

## A STUDY OF BRAND CONSUMPTION AND CONSUMER SATISFACTION TOWARDS FAST-MOVING CONSUMER GOODS

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**Abstract** - The research was constructed to study the consumer behavior towards fast-moving consumer goods through interpreting how brand awareness and consumption correlated, and examining the customer satisfaction. This theme arise because nowadays every company knew the key to the issue of war between products is to get the answer on how to win the war and be on top of the competition, and the answer is simply to make customers become loyal to the product. Therefore a study on how to win the customer heart and make them loyal should be conducted as well as analyzing the main factor that influences the result of consumer loyalty, which is consumer behavior, and brand consumption and consumer satisfaction are two of the important factor that included in consumer behavior. The research is conducted between May 2013 to October 2013 using quantitative questionnaires which spread to specific target of sampling that consist of both male and female adult with 50:50 proportion, those between 20 to 40 years old and above, and have a source of income. The data is then examined and evaluated using Microsoft Office's Excel and IBM's SPSS to create a list of products and calculate mean score. The findings presents that most of the products and brands have successfully proved that their brand is not just a mere sensation to attract awareness of consumer, but a real deal product and brand that satisfied their consumer.

**Keywords:** Brand Awareness, Brand Consumption, Satisfaction, Consumer Behavior, Fast-Moving Consumer Goods

### Introduction

The key issue of battle between products is to get the answer on how to win the war and be on top of the competition, especially in fast-moving consumer goods (FMCG) industry. Nowadays, every company knows the answer of that question. It is simply and solely to make customers become loyal to the product. Therefore a study on how to win the customer heart and make them loyal should be conducted as well as analyzing the main factor that influences the result of consumer loyalty, which is consumer behavior. By studying the consumer behavior, these companies can predict and anticipate on what encourages the consumer to buy a product. Brand consumption and consumer satisfaction are two of an important part of consumer behavior that can impact the loyalty of consumer. This is why these two factors are picked to be analyzed deeper in this research.

Based on these problems arise, a problem statement is formulated: "To study the consumer behavior towards fast-moving consumer goods through interpreting how brand awareness and consumption correlated, and examining the consumer satisfaction." From this problem statement, a research question of how the brand awareness and brand consumption of FMCG is and how the consumer satisfaction towards FMCG is, can be generated in order to guide the research by setting an aim. Deeper technical processes to guide these constructions of solving the problem will also be conducted by using mean calculation.

## Literature Review

### Brand Awareness

In order for a consumer purchase a brand, they have to be made aware of it. Brand awareness has to be created so the brand attitude can be formed and intention to buy will arise (Rossiter and Percy 1987; Rossiter et al. 1991). This makes brand awareness become an important part of communication (Rossiter and Percy, 1987). There a bunch definition of brand awareness. However, the definition of brand awareness that accurate for this research is the capability to recall or recognize a certain brand as being a member of a certain product class (Lindquist and Sirgy, 2008). In other words, brand awareness points to the top-of-mind association of brand with the product category. Brand awareness can be built as a hierarchy; 1) Brand recognition, it involves exposing respondents to certain stimuli and then a series of brand names, 2) Brand recall, involves in asking respondents about what they remember in relation to a brand in question, and 3) Top-of-mind awareness, this level points to a state of mind which consumers can easily and quickly recall the brand when asked about a certain product (Lindquist and Sirgy, 2008).

This research measure the recognition of brand awareness through the questionnaire in order to gain information regarding brand awareness. The method to measure this brand awareness that used in this research is called aided recall measures of brand awareness. Aided recall measures are measures that implicate asking a sample of consumers from the target market to list the names of distinct brands of the product question (Lindquist and Sirgy, 2008). The result of the research will give knowledge of the top-of-mind brands and list of brands from various product categories based on the consumer mind.

### Consumer Satisfaction

Many authors have tried to define this concept, but in this research satisfaction defined as a parameter or measure of how good a product or service perform compared to consumer expectation (Armstrong & Kotler, 1996; Lindquist and Sirgy, 2008). By providing advantages to buyer and seller, satisfaction is the key to the long-term relationships. As the fact that nowadays, the numbers of purchase options open to consumers in almost all product and service categories keep increasing at such an astounding rate that fewer and fewer are unique or exclusive to a single marketer. In addition, as the cost of alluring new customers amplifies, it is more important to maintain current customers coming back for additional purchases, or in other words making the current customer a loyal one. To sum up, it is the consumer, not the marketer, who is in control.

It is very simple to acknowledge why consumer satisfaction is so important. If customer happy with a product or service they bought, they're likely to buy it again, as well as choose other products offered by the same marketer. It was speculated that involved customers actually spend more when they experienced excellent satisfaction from their purchases, but this satisfaction level did not direct to escalate repurchase frequency. On the other hand, when low-involvement customers experienced excellent satisfaction, they showed significantly higher repurchase rates (Seiders, Voss, Grewal, and Godfrey, 2005). The process doesn't stop there, after experiencing the level of satisfaction, or even dissatisfaction, consumer tends to tell other people about the product and their experience, and it will lead the other people whether they're going to buy it too or not.

The key of consumer satisfaction, as mentioned above through the definition of it, lies on the products performance and the consumer expectation (Bitner and Zeithaml, 2003). As the outcome of both factor connected, a level of satisfaction will be produced. Not only understanding the consumer profile, marketer also needs to take actions to drive satisfaction. The action could be matching product with customer, demonstrating or explaining on how the product used, and giving a balanced view, the pros and cons, of the product (Fournier and Mick, 1999).

The consumer satisfaction information in this research is going to be used to create satisfaction questions for the research questionnaire. Satisfaction variable will be produce when the data has been processed from the questionnaire.

### Proposed Hypothesis

Proposed hypothesis can be created from the literature review as shown below:

H1: The top-of-mind brand is the one that the consumer actually consumed.

H2: The satisfaction towards FMCG products and brands will be more than 50% of the product categories.

### Methodology

#### Research Design

The research conducted between the period of May 2013 to October 2013 which is targeted to delve several aspects of the research problem, which is done as follows:

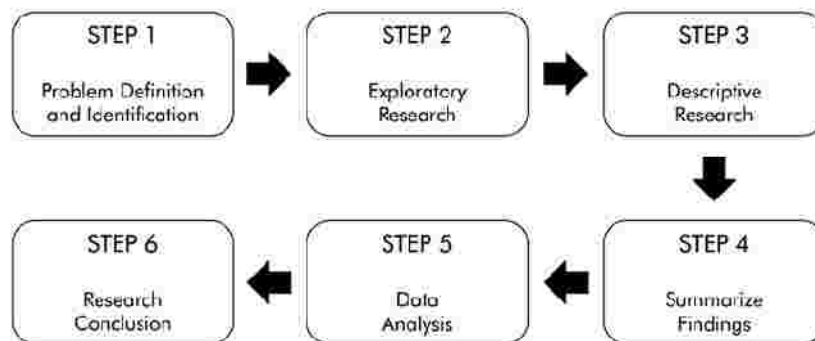


Figure 1. Research Design

#### Research Methodology

To be able to answer the research questions assigned, information is needed to be extracted by interpreting the data gathered from survey. There are several key populations of people that need to be examined in order to get a valid research base. The survey conducted by using questionnaire that contains specific requirement data, and distributed manually to people in some area in Indonesia.

#### Population

The main focus of the research basically is the Indonesians knowledge or awareness of everyday product, and their behavior of recalling and purchasing it. Because of the everyday product is the object of this research, the population frame of this research does not need a very complicated target population. It only needs specific or particular adults who are within an income range that is average to high, up to the limit of retirement age, on both genders. The gender, age, and income range as a demographic data will be a part of the evaluation.

#### Sampling

The sampling method that used in this research is judgmental or purposive sample. Judgmental sampling implies researcher or expert is the one that choose the sample by using their judgment and knowledge based on population's parameter or characteristic for the purpose of the research or study. The samples consist of both male and female adult; those between 20 to 40 years old and above, have a source of income, mainly within Bandung domicile area.

### Exploratory Research

Exploratory research is a type of research that emphasize in discovering insight and ideas. It is conducted in order to give a better understanding of a situation. By doing exploratory research, researchers can produce a statement that describes how variables are affiliated, and a statement about what is happening in a situation. That statement called as hypothesis. After the exploratory research is accomplished, the most appropriate descriptive research design, data collecting method, and choice of subject, can be achieved.

In this research, the type of exploratory research used is literature search. Literature search is a hunt of data from several sources such as books, website, published statistics, academic literature, and popular press. The data that gathered with this process is called secondary data. This way, a quantitative-approached research is done. Situated on this case, only the quantitative data is needed. However, the qualitative data still can be useful later on by categorize and convert those kind of data into a quantitative data. Afterward, the first procedure of this research is collecting the secondary data needed from various sources. Based on the data collected, the researcher extracts that information and decides which information is suitable in the research that will be used for constructing further advancement of the research such as questioners and data analysis.

### Secondary Data

Secondary data is data collected or gathered by other researchers for some purposes. There are a lot of secondary data resources and data sets available for research. Some of them are public and accessible. Censuses and organizational records are the example of this type of data. The huge amount of information, the least costly, and the quickest way to gathered are the benefits of secondary data. The secondary data used in this research are from some sources in the Internet such as <http://www.icsa-indo.com/> (ICSA 2012), textbooks, e-books, and journals. ICSA is the homepage of Indonesian Customer Satisfaction Award, an annual omnibus survey conducted by Frontier Consulting Group. What the research needs from this source is the list of industry and product that will be further processed.

### Descriptive Research

Descriptive research usually emphasis on finding the frequency of a situation occurs or finding the magnitude of two variables covaries. In short, descriptive research is aiding researcher by describing, determining, predicting and evaluating situation, population, and other variables, along with their relation. In this research, the survey conducted is using questionnaire. These questionnaires made in a form of hard copy and using Bahasa Indonesia to make it easier for the target sample, and spreads mostly in mall and supermarket.

### Questionnaire Design

The questionnaire is formulated from the secondary data and literature review that has been gathered before. The questionnaire composed of two big parts, and each part represents a series of data and variables that will be processed and analyzed in the next chapter to get result from this research. The first part of the questionnaire is respondent profile, and the second part of the questionnaire contains open question and Likert questions with ten-scale regarding affect and reason towards each FMCG product.

### Data Analysis

After all the data needed has been assembled, the next operation is analyzing the data using Microsoft Office's Excel and IBM's SPSS. Some essential Microsoft Office's Excel formulas that are used in this operation, such as =SUM and =COUNTIF. =SUM used to do mathematical process addition and generate the aggregate of two or more numbers, magnitudes, quantities, or particulars, while =COUNTIF used to reckon of certain variable in the data and list the numerals. The graphics presented in this paper also generated using Microsoft Office's Excel. The data also analyze by using IBM'S SPSS to generate the mean calculation.

## Data Collection and Analysis

### Sample Gender

From 200 questioners, an even spread of 100 female and 100 male responded, making the female and male population at (50%) each. This equal distribution is intended due to the different questionnaires given. The difference in questionnaires lies on the slightly difference on the product category that was asked to each specific gender.

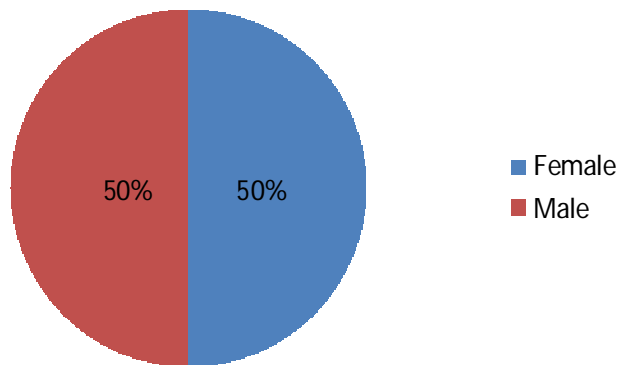


Figure 2. Gender of Respondent

This division of gender and questionnaire helps in determining how they behave towards certain products. It will be shown briefly through the next analyses of this research.

### Sample Status

Based on the questionnaire the sample or respondent status is divided into three categories; 1) Family with children, 2) Family without children, and 3) Single. The results are as shown below:

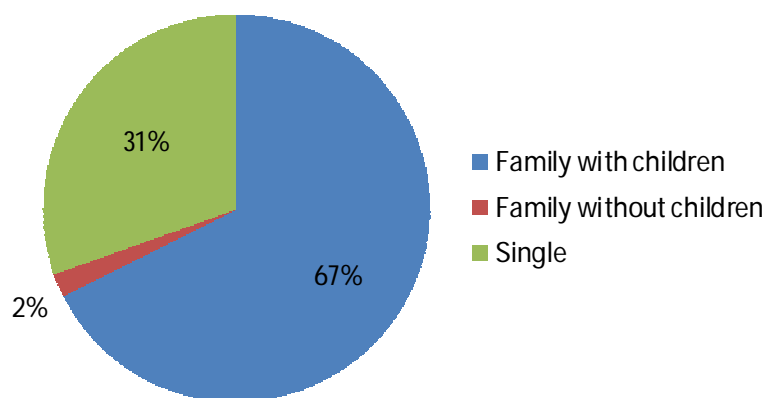


Figure 3. Status of Respondent

From the pie chart above, it is shown clearly that a majority of respondents are a family with children (67% or 135 respondents), while the second majority group are family with no children (31% or 61 respondents) and the rest are single (2% or 4 respondents).

The status of respondent influences the respondents in making decision of purchasing and their knowledge towards various products. As shown from the result, the status of family with children and without children is the best category that will represent this research because those people have more needs and wants, broader and better knowledge of products, and have a high consumption rate.

#### Age Group

The age group of respondents in this research is divided into 6 categories; 1) Under 21 years old, 2) between 21 to 25 years old, 3) between 26 to 30 years old, 4) between 31 to 35 years old, 5) between 36 to 40 years old, and 6) above 40 years old.

Most of the respondents are above 25 years old as shown above. The above 40 years old category (32% or 64 respondents) are the highest member from the majority group of the research, followed by the 36 to 40 years old (25% or 50), 26 to 30 years old (24% or 49), and 31 to 35 years old (14% or 27). The rest are under 21 years old with only 5% (or 10 respondents).

The respondent age leads to status, education background, occupation, and income level variable and factors. Age is a factor that can determine the respondent behavior of purchasing along with their knowledge towards products, and from the above result the majority of the respondents are above 25 years old, which means these majorities of respondents have a more needs and wants, broader and better understanding and knowledge of products, and higher purchasing power. These respondents fit perfectly with the criteria of this research.

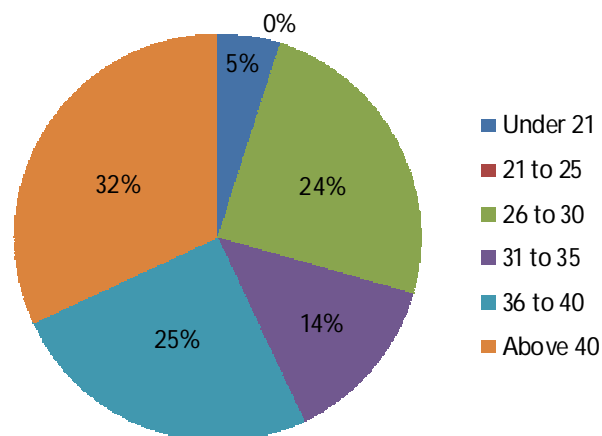


Figure 4. Age Group of Respondent

### Education Background

The education background are divided into three category; 1) Senior high school, 2) Undergraduate, and 3) Master. From 200 respondents the results are as follow:

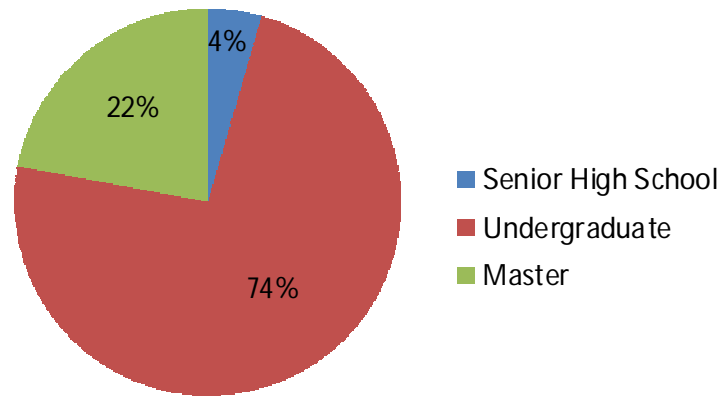


Figure 5. Respondent Education Background

Out of 200 respondents, 74% (or 147 respondents) of them has undergraduate degree as their last education background. Followed by the master degree (22% or 44 respondents), and the last is senior high school (4% or 9 respondents). Just like age group, these education backgrounds influence the respondent maturity towards their product knowledge and consumption behavior.

### Occupation Category

The next demographic profile is the occupation category. From the questionnaire, occupation category is divided into five categories; 1) Student, 2) Private sector employee, 3) Entrepreneur, 4) Government employee, and 5) Others.

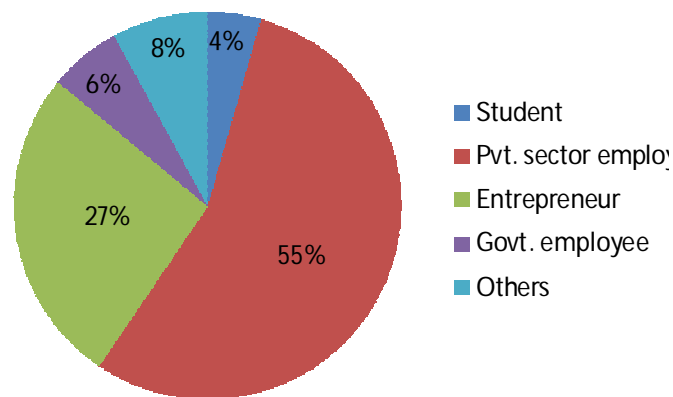


Figure 6. Respondent Occupation

The majority of respondents are (55% or 110 respondents) private sector employee, while (27% or 53 respondents) are entrepreneur. The remaining categories are others (8% or 16 respondents) consists of housewives, pilot, and doctors, government employee (6% or 12 respondents), and student (4% or 9 respondents).

From the data above, it can be assumed that the majority of the respondents are those who have their own personal source of income. This can drive the needs and wants for consumption of products and trigger impulsiveness behavior.

#### Income Levels

The income levels that was measured is divided into six categories; 1) under 1,000,000 rupiah per month, 2) between 1,000,000 to 2,500,000 rupiah per month, 3) between 2,500,001 to 5,000,000 rupiah per month, 4) between 5,000,001 to 7,500,000 rupiah per month, 5) between 7,500,001 to 10,000,000 rupiah per month, and 6) above 10,000,000 rupiah per month. The result from 200 respondents is as follows:

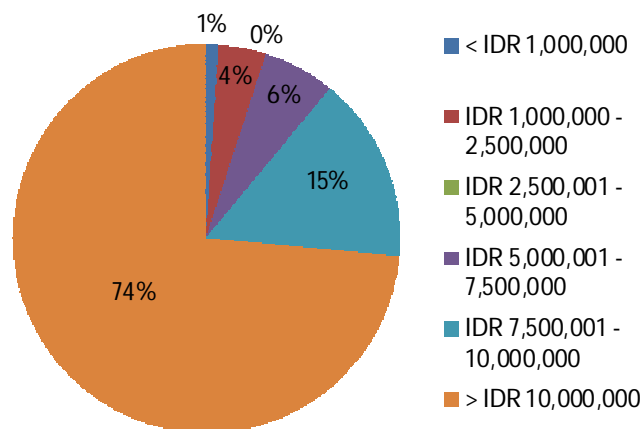


Figure 7. Income of Respondent

A (74% or 147 respondents) majority have income more than 10,000,000 rupiah per month, with a second majority of (15% or 31 respondents) earn between 7,500,001 to 10,000,000 rupiah per month. Followed by (6% or 12 respondents) earn between 5,000,001 to 7,500,000 rupiah per month, (4% or 8 respondents) earn between 1,000,000 to 2,500,000 rupiah per month, and (1% or 2 respondents) earn below 1,000,000 rupiah per month.

Income can be a very important factor that can influence the intention of consumption, impulsiveness behavior, and purchasing decision by customer. The range of choices of products also become wider due to the higher income opens an opportunity for customer to buy more product or buy product with higher price.

#### Brand Awareness and Brand Consumption of FMCG

According to the data gathered from 200 questionnaires, a group of information regarding brand awareness and brand that actually consumed is acquired. After processing that data, a list of comparison between top-of-mind brand and what brand that are actually consumed are designed in a form of table as shown in the next page:



Table 1a. Top-of-Mind Brand &amp; Brand Consumed

No.	Industry	Product	Top-of-Mind Brand Awareness	Brand Consumed
1	AUTOMOTIVE	Car Lubricant	Castrol, Repsol, Shell	Top 1, Castrol, Mesran
2		Motorcycle Lubricant	Castrol, Shell, Top 1	Top 1, Castrol, Mesran
3		Middle Class Sedan Car	Ford Focus, Toyota Altis, Honda Civic	Honda Civic, Toyota Altis, Toyota Vios
4		Motorcycle	Honda, Yamaha, Vespa	Honda, Yamaha, Vespa
5	BEVERAGES	Canned Tea	Teh Botol, Teh Kotak, Fruit Tea	Teh Botol, Teh Kotak, Sosro
6		Tea Bag	Cap Botol, Sariwangi, Lipton	Sariwangi, Teh Poci, Sosro
7		Green Tea	Nu Green Tea, Pokka, Sosro	Nu Green Tea, Sariwangi, Sosro
8		Instant Coffee	Kapal Api, Indocafe, Torabika	Kapal Api, Indocafe, Luwak White Coffee
9		Canned Coffee	Nescafe, Good Day, Indocafe	Nescafe, Good Day
10		Canned Milk	Indomilk, Ultramilk, Bear Brand	Ultramilk, Bear Brand, Diamond
11		Condensed Milk	Indomilk, Frisian Flag, Susu Bendera	Frisian Flag, Indomilk, Susu Bendera
12		Adult Milk	Anlene, Hi Lo, Entrasol Gold	Anlene, Hi Lo, Ensure
13		Canned Energy Drink	Kratingdaeng, Red Bull, M-150	Kratingdaeng
14		Energy Drink Sachet	Extra Joss, Kukubima Ener-G, Hemaviton Jreng	Extra Joss, Fatigon
15	CLEANER	Fruit Drink Sachet	Nutrisari, Jas Jus, Marimas	Nutrisari, Jas Jus
16		Isotonic Drink	Pocari Sweat, Powerade Hydro Coco	Pocari Sweat, Gatorade
17		Canned Fruit Drink	Buavita, Country Choice, ABC	Buavita, Country Choice, ABC
18		Jelly Drink	Okky	Okky
19	CLEANER	Laundry Detergent	Rinso, Daia, YOA	Rinso, Daia
20		Dish Washing Cream	Ekonomi, Wings	Ekonomi, Wings
21		Dish Washing Liquid	Sunlight, Mama Lime, Sleek	Sunlight
22	COOKING EQUIPMENT	Floor Cleaner	So Klin, SOS, Densol	So Klin, SOS, Wipol
23		Stove	Rinai, Cosmos, Electrolux	Electrolux, Rinai, Ariston
24		Soy Sauce	Bango, ABC, Borobudur	Bango, Borobudur, ABC
25	COOKING INGREDIENTS	Wheat Flour	Segitiga Biru, Kunci, Bogasari	Segitiga Biru, Bogasari
26		Chili Sauce	ABC, Cap Ibu Jari, Belibis	ABC, Belibis, Cap Ibu Jari
27		Cooking Oil	Tropical, Sania, Wilma	Tropical, Sania, Wilma

Table 1b. Top-of-Mind Brand &amp; Brand Consumed (Continued)

28	ELECTRONIC STUFFS	Refrigerator	Sharp, LG, Electrolux	Sharp, Samsung, LG
29		Washing Machine	Electrolux, LG, Sharp	LG, Electrolux, Sharp
30		Battery	ABC, Alkaline, Eveready	Alkaline, Eveready, ABC
31		Light Bulb	Philips, Osram, Panasonic	Philips, Osram, Panasonic
32		Digital Camera	Canon, Nikon, Sony	Canon, Sony, Nikon
33		TV Cable	Indovision, Telkom Vision, Cable Vision	Indovision, Cable Vision, Telkom Vision
34		DVD Player	Sony, Toshiba, LG	Sony, Panasonic, LG
35		Laptop	Sony Vaio, Acer, Apple	Acer, Sony Vaio, Apple
36		Handphone	Nokia, Samsung, Blackberry	Blackberry, Samsung, iPhone
37		Audio	Panasonic, Polytron, JVC	Polytron, JVC, Kenwood
38		TV	Panasonic, Sony, LG	Samsung, LG, Sony
39	MEDICINES	Mosquito Repellent Lotion	Autan, Soffel, Lavenda	Autan, Soffel, Lavenda
40		Mosquito Coil	Baygon, Tiga Roda, Hit	Baygon, Tiga Roda, Hit
41		Mosquito Spray	Baygon, Hit, Tiga Roda	Hit, Baygon
42		Flu Medicine	Panadol, Ultraflu, Procold	Panadol, Ultraflu, Procold
43		Cough Medicine	OBH, Nelco, Komix	Nelco, OBH, Komix
44		Headache Medicine	Paramex, Bodrex, Poldanmig	Paramex, Bodrex, Pamol
45		Cold Medicine	Antangin, Tolak Angin, Teh Angin Cap Badak	Tolak Angin, Antangin
46		Heartburn Medicine	Promag, Mylanta, Polysilane	Mylanta, Promag, Polysilane
47		Diarrhea Medicine	Diapet, Diatabs, Biodiar	Diapet, Diatabs
48		Swamp Tea Tree Oil	Cap Lang, Fresh Care, Konicare	Cap Kapak, Cap Lang, Fresh Care
49		Multivitamin	Pharmaton, Fatigon, Omeprostat	Pharmaton, Omeprostat, Fatigon
50		Vitamin C	Ester C, Vitacimin, Vitalong C	Ester C, Vitacimin, Redoxon
51		Eye Drop	Insto, Rohto, Visine	Insto, Visine, Rohto
52	PERSONAL BELONGING	Sanitary Napkin	Softex, Laurier, Carefree	Softex, Laurier, Kotex
53		Lipstick	Revlon, Wardah, YSL	Revlon, Clinique, Mac
54		Face Powder	Marcks, Wardah, Maybelline	Maybelline, Marcks, Red A
55		Women's Underwear	Wacoal, Viena, Nevada	Wacoal, Viena, Pierre Cardin
56		Plastic Container	Lock N Lock, Tupperware, Lionstar	Tupperware, Lock N Lock, Lionstar
57		Men's Underwear	GT Man, Rider, Hings	GT Man, Crocodile, Rider
58		Credit Card	BCA, Mandiri, BNI	BCA, Mandiri
59		Adult Bicycle	Polygon, Wimcycle	Polygon, Wimcycle

Table 1c. Top-of-Mind Brand &amp; Brand Consumed (Continued)

60	SNACK	Biscuit	Khong Guan, Roma, Monde	Khong Guan, Monde, Oreo
61		Wafer	Tango, Gery, Nissin	Tango, Nissin, Richeese
62		Peanut	Dua Kelinci, Garuda, Mr. P	Dua Kelinci, Garuda, Mr. P
63		Bag Noodle	Indomie, Supermie, Mie Sedap	Indomie, Mie Sedap, Supermie
64		Cup Noodle	Pop Mie, Mie Gelas, Mie Sedap	Pop Mie, Mie Gelas, Mie Sedap
65		Sausage	Farmhouse, Bellfood, Fivestar	Farmhouse, Kanzler, Badranaya
66		Meises	Ceres	Ceres
67	TOILETRY	Soap Bar	Lifebuoy, Detol, Lux	Lifebuoy, Lux, Nuvo
68		Liquid Soap	Biore, Lux, Gatsby	Biore, Lux, Gatsby
69		Moisturizing Cream	Nivea, Gamier, L'Oreal	Ponds, Nive, L'oreal
70		Shampoo	Clear, Dove, Pantene	Clear, Dove, Head & Shoulder
71		Tooth Brush	Oral B, Pepsodent, Formula	Oral B, Pepsodent, Formula
72		Tooth Paste	Pepsodent, Close Up, Sensodyne	Close Up, Pepsodent, Sensodyne
73		Body Cologne	Adidas, She, Shower to Shower	Adidas, Body Shop, Shower to Shower
74		Deodorant	Adidas, Rexona	Adidas, Rexona

The three previous tables shows three highest top-of-mind brand and three most consumed brand of each product category in sequence. This table is used to compare the brand awareness with the actual brand that consumed. As seen from the result, there is some mismatch between the top-of-mind brands with the brands that are actually consumed. 20 out of 74 products (showed in red font) proves that some brand may have rule the customer mind using all possible marketing media or communication, yet with such effort it does not guarantee the customer to choose the brand to be the one that they consumed. This also testifies that the only true motivation for customer to consume or purchase lies on the quality of the brand or the performance of the product itself. It is related with the satisfaction and loyalty of a consumer towards the brand and product. They have to already experienced the product itself beforehand to be able to know the true quality of product and brand performance, whether it will meet with their expectation or not. All of the marketing effort is only a booster of what the true performance of the product trying to serve. It can be concluded from this table that, creating a true great product that serves excellent performance that meet customer expectation take precedence over all of the possible marketing communication strategy or action.

#### Consumer Satisfaction towards FMCG

From the 200 gathered data of satisfaction towards the FMCG listed in questionnaire, mean calculation is done to find the average number of satisfaction towards each product. Next page shows the result of the calculation:

Table 2a. Satisfaction towards FMCG

No.	Industry	Product	Brand	Min.	Max.	Mean	Std. Deviation
1	AUTOMOTIVE	Car Lubricant	Top 1, Castrol, Mesran	6	9	7.3	1.1
2		Motorcycle Lubricant	Top 1, Castrol, Mesran	6	9	7.3	1.1
3		Middle Class Sedan Car	Honda Civic, Toyota Altis, Toyota Vios	7	9	8.0	0.8
4		Motorcycle	Honda, Yamaha, Vespa	7	9	8.0	0.8
5	BEVERAGES	Canned Tea	Teh Botol, Teh Kotak, Sosro	6	10	8.9	1.0
6		Tea Bag	Sariwangi, Teh Poci, Sosro	1	10	8.4	1.9
7		Green Tea	Nu Green Tea, Sariwangi, Sosro	1	10	8.5	1.7
8		Instant Coffee	Kapal Api, Indocafe, Luwak White Coffee	1	8	5.9	1.5
9		Canned Coffee	Nescafe, Good Day	1	9	6.5	1.5
10		Canned Milk	Ultramilk, Bear Brand, Diamond	6	10	8.4	0.7
11		Condensed Milk	Frisian Flag, Indomilk, Susu Bendera	5	9	7.8	1.0
12		Adult Milk	Anlene, Hi Lo, Ensure	1	8	7.2	1.5
13		Canned Energy Drink	Kratingdaeng	1	9	6.0	2.2
14		Energy Drink Sachet	Extra Joss, Fatigon	1	7	4.6	1.7
15		Fruit Drink Sachet	Nutrisari, Jas Jus	3	9	7.7	1.1
16		Isotonic Drink	Pocari Sweat, Gatorade	3	9	7.8	1.2
17		Canned Fruit Drink	Buavita, Country Choice, ABC	5	9	8.0	1.0
18		Jelly Drink	Okky	0	6	2.2	2.6
19	CLEANER	Laundry Detergent	Rinso, Daia	0	9	3.7	3.9
20		Dish Washing Cream	Ekonomi, Wings	0	8	3.1	3.4
21		Dish Washing Liquid	Sunlight	0	9	4.1	4.2
22		Floor Cleaner	So Klin, SOS, Wipol	0	8	3.6	3.6
23	COOKING EQUIPMENT	Stove	Electrolux, Rinai, Ariston	1	9	7.4	1.2
24	COOKING INGREDIENTS	Soy Sauce	Bango, Borobudur, ABC	6	9	7.2	0.9
25		Wheat Flour	Segitiga Biru, Bogasari	0	8	3.7	3.8
26		Chili Sauce	ABC, Belibis, Cap Ibu Jari	0	8	3.7	3.7
27		Cooking Oil	Tropical, Sania, Wilma	0	8	3.7	3.8
28	ELECTRONIC STUFFS	Refrigerator	Sharp, Samsung, LG	0	10	4.3	4.4
29		Washing Machine	LG, Electrolux, Sharp	0	9	4.2	4.3
30		Battery	Alkaline, Eveready, ABC	6	10	9.3	0.8
31		Light Bulb	Philips, Osram, Panasonic	6	9	7.0	1.1
32		Digital Camera	Canon, Sony, Nikon	7	9	8.6	0.6
33		TV Cable	Indovision, Cable Vision, Telkom Vision	6	9	8.0	0.7
34		DVD Player	Sony, Panasonic, LG	7	9	8.0	0.7
35		Laptop	Acer, Sony Vaio, Apple	7	9	7.9	0.7
36		Handphone	Blackberry, Samsung, iPhone	7	9	7.8	0.7
37		Audio	Polytron, JVC, Kenwood	7	8	7.4	0.5
38		TV	Samsung, LG, Sony	6	9	7.0	1.0

Table 2b. Satisfaction towards FMCG (Continued)

39	MEDICINES	Mosquito Repellent Lotion	Autan, Soffel, Lavenda	1	8	7.0	1.3
40		Mosquito Coil	Baygon, Tiga Roda, Hit	1	10	7.2	2.1
41		Mosquito Spray	Hit, Baygon	4	9	7.4	1.3
42		Flu Medicine	Panadol, Ultraflu, Procold	4	10	7.9	1.5
43		Cough Medicine	Nelco, OBH, Komix	5	10	8.0	1.3
44		Headache Medicine	Paramex, Bodrex, Pamol	4	10	8.1	1.4
45		Cold Medicine	Tolak Angin, Antangin	1	9	7.3	1.2
46		Heartburn Medicine	Mylan ta, Promag, Polysilane	5	10	8.2	1.0
47		Diarrhea Medicine	Diapet, Diatabs	5	10	8.4	1.0
48		Swamp Tea Tree Oil	Cap Kapak, Cap Lang, Fresh Care	5	8	7.1	0.8
49		Multivitamin	Pharmaton, Omepro st, Fatigon	1	9	7.6	1.0
50		Vitamin C	Ester C, Vitacimin, Redoxon	0	9	3.6	3.7
51	PERSONAL BELONGING	Eye Drop	Insto, Visine, Roh to	4	8	7.1	0.9
52		Sanitary Napkin	Softex, Laurier, Kotex	0	9	3.7	3.8
53		Lipstick	Revlon, Clinique, Mac	0	9	4.0	4.1
54		Face Powder	Maybelline, Marcks, Red A	0	9	4.0	4.0
55		Women's Underwear	Wacoal, Viena, Pierre Cardin	0	9	4.1	4.2
56		Plastic Container	Tupperware, Lock N Lock, Lionstar	0	9	4.1	4.2
57		Men's Underwear	GT Man, Crocodile, Rider	7	9	7.8	0.7
58		Credit Card	BCA, Mandiri	8	10	9.4	0.6
59	SNACK	Adult Bicycle	Polygon, Wincycle	6	8	6.6	0.5
60		Biscuit	Khong Guan, Monde, Oreo	5	9	7.9	0.8
61		Wafer	Tango, Nissin, Richeese	4	9	7.3	1.0
62		Peanut	Dua Kelinci, Garuda, Mr. P	5	8	6.1	0.7
63		Bag Noodle	Indomie, Mie Sedap, Supermie	6	10	8.5	1.0
64		Cup Noodle	Pop Mie, Mie Gelas, Mie Sedap	6	9	7.2	0.7
65		Sausage	Farmhouse, Kanzler, Badranaya	3	10	7.4	1.3
66		Meises	Ceres	0	9	4.2	4.2
67	TOILETRY	Soap Bar	Lifebuoy, Lux, Nuvo	4	8	6.6	0.9
68		Liquid Soap	Biore, Lux, Gatsby	5	8	7.4	0.6
69		Moisturizing Cream	Ponds, Nive, L'oreal	1	9	7.5	1.1
70		Shampoo	Clear, Dove, Head & Shoulder	4	9	7.3	1.2
71		Tooth Brush	OralB, Pepsodent, Formula	7	10	8.4	0.9
72		Tooth Paste	Close Up, Pepsodent, Sensodyne	6	9	7.9	0.7
73		Body Cologne	Adidas, Body Shop, Shower to Shower	1	10	7.7	2.4
74		Deodorant	Adidas, Rexona	6	9	8.0	0.8

As shown from the table 2, most of the product category (56 out of 74 products) serves satisfaction towards its customer. The brands listed in the table represent each one of the product category, in

other words the calculation of a product category represented by the brand mentioned. The highest score for satisfaction towards FMCG goes to credit card, battery, canned tea, digital camera, and bag noodle, along with their top consumed brand; BCA, Alkaline, Teh Botol, Canon, and Indomie. These five brands and product prove that these products and brands are the most reliable and trustworthy for consumer. The companies of these product and brand are succeeded to surpass the customer expectation by giving excellent and ideal performance that makes the consumer satisfied with the product and brand. However, there are still 18 out of 74 product categories that did not meet the customer expectation. Their performance shows low satisfaction level even below average. It shown by the mean satisfaction score that is below 5.00. The lowest score for satisfaction towards FMCG goes to the product category of jelly drink, dish washing cream, floor cleaner, chili sauce, and vitamin C, along with their top consumed brand; Okky, Ekonomi, So Klin, ABC, and Ester C. Poor or least expected performance only leads to barely satisfied consumer.

## Conclusion and Recommendation

### Conclusion

The result of this research for the variable of brand awareness and brand consumption shows 54 out of 74 products and brands have successfully proved that their brand is not just a mere sensation to attract awareness of consumer, but a real deal product and brand that satisfied their consumer. They manage to prove that all of their marketing media or communication is not only just for a bluff, but a true reflection of their quality and performance. This makes consumer brand awareness and brand that they actually consumed are equal or the same. This also testifies that the only true motivation for customer to consume or purchase lies on the quality of the brand or the performance of the product itself and all of the marketing media or communication is just a channel of communication between brand or product and consumer.

The results of research on consumer satisfaction help to support the previous finding. Based on this research of satisfaction towards 74 product category of FMCG, the highest satisfaction felt by consumer towards FMCG goes to credit card, battery, canned tea, digital camera, and bag noodle, along with their top consumed brand; BCA, Alkaline, Teh Botol, Canon, and Indomie. These brands and products prove that these products and brands are the best in their category making them as the most reliable and trustworthy for consumer. The companies of these product and brand are succeeded to surpass the customer expectation by giving excellent and ideal performance that makes the consumer satisfied with the product and brand. These five brands and products can be a good example on how to run a FMCG business that can generate satisfaction towards its consumer.

### Recommendation

There are a quite number of refinements that can be made for the sake of a better further research. Discovering and designing the more appropriate and complete measurement, as well as conceptual framework, will boost the production of a more accurate and fruitful result. Taking a larger samples or respondents, along with broader scope is also important. It will produce wider findings and better results, because the bigger the number and the bigger the area, the more results and findings can be produced. An in depth understanding of the consumer basic psychology also could help in increasing the quality of the research if it is associated with the variables contained in this research. Each of the variables can also be explored more and deeper, in order to increase the understanding of each variable that can lead into newer and bigger possibilities of the study.

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