences for bag products are bags with a combination of warm cool colors, frame bag designs and fabrics. It can also be seen that the attribute that is considered the most important is the color attribute followed by the design and the last is the material.

**Keywords**— *Bag Attributes, Consumer Preferences, Conjoint Analysis.*

## 1. Introduction

Esyen makes the second largest contribution to the creative economy's contribution to gross domestic product (GDP), which is 18.01% after culinary (Badan Ekonomi Kreatif & Badan Pusat Statistik, 2018). Fashion in fact is not only about the need for clothing as a basic human need, fashion is able to describe a lifestyle in appearance, as well as a reflection of self or group identity (Badan Ekonomi Kreatif, 2019). Fashion accessories (hats, ties, bags) are a complement to clothing that can function functionally, and accessories are no less important needs (Roesanto & Ciptandi, 2018). The Efve brand is a new local brand from Surabaya which was founded in 2019 and is engaged in fashion and its main product is women's bags. Efve's market segmentation is in the middle class, especially for women who love fashion, especially those who like elegant and detailed styles. The criteria for these products can be said to be product attributes. According to Kotler and Armstrong (2016) product attributes are characteristics of a product or service that can produce the ability to meet stated or implied consumer needs. Based on this description, researchers want to know and identify more about consumer preferences for bag products based on their attributes. Knowing consumer preferences will help researchers to develop bag products on the Efve brand in order to answer consumer desires. Based on these descriptions, the authors need to analyze things that become consumer preferences regarding product attributes on bags using conjoint analysis.

## 2. Literature Review

### 2.1. Previous Research

Mardiah and Wardhana research (2017) with the title "The effect of product attributes on purchasing decisions for Elizabeth bags". This study was conducted with the aim of knowing the effect of the product attribute variable (X) on the Purchase Decision (Y) in the 2013 Telkom University Business Administration student. The results of the study explain that there is a relationship between product attribute variables (X) and purchasing decisions (Y) on consumers, especially the 2013 Telkom University Business Administration students. Mardiah's

research has similarities with researchers regarding bag product attributes so that it can be used as a reference in this study.

Rahardjo (2017) regarding the combination of attributes that are consumer preferences in choosing HOMDS products for the basis of product development, the population of this study is the people of Surabaya who have consumed all green tea products. The results of this study indicate that the attributes that become consumer preferences in choosing HOMDS green tea products are taste with an importance value of 23.437%; followed by the presentation method attribute with an importance value of 35.439%; and the last one is 41.125% size. Rahardjo and Ardio's research uses the conjoint analysis method so that it can be used as a reference because the method used is the same as the researcher.

Chowdhury and Akter (2018) research which aims to identify a list of fashion attributes preferred by young Bangladeshi consumers while buying casual wear; second, to test the application of Kano's theory of quality in the apparel industry; and, finally, to explore the differences in fashion priorities between male and female consumers. The results revealed that "well-designed casual wear" and "discount offers" were the top-ranking attributes perceived by both male and female consumers. However, there are differences in preferences. Women prioritize fabrics that are irritant-free, durable, and soft, while men prefer attributes such as color compatibility and workplace functionality. The research examines the attributes of a product so that it can be used as a reference in research.

## **2.2. Theoretical basis**

### *2.2.1. Consumer Preference*

Consumer preference is the choice of someone's likes or dislikes for a product (goods or service) that is consumed and consumer preferences show consumer preferences from various existing choices of products (Aiman et al., 2017). Meanwhile, according to Kotler and Keller (2016) consumer preferences are consumer attitudes towards a choice of product brands that are formed through the results of evaluations of various brands and product choices available.

### *2.2.2. Product*

Products are everything that can be provided by the company to be noticed, requested, purchased and used or consumed to meet the needs and desires of consumers (Juhari, 2018). In addition, according to Kotler and Keller (2016) products are all things that are offered to the market to attract attention, acquisition, use or consumption to meet needs.

### *2.2.2. Product attribute*

Kotler and Armstrong (2016) state that product attributes have 5 important elements, namely brand, quality, design, labels, and packaging. When buying a product, consumer decisions can be significantly influenced by several product attributes (Chowdhury & Akter, 2018). According to Oladele and Ogundipe (2017) Product criteria or attributes that influence purchasing decisions for a product include price, brand, care requirements, product composition such as color and style, store image and advertising. Meanwhile, according to Wagner et al. (2019) product attributes that must be considered are style, color / pattern and fabric or material. This is also expressed by Gumulya and Merliana (2018) that the character of a brand or product can best be understood by customers through elements of form, color, material and function.

### 3. Research Methods

#### 3.1. Analysis Model

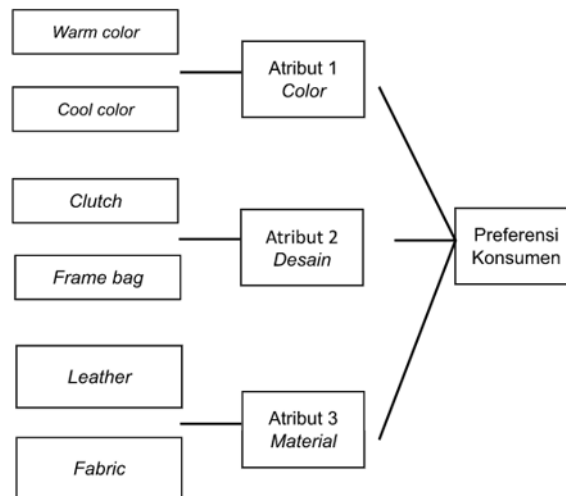


Figure 3.1. Analysis Model

#### 3.2. Research Approaches

In this research, the research method approach uses descriptive quantitative research methods. In this research, the researcher chooses the respondents who will be used as samples according to the criteria, really know or have competence in this study with the following criteria:

- 1) Respondents are consumers who have purchased Efve products
- 2) Respondents are potential customers who have asked about Efve products
- 3) Respondents are women who like fashion products.

The attribute level indicates the value assumed by the attribute.

Table 3.1 Attribute and Attribute Level

ATTRIBUTE	LEVEL
Colors (X1)	<i>warm color</i>
	<i>cool color</i>
Design (X2)	<i>frame bag</i>
	<i>Clutch bag</i>
Materials (X3)	<i>Leather</i>
	<i>Fabrics</i>

Source : Processed data (2020)

Table 3.2 Conjoint Stimulus Tables

No	Color	Design	Material
1	<i>warm color</i>	<i>clutch</i>	<i>Leather</i>
2	<i>Warm color</i>	<i>Clutch</i>	<i>Fabric</i>
3	<i>Warm color</i>	<i>Frame bag</i>	<i>Leather</i>
4	<i>Warm color</i>	<i>Frame bag</i>	<i>Fabric</i>
5	<i>Cool color</i>	<i>Frame bag</i>	<i>Leather</i>
6	<i>Cool color</i>	<i>Clutch</i>	<i>Fabric</i>
7	<i>Cool Color</i>	<i>Frame bag</i>	<i>Fabric</i>
8	<i>Cool color</i>	<i>Clutch</i>	<i>Leather</i>

Source : Processed data (2020)

## 4. Results and Discussion

### 4.1. Characteristics of Respondents

All respondents, as many as 69 respondents (100%) were female. respondents aged 23-28 years as many as 34 respondents or 49.3%. Respondents aged 17-22 years were 21 respondents or 30.3%. A total of 11 respondents (15.9%) were respondents aged 28-33 years. Meanwhile, the remaining 3 respondents (4.3%) were respondents aged >33 years. respondents with the latest education S1 as many as 35 respondents (50.7%). Respondents with the latest education SMA / SMK are as many as 20 respondents (29%). Respondents with the latest education D3 as many as 1 respondent (1.4%). Meanwhile, the remaining 13 respondents (18.8%) were respondents with the last Master's education. respondents with a housewife occupation that is equal to 17 respondents (24.6%). Respondents with jobs are private / BUMN employees. As many as 20 respondents or 29% work as private employees / BUMN. A total of 20 respondents (29%) work as students. While the remaining 12 respondents (17.4%) worked as entrepreneurs. A total of 26 respondents (37.7%) have monthly expenses of Rp. 1,000,000 - Rp. 2,500,000. A total of 19 respondents (27.5%) have monthly expenses of IDR 2,500,000 - IDR 5,000,000. A total of 5 respondents (7.2%) have monthly expenses of IDR 5,000,000 - IDR 7,000,000. Meanwhile, the remaining 19 respondents (27.5%) had expenditures of > Rp. 7,000,000.

### 4.2. Conjoint Analysis

**Table 4. 1** *Description of the Conjoint Analysis Model*

	N of Levels	Relation to Ranks or Scores
color	2	Discrete
desain	2	Discrete
material	2	Discrete

All factors are orthogonal.

Source : **Processed data (2021)**

description of the model used in the study. In the column N of level, the number indicates the level of the attribute in each attribute (factor) which is a variable in this study. In the next stage, the orthogonal design is formed using the full profile procedure method with SPSS. From the results of SPSS processing, the orthogonal design is obtained in the table below:

**Table 4. 2** *Design Orthogonal Conjoint Analysis*

Stimuli	color	design	material
1	1	1	1
2	1	1	2
3	1	2	1
4	1	2	2
5	2	2	1
6	2	1	2
7	2	2	2
8	2	1	1

Source : **Data processed, 2021**

Based on the table of orthogonal design results above, it can be seen that level 1 of the color attribute is warm color, while level 2 is cool color. The design attribute shows that level 1 is a clutch bag and level 2 is a frame bag. While level 1 for material attributes is leather, and level 2 is fabrics. The results of data processing in this study used the help of SPSS 16 to obtain the utility value and importance value.

#### 4.3. Overall Conjoint Analysis Results

The utility value in the overall conjoint analysis of respondents shows that the level of attribute assessment and the level of all respondents involved in this study with the aim of researchers wanting to know the preferences of the people of Surabaya City, especially women towards the selection of bag product attributes.

**Table 4. 3** *Respondents' Overall Utility Value*

Attribute	Level	Utility Value
Color	1 ( <i>warm color</i> )	0.761
	2 ( <i>Cool color</i> )	-0.761
Design	1 ( <i>clutch bag</i> )	-0.272
	2 ( <i>Frame bag</i> )	0.272
Material	1 ( <i>Leather</i> )	-0.33
	2 ( <i>Fabrics</i> )	0.33
Constant		4,471

Source : Data processed, 2021

The utility value that shows a positive value indicates that the respondent prefers the level of the attributes offered while the utility value which shows a negative value means that the respondent does not like the level or choice of products offered by Efve. The color attribute shows that respondents prefer warm colors to cool colors. This is indicated by the utility value of the warm color which is positive at 0.761 while the negative value for cool color is -0.761.

In design attributes, this attribute gives consumers two choices, namely clutch bags and frame bags. Table 5.21 shows that the level preferred by the respondents is the frame bag compared to the clutch bag. This can be seen from the utility value of the frame bag which has a positive value of 0.272 while for the clutch bag it has a negative value of -0.272.

The last attribute level preferred by respondents regarding bag products is material fabrics. This is indicated by a positive utility value of 0.33. Meanwhile, the leather material is less attractive to respondents because it has a negative utility value of -0.33.

The next stage in the conjoint analysis after obtaining the utility value at each level of each attribute is to calculate the importance value of all respondents, where the greater the value of the important value, the more important the attribute is to the respondent and vice versa. The following is the overall importance value of the respondents

**Table 4. 4** *Respondent's Overall Importance Value*

Attribute	Importance Value
Color	53,067
Design	25,771
Material	21,162

Source : Data processed, 2021

The overall importance value of respondents in table 5.22 shows that of the three attributes used in this study, the color attribute has the highest importance value value compared to the importance value of other attributes, which is 53.067%. The importance value of the design attribute is 25.771%. Meanwhile, the material attribute has an importance value of 21.162%.

The next stage in the conjoint analysis is to conduct an analysis to find out which combination of stimuli is the most preferred or considered important by respondents regarding bag products. The following is a combination of colors, designs, and materials to become consumer preferences.

**Table 4. 5** *Combination Value*

P	Combination			Utility Value			Total	Rating
1	Warm Color	Clutch	Leather	0.761	-0.272	-0.330	0.159	4

2	Warm Color	Clutch	Fabrics	0.761	-0.272	0.330	0.819	2
3	Warm Color	Frame Bag	Leather	0.761	0.272	-0.330	0.703	3
4	Warm Color	Frame Bag	Fabrics	0.761	0.272	0.330	1.363	1
5	Cool Color	Frame Bag	Leather	-0.761	0.272	-0.330	-0.819	7
6	Cool Color	Clutch	Fabrics	-0.761	-0.272	0.330	-0.703	6
7	Cool Color	Frame Bag	Fabrics	-0.761	0.272	0.330	-0.159	5
8	Cool Color	Clutch	Leather	-0.761	-0.272	-0.330	-1,363	8

Sumber: **Data diolah, 2021**

The result of the total utility value of the combination of stimuli used to determine the needs and desires of consumers in choosing a bag product. It can be seen in Table 5.23, the combination most favored by the people of Surabaya, especially women, is the 4th combination, namely warm color, with a frame bag design, and material fabrics with a value of 1.363. The combination favored by the people of Surabaya, especially women, is the second combination with a value of 0.819, which is a combination with warm colors, clutch designs, and fabrics. The third combination favored by the people of Surabaya, especially women, is the third combination with a value of 0.703, which is a combination with warm colors, frame bag designs, and leather materials.

**Table 4. 6** *Pearson R and Kendall's Tau Test All Respondents*

	Value	Sig
Pearson's R	0.907	0.001
Kendall's Tau	0.643	0.013

Source : **Data processed, 2021**

Pearson's R correlation is used to determine the level of the actual relationship with the estimated results. Meanwhile, the Kendall's Tau correlation describes the level of the actual relationship with the estimate. The results of the accuracy of the predictions of all respondents are shown by the Pearson's R value of 0.907 and Kendall's Tau value of 0.643. Both values show a value greater than 0.5 which means there is a strong correlation between the estimate and the actual condition. Meanwhile, the Pearson's value of all respondents showed a significance value of 0.001 and a significance value of 0.013 for Kendall's Tau. This shows that the significance value is smaller than the significance requirement of 0.05, which means that there is also a significant correlation between the estimate and the actual.

## 5. Conclusions and Practical Implication

### 5.1. Conclusions

Based on the results of research that has been carried out, it can be concluded that in this study consumer preferences for bag products can be seen in the best combination based on usability value, importance value and predictive accuracy obtained according to consumer interest where consumers prefer bag products with warm cool color attributes., frame bag design and fabrics material.

The level of consumer interest or the importance value of the attribute that shows the highest value is the color attribute with a value of 53.067% followed by the design attribute with a value of 25.771% and the last is the material attribute with a value of 21.162%. Based on these results, it can be seen that the color attribute is the highest level of importance in the selection of bag products.

### 5.2. Practical Implication

**Table 5.1** *Managerial Implications of Social Media Variables on Brand Awareness*

Before Research	After Research
The company does not yet have a view regarding what important attributes are the attention of consumers, especially women when buying or choosing a bag	Based on research, it is known that consumers when choosing a product are very concerned about color attributes, bag designs and materials used. That way these three things can be used as a reference for Efve when conducting the process of selecting raw materials, product design processes to the time of production so that later Efve products can be accepted by consumers and will be able to help Efve sales.

The company does not yet know the actual characteristics of consumers who can become Efve's target market	From the existing data, the characteristics of Efve consumers and potential buyers who have the potential to buy Efve products are obtained. Based on this data, Efve can use it to carry out various plans, for example for <i>budgeting planning</i> , starting from determining what raw materials Efve will choose which can be taken from data obtained from respondents. For example, the price of fabric material will be different when compared to the price of leather or leather so that it can be adjusted to the Efve concept but still adjusted to the wishes of consumers and this will also affect the production and marketing process.
The company does not know what attribute priorities are the most important for consumers in buying a bag. Previously, Efve mostly issued clutch products with <i>pastel color combinations</i>	After conducting research, it is known that the priority combination of attributes that are most favored by consumers are bags with <i>warm colors</i> , then <i>bag frame</i> designs and <i>fabrics</i> . This data will be used by Efve as a guide for making product plans, adapted to the concept of Efve for each edition as well as current trends so that furthermore, in order to answer what consumers want but still in accordance with the concept of the Efve brand

Source : Data processed, 2021

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