

Positioning Analysis of Top Brand Digital Products in Indonesia

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Abstract: *The rapid growth of digital products such as notebook, digital camera, and smartphone at the major cities in Indonesia in line with the needs and lifestyle types of buyers in the digital era. The development of major cities in Indonesia such as Jakarta, Medan, Bandung, Surabaya, and Makassar, as smart cities support the use of digital products for their citizens. The aim of the research was to compose of positioning of digital products such as notebook, digital camera, and smartphone at the major cities in Indonesia based on consumer's perceptions. The methodology used quantitative methods by using multidimensional scaling of five attributes that were: design attractiveness, reliability, durability, features completeness, and easy to find. The analytical units consist of the customers as new digital product buyers at authorized outlets in Indonesia. The numbers of population are 28.598.231 customers from all authorized outlets around Indonesia and using slovin formula that the numbers of samples are 400 respondents with random sampling techniques. The result showed that for category of notebook was indicated rank of competitors sequentially namely: Mac Book, Sony Viao, Samsung, Toshiba, Dell, Lenovo, HP, Asus, Axio, and Acer. Meanwhile the category of digital camera was indicated rank of competitors sequentially namely: LG, Samsung, Konica, Panasonic, Casio, Canon, Sony, Nikon, Kodak, and Olympus. Meanwhile the category of smartphone was indicated rank of competitors sequentially namely: Apple, Samsung, LG, Sony, Oppo, Lenovo, Asus, Blackberry, and Nokia. Consumers stated that notebook such as Macbook, Samsung digital camera, and Apple smartphone were the best of digital products based on design attractiveness attribute. HP notebook, Canon digital camera, and Samsung smartphone were the best of digital products based on reliability attribute. Lenovo notebook, Olympus digital camera, and Nokia smartphone were the best of digital products based on durability attribute. Dell notebook, Nikon digital camera, and LG smartphone were the best of digital products based on completeness features attribute. Acer notebook, Canon digital camera, and Samsung smartphone were the best of digital product based on easy to find attribute.*

Keywords: positioning, multidimensional scaling, digital products

1. Introduction

The development of major cities in Indonesia as smart city, the rise of youth and young professionals population, the supply of the internet that more fairly distributed and affordable, projection increase of GDP per capita at major cities, the development of android-based smartphone business which was so advanced, and the development of the digital marketing, encouraged the need for digital products such as notebook, digital camera, smartphone, printer, sim-card, ATM, internet banking, m-banking, handycam, MP3 USB, USB/ flashdisk, and PC tablet. Sales volume of notebook by 2014 as many as 8.658.463 rose 6 % from the previous year (Sindo, 2014), the sales volume of digital camera rose from 10% in 2005 to 32% in 2014 (Jurnal Asia, 2015), the sales volume of smartphone increased from 25% to 100% (Frost & Sullivan, 2010).

Global marketing development has resulted in the shift in the digital activities into geotargeting, mobile marketing, and online brand management in multiple scales company to arranged strategy in competition. Company unaware of the importance of monitoring of their brand reputation on the internet, so they have to around consumers with useful information through some media as website, youtube videos, social media, and others. Customers would choose a brand that suitable for them and show how they interact with a brand. Hence, the owners of the brand needs to understand what the desired by consumers. Pertiwi (2012) stated that many marketer have already planned for more aggressively played in the digital. Companies should make creativity new digital campaign. Tjokro (2011) claimed that the existence of the website can affect brand awareness and also serve as

preference and encourage consumer advocacy to buy. The website can easily created the brand image show visitors the website. Websites bring a 20% of sales.

The digital products such as notebook, digital camera, and smartphone much used by Indonesian consumers to interact with the internet for browsing, photo update, access of application, and others. The digital cameras in Indonesian market aimed at the customer/ a photography enthusiast start of photographers an upstart skill began to increase that require the level of new products in her photographic world (Ang, 2012). The development of the digital rapidly bring a new era in business via internet. One needs and this trend lifestyle that appear is the product notebook which producers ready for battle with their best product (Rafly, 2012). Notebook branded movement was not separated from consumer behavior in purchasing notebook. The behavior of the purchase process notebook begins of information, attribute evaluation propelled by influencer, brand analysis which also driven by influencer, and the brand of choice (Setiamanah, 2012). According to research conducted by PwC declared that behavior online shopping continues to show positively. The retailers offers and provide mobile canal and social media on smartphone to ease customers for seeking information of products, check stock, find the location of the store, exchange information, and allow consumers to make purchase decisions (Mulyadi, 2015).

Based on Top Brand Index in 2015, the top brand of notebook in Indonesia such as: Macbook, Sony Viao, Samsung, Toshiba, Dell, Llenovo, HP, Asus, Axio, and Acer. While the top brand of digital camera in Indonesia such as: LG, Samsung, Konica, Panasonic, Casio, Canon, Sony,

Nikon, Kodak, and Olympus. While the top brand of smartphone in Indonesia such as Apple, Samsung, LG, Sony, Oppo, Llenovo, Asus, Blackberry, and Nokia (www.topbrand-award.com, diakses 20/09/2015).

Based on the discussion which have been explained earlier, then the researcher interested to do research on three types of digital products as a top brand in Indonesia. Hence this research seeks to analyze positioning the three types of digital products as a top brand in Indonesia are based on consumer perception, so that this research entitled "Positioning Analysis of Top Brand Digital Products in Indonesia".

2. Review of Literature

Brand Positioning: To respond business competition of digital product more competitive, so the positioning of digital products is an issue that need to be more serious attention. Kotler & Keller (2009) said that the success of a product in competition depends on how a these products positioned (positioning) in the market its intended targets and how consumers apprehends offered the products. Knowing about positioning of a company product perceived consumers are important. Companies should know attributes what was important by consumers evaluate when consumer products (Belch, 2008). Fuchs, C., & Diamantopoulos, A. (2010) stated the positioning strategy used affects the positioning success of a brand. More specifically, the study confirms normative arguments about the overall relative effectiveness of main positioning strategies by revealing that benefit-based positioning and surrogate (user) positioning generally outperform feature-based positioning strategies along the three effectiveness dimensions. Muhamad, Melewar, & Alwi (2012) stated that the different segments of consumers in industry and their relationship with product/brand positioning for industrial services. Blankson & Kalafatis (2007) said there is no single positioning strategy is significant across the four card brands (Visa, MasterCard, Amex and Diners Club), "the brand name" positioning strategy appears to be the most preferred among Visa, MasterCard and Amex and not Diners Club. The findings also show that "top of the range" positioning strategy is favored among Amex and Diners Club card brands. However, "country of origin" positioning strategy is incompatible within the study setting. Knox. (2004) said the develop superior customer value through branding and positioning their organisation and to deliver this value through its business processes. McKechnie, Grant, Katsioloudes (2008) stated that positions and positioning strategy tool that is available to managers seeking to understand where their business fits in the market, vis-a-vis the competition. Akdag & Zineldin (2011) said the check of the competitive marketplace and to identify the major quality attributes, which bankers themselves and their customers used in determining the overall perception of a given bank and services offered. Urde & Koch (2014) stated that a specific positioning objective can guide management in the selection of a particular school of positioning, which enables management to make more insightful conscious choices regarding its opportunities, limitations and consequences. Blankson, Kalafatis, Coffie, & Tsogas (2014)

said that a comparative examination of the media types used in projecting positioning strategies of service brands, and to establish whether there is evidence of congruence/fit between managerial decisions, adopted communications and target audience perceptions of positioning strategies of the brands. Singh, Kalafatis, & Ledden (2014) stated the brand positioning as a robust indicator of consumer evaluation of cobrands. Positioning perceptions of partner brands are positively related to cobrand positioning perceptions.

3. Research Methods

Multidimensional scaling (MDS) is technique multivariate among interdependence technique where MDS is one of a procedure employed to map perception and preferences respondents visually on maps geometry Simamora (2005). According to Churchill and Iacobucci (2005), multidimensional scaling is a technique for measuring and representing the perception about various objects products, brand, store, and others. According to Aaker, Kumar, and Day (2007), multidimensional scaling is a technique to describe problems common position object in space perception. According to Sekaran (2006), multidimensional scaling is analysis that provides a description spatial perception of respondents on products, services, or element of other study, and highlight the equations and a perceived discrepancy.

According to Churchill and Iacobucci (2005) there are several factors a lock that must be matters when will conduct analysis multi-dimensional scaling, namely: figure out a brand or product to be used, figure out how an assessment of similarity can be contained and forming stimuli, decide how evaluation will also be concluded, gather and analysis judgment to produce a map perception, and named in dimension resulted. A map of geometry which called spatial a binder or perceptual docket is description of various dimensions that deals. Brands have in common high occupying a position adjacent. Different brands occupying a position far apart. So, of the map these perceptions were we can see which brands who competes close and which ones far. Based on issues above, so that they could give the picture clear about description of perception map or perceptual map, therefore using perceptual approach (Aaker, Kumar, Day, 2007). To get the map positioning digital products, data obtained from respondents to be processed first uses the method multidimensional scaling in SPSS application version 21. With this method positioning some digital products perceived customers can be described in a map perceptual. Perceptual map would give picture how customers apprehends these three types of digital products subjects based on the level similarity between brand, and regard to preference consumers on these three types of digital products that is based on attribute elected. A level playing every brand in the category of digital products it can be seen in the way that counts euclidean distance between brand digital products in the same category with each other based on those attributes. Principle closer euclidean distance, the high levels of competition. The analysis of attributes have done by means of count euclidean distance position for every digital products with regard to attribute.

Sampel Selection

The population in this research was authorized digital products outlet's customers in Indonesia who have been buying new notebook, new digital camera, and new smartphone in 2014. A technique that is used in this research was multistage sampling which firstly using cluster sampling followed by simple random sampling, where it includes non-probability sampling technique which choose samples to cover a considered appropriate by researchers (Sekaran, 2010). Information on analysis unit processed using software SPSS (Simamora, 2005). The numbers of population are 28.598.231 customers from all authorized outlets around Indonesia and using slovin formula that the numbers of samples are 400 respondents with

random sampling techniques. A scale used in this research is likert scale with five value numerical score ranging from 1 through 5, outlined as follows: strongly disagree, do not agree, quite agree, agree, and certainly would agree.

4. Result

Data analysis was conducted by multidimensional scaling. The constructs were, also tested for validity and reliability and were found to be relatively sound. Then, the proposed model was tested using SPSS. Positioning map of the three types of digital products on the next similarity is presented in figure below:

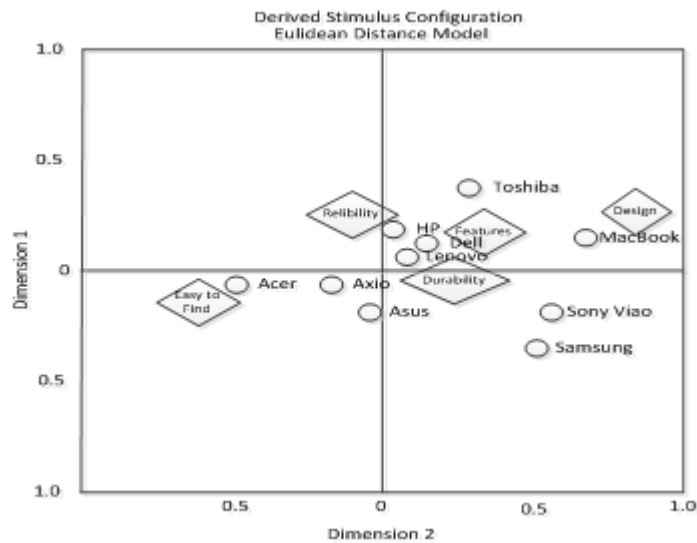


Figure 1: Positioning Map of Notebook

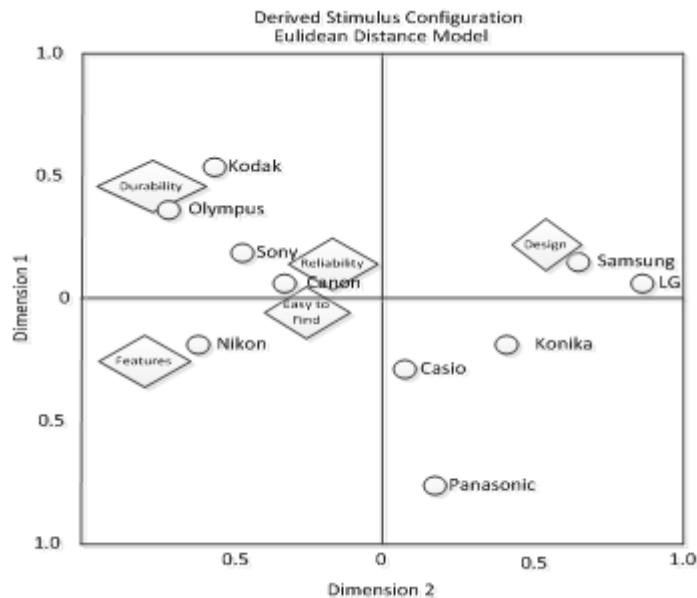


Figure 2: Positioning Map of Digital Camera

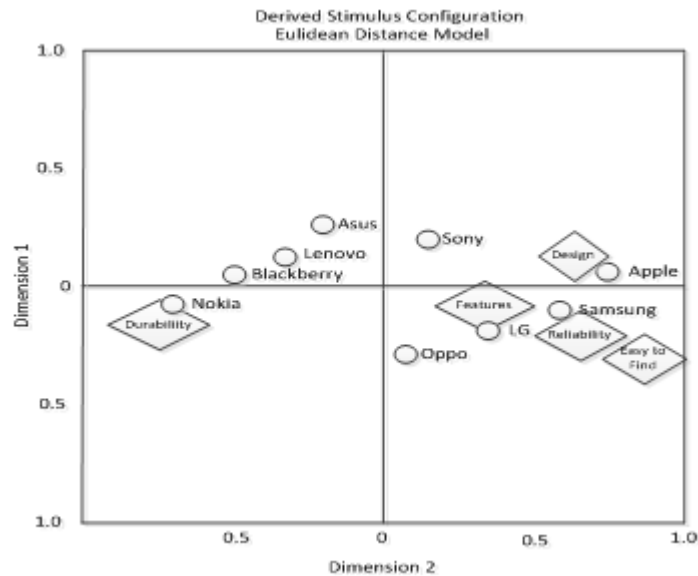


Figure 3: Positioning Map of Smartphone

Positioning map of digital products based on each attribute namely: design attractiveness, reliability, durability, features completeness, and easy to find.

Based on attribute of design attractiveness perceived of customer digital products of notebook, Macbook in the first position, the second occupied by Sony Viao, the third occupied by Samsung, the fourth occupied by Toshiba, the fifth occupied by Dell, the sixth occupied by Lenovo, the seventh occupied by HP, the eighth occupied by Asus, the ninth occupied by Axio, and the tenth occupied by Acer.

Based on attribute of reliability perceived of customer digital products of notebook, HP in the first position, the second occupied by Dell, the third occupied by Axio, the fourth occupied by Toshiba, the fifth occupied by Dell, the sixth occupied by Asus, the seventh occupied by Macbook, the eighth occupied by Acer, the ninth occupied by Sony Viao, and the tenth occupied by Samsung.

Based on attribute of durability perceived of customer digital products of notebook, Lenovo in the first position, the second occupied by Dell, the third occupied by HP, the fourth occupied by Axio, the fifth occupied by Asus, the sixth occupied by Toshiba, the seventh occupied by Sony Viao, the eighth occupied by Samsung, the ninth occupied by Macbook, and the tenth occupied by Acer.

Based on attribute of features completeness perceived of customer digital products of notebook, Dell in the first position, the second occupied by Lenovo, the third occupied by HP, the fourth occupied by Toshiba, the fifth occupied by Axio, the sixth occupied by Asus, the seventh occupied by Macbook, the eighth occupied by Acer, the ninth occupied by Sony Viao, and the tenth occupied by Samsung.

Based on attribute of easy to find perceived of customer digital products of notebook, Acer in the first position, the second occupied by Axio, the third occupied by Asus, the fourth occupied by Lenovo, the fifth occupied by HP, the sixth occupied by Dell, the seventh occupied by Toshiba, the

eighth occupied by Sony Viao, the ninth occupied by Samsung, and the tenth occupied by Macbook.

Based on attribute of design attractiveness perceived of customer digital products of digital camera, Samsung in the first position, the second occupied by LG, the third occupied by Konika, the fourth occupied by Casio, the fifth occupied by Panasonic, the sixth occupied by Canon, the seventh occupied by Sony, the eighth occupied by Kodak, the ninth occupied by Nikon, and the tenth occupied by Olympus.

Based on attribute of reliability perceived of customer digital products of digital camera, Canon in the first position, the second occupied by Sony, the third occupied by Nikon, the fourth occupied by Kodak, the fifth occupied by Olympus, the sixth occupied by Casio, the seventh occupied by Konika, the eighth occupied by Samsung, the ninth occupied by Panasonic, and the tenth occupied by LG.

Based on attribute of durability perceived of customer digital products of digital camera, Olympus in the first position, the second occupied by Kodak, the third occupied by Sony, the fourth occupied by Canon, the fifth occupied by Nikon, the sixth occupied by Casio, the seventh occupied by Konika, the eighth occupied by Samsung, the ninth occupied by Panasonic, and the tenth occupied by LG.

Based on attribute of features completeness perceived of customer digital products of digital camera, Nikon in the first position, the second occupied by Canon, the third occupied by Sony, the fourth occupied by Olympus, the fifth occupied by Kodak, the sixth occupied by Casio, the seventh occupied by Konika, the eighth occupied by Panasonic, the ninth occupied by Samsung, and the tenth occupied by LG.

Based on attribute of easy to find perceived of customer digital products of digital camera, Canon in the first position, the second occupied by Sony, the third occupied by Nikon, the fourth occupied by Kodak, the fifth occupied by Olympus, the sixth occupied by Casio, the seventh occupied by Konika, the eighth occupied by Samsung, the ninth occupied by Panasonic, and the tenth occupied by LG.

Based on attribute of design attractiveness perceived of customer digital products of smartphone, Apple in the first position, the second occupied by Samsung, the third occupied by LG, the fourth occupied by Sony, the fifth occupied by Oppo, the sixth occupied by Asus, the seventh occupied by Lenovo, the eighth occupied by Blackberry, and the ninth occupied by Nokia.

Based on attribute of reliability perceived of customer digital products of smartphone, LG in the first position, the second occupied by Samsung, the third occupied by Oppo, the fourth occupied by Apple, the fifth occupied by Sony, the sixth occupied by Lenovo, the seventh occupied by Asus, the eighth occupied by Blackberry, and the ninth occupied by Nokia.

Based on attribute of durability perceived of customer digital products of smartphone, Nokia in the first position, the second occupied by Blackberry, the third occupied by Lenovo, the fourth occupied by Asus, the fifth occupied by Oppo, the sixth occupied by Sony, the seventh occupied by LG, the eighth occupied by Samsung, and the ninth occupied by Apple.

Based on attribute of features completeness perceived of customer digital products of smartphone, LG in the first position, the second occupied by Samsung, the third occupied by Oppo, the fourth occupied by Apple, the fifth occupied by Sony, the sixth occupied by Lenovo, the seventh occupied by Asus, the eighth occupied by Blackberry, and the ninth occupied by Nokia.

Based on attribute of easy to find perceived of customer digital products of smartphone, Samsung in the first position, the second occupied by Apple, the third occupied by LG, the fourth occupied by Sony, the fifth occupied by Oppo, the sixth occupied by Lenovo, the seventh occupied by Asus, the eighth occupied by Blackberry, and the ninth occupied by Nokia.

Consumers stated that notebook such as Macbook, Samsung digital camera, and Apple smartphone were the best of digital products based on design attractiveness attribute. HP notebook, Canon digital camera, and Samsung smartphone were the best of digital products based on reliability attribute. Lenovo notebook, Olympus digital camera, and Nokia smartphone were the best of digital products based on durability attribute. Dell notebook, Nikon digital camera, and LG smartphone were the best of digital products based on completeness features attribute. Acer notebook, Canon digital camera, and Samsung smartphone were the best of digital product based on easy to find attribute.

5. Conclusion

Based on research carried out, it can be formulated conclusions as follows: for category of notebook was indicated rank of competitors sequentially namely: Mac Book, Sony Viao, Samsung, Toshiba, Dell, Lenovo, HP, Asus, Axio, and Acer. Meanwhile the category of digital camera was indicated rank of competitors sequentially namely: LG, Samsung, Konica, Panasonic, Casio, Canon,

Sony, Nikon, Kodak, and Olympus. Meanwhile the category of smartphone was indicated rank of competitors sequentially namely: Apple, Samsung, LG, Sony, Oppo, Lenovo, Asus, Blackberry, and Nokia. Notebook such as Macbook, Samsung digital camera, and Apple smartphone were the best of digital products based on design attractiveness attribute. HP notebook, Canon digital camera, and Samsung smartphone were the best of digital products based on reliability attribute. Lenovo notebook, Olympus digital camera, and Nokia smartphone were the best of digital products based on durability attribute. Dell notebook, Nikon digital camera, and LG smartphone were the best of digital products based on completeness features attribute. Acer notebook, Canon digital camera, and Samsung smartphone were the best of digital product based on easy to find attribute.

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