

## **IDENTIFYING INDONESIAN CONSUMER BUYING BEHAVIOR TO DESIGN GUNDAM MODEL KITS MARKETING STRATEGY**

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**Abstract-***Nowadays, people in Indonesia can have hobbies and collect things that are produced overseas. With the introduction of television, satellite, and especially internet, it is easy to find information about things they want to collect. And one of the most popular model kit collected by Indonesian people is Gundam plastic model kit that produced in Japan. Mobile Suit Gundam is a metaseries created by Sunrise that first aired in 1979 and until now the series already released in numerous media like TV series, OVA's, manga, photo novels, and video games. Gundam plastic model kit is plastic model that depicting the mechanical robots, vehicles, and characters from the Mobile Suit Gundam series. The model kits consist of some line-up, they are Super Deformed, High Grade, Master Grade, Perfect Grade, Real Grade, and Mega Size Model. The objective of this research is to measure Indonesian Gundam Otaku buying behavior and Gundam Plastic Model market condition, so marketers could identify and develop marketing strategy to maximize the opportunity that existing in people who collect Gundam Plastic Model. This study concludes two stages, the qualitative study and the quantitative study. The qualitative study used for determining the condition and the problem identification. The quantitative study includes the questionnaire and the analysis. The target population in this study is Indonesian people who collect Gundam Model Kit. Respondents are Indonesian people that collecting Gundam Model kit from different backgrounds. The number of sample for this research is 250. Descriptive analysis, frequency analysis, and cross tabulation were used to analyze the data. The findings including how Indonesian Gundam Model Kit collectors know the product for the first time, the favorited line-up, how much they spend for their collection, how they usually buy their collection, which friend that affect them in collecting the model kit, and decision factors that affect them in collecting Gundam Model Kit.*

*Keywords: Consumer Behaviors, Consumer Preferences, Buying Decision Factors, AISAS, 4P Marketing Mix*

### **Introduction**

Gundam Plastic Models refers to plastic and non-plastic model kits depicting the mechanical robots, vehicles and characters of the popular anime series "Mobile Suit Gundam" universe. These model kits have become popular among anime fans and model-lovers, especially in Japan and in other nearby Asian countries since 1980s. The popularity of Gundam models increased in the 1990s with North America and Europe being exposed to Gundam series through television, video and manga. Gundam Indonesia Community is a virtual community where most Indonesian people who collect Gundam goods gathered. The activity in this community is sharing information about Gundam, share the photos of their collections, or have a chat about anything related to Gundam.

This study is focusing on finding the buying behavior. The objective of this research is to measure Indonesian Gundam Otaku buying behavior and Gundam Plastic Model market condition, so marketers could identify and develop marketing strategy to maximize the opportunity that existing in people who collect Gundam Plastic Model.

This study is limited in the scope of data. The respondents also limited to people that in Gundam communities, the people who admit that he or she is a Gundam-otaku, and people who likes to buy Gundam plastic model kits.

## Theoretical Foundation

### *Consumer Behavior*

According to the American Marketing Association, *consumer behavior* is defined as “the dynamic interaction of affect and cognition, behavior, and environmental events by which human beings conduct the exchange aspect of their lives.” More generally, consumer Behavior is the psychology behind Marketing and the behavior of consumers in the Marketing environment. This research used the consumer behavior because the objective is measure consumers’ buying behavior.

### *Consumer Decision Journey*

Marketing has always sought those moments, or touch points, when consumers are open to influence. For years, touch points have been understood through the metaphor of a “funnel”—consumers start with a number of potential brands in mind (the wide end of the funnel), marketing is then directed at them as they methodically reduce that number and move through the funnel, and at the end they emerge with the one brand they chose to purchase. The consumer decision journey is used for this research because there is an active evaluation by consumers in choosing the product.

### *Motivation*

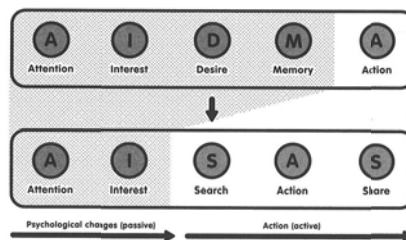
According to *Consumer Behavior: Building Marketing Strategy*, Motivation is “the reason for behavior. A motive is a construct representing an un-observe-able inner force that stimulates and compels a behavioral response and provide specific direction to that response.”(Hawkins, Mothersbaugh, Best, 2007,3) By knowing what motivated people, a strategy that trigger people can be formulated.

### *Marketing 3.0*

According to Philip Kotler’s Marketing 3.0, to market the company’s or product’s mission to consumers, companies need to offer a mission of transformation, build compelling stories around it, and involve consumers in accomplishing it. Consumer empowerment is the key to making a difference.

### *AISAS Model*

AISAS model is consumption behavior model that has been advocated by Sugiyama in his book, the Dentsu Way since 2004. It was developed to observe behaviors based on the understanding that the Internet has become prevalent, and that consumers now have access to environments in which they can obtain and transmit information themselves.



In this model, the key processes are: Attention, in which the consumer first notices the product or advertisement, followed by Interest. After this, the consumer Searches for information, and then makes a purchase (Action), after which information is shared with others. In comparison to

"AIDMA," the psychological process has become more compact, and the Action process has expanded. This model is used because it suits the consumers in internet age.

**4P Marketing Mix**

The term "marketing mix" became popularized after Neil H. Borden published his 1964 article, The Concept of the Marketing Mix. Borden began using the term in his teaching in the late 1940's after James Culliton had described the marketing manager as a "mixer of ingredients". E. Jerome McCarthy later grouped these ingredients into the four categories that today are known as the 4 P's of marketing.

**Methodology**



**Research Design**

This study consists of two stages, the qualitative study and the quantitative study. The qualitative study used for determining the condition and the problem identification. The quantitative study includes the questionnaire and the analysis.

**Research Location**

The research conducted in some hobby store in Jakarta and Bandung, also from online questionnaire to people in the Gundam Indonesia Community.

**Population and Sample**

The target population in this study is Indonesian people who collect Gundam Model Kit, which is 2489 per November 2012. The number of sample for this research concluded from Slovin's formula with error of 6%, and the sample is 250 people.

**Study Variables**

Number	Variable	Sub-variable
1	Market Condition	Market Condition
2	Motivation	Motivation
3	Behavior	Friend Influence
		Purchasing Ability
		Purchasing Behavior

4	Decision Factor	Initial Consideration
		Active Evaluation
		Closure

**Data Gathering**

For this research, primary and secondary data are collected to answer the research questions. Primary data consist of all data that gathered for this research.

Qualitative research has been conducted in order to give comprehensive understanding of the problem. Direct approach such as FGD and depth interview used to know not only the big picture, but also deep understanding about the problem. The market condition is known by doing this method. Based on information that has been gathered from the qualitative data, the descriptive approach using questionnaire will be used to make quantitative data, which applies in form of statistical analysis.

**Data Analysis**

For this study, researcher use descriptive analysis, frequency analysis, and cross tabulation.

**DATA ANALYSIS**

The data analysis chapter consists of the data that obtained in the research, both qualitative and quantitative data.

**Market Condition**

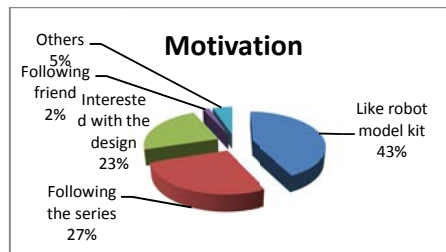
In making a marketing strategy, market identification is needed to be done. Market identification includes identification of market participants, competition pattern, target market, and information needed.

Market participants are people or organization which involved in the market process. Market participants include suppliers, substitute products, and consumers. Suppliers of Gundam Model Kit in Indonesia are importers who import hobby goods from Japan or Hong-Kong. Consumers are end users, not necessarily a purchaser, in the distribution chain of a good or service. The target consumers are people who collect Gundam Model Kit from all range of age, all genders, all occupation, etc. As for people who not yet collect Gundam Model Kit, the target consumers are students, junior high school and high school, with purchase ability that can afford Gundam Model Kit.

The substitutes of Gundam Model Kit are Military Model Kits, Kotobukiya’s Super Robot OG, and Takara’s ZOIDS. Even the substitute products above are model kits, the target market is different. Gundam Plastic Model’s target consumers are people who like Gundam (film or other media), all range of modelers, middle-to-high-class economy, and people who try model kit for the first time, usually children.. Thus, competitor analysis isn’t needed.

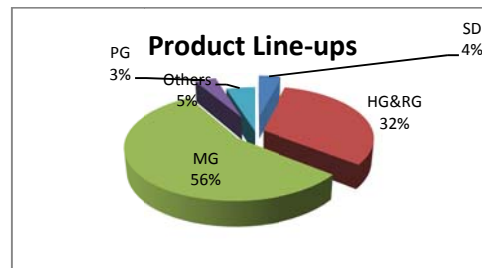
The selling process of Gundam Plastic Model kits in Indonesia was done by many sellers, whether online or offline. Offline sellers usually sell the product more expensive than online sellers, and because people like to open the box, it can be damaged. Even so, big seller like Kidz Station has link to Bandai so people who want to participate in Gundam Builders World Cup or the Fun to Build Gundam Plastic Model kit campaign have to buy the product there. Online sellers usually sell the product at good price and the packaging condition is good. Most of them also open pre-order for upcoming releases.

### Motivation Analysis



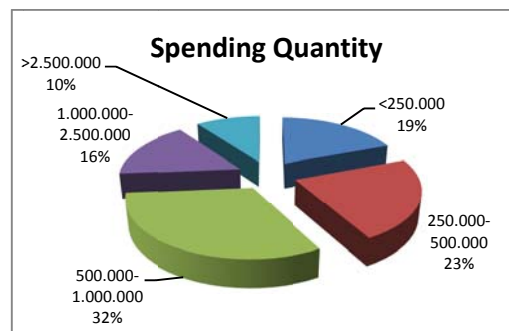
The graph above shows that 43% collecting Gundam Model Kit because basically they like it, 27% because they followed the series, 23% because they interested with the design, 2% because of friends, and 5% because other reasons like just trying or just want to have some Gundam Model Kit.

### Product Line-up



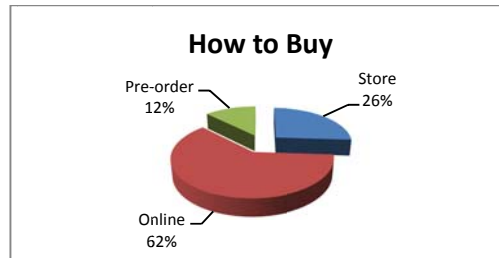
From figure above, most Indonesian Gundam Plastic Model Collector collect Master Grade line, 56% of total participant. Second most favorite line-up is from High Grade and Real Grade line, 32% of total participant Other line-up have pretty same amount of fans.

### Spending Quantity



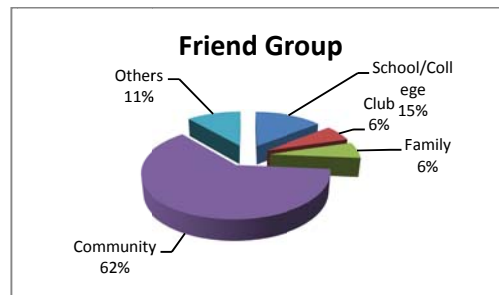
Based on the pie chart above, more than a quarter of Gundam Plastic Model collectors spent 500.000 to 1.000.000 for their Gundam Model Kit in last three months, which is 32% of total participants. The figure shows that Model Kit collectors have consumptive lifestyle.

### Buying Behavior



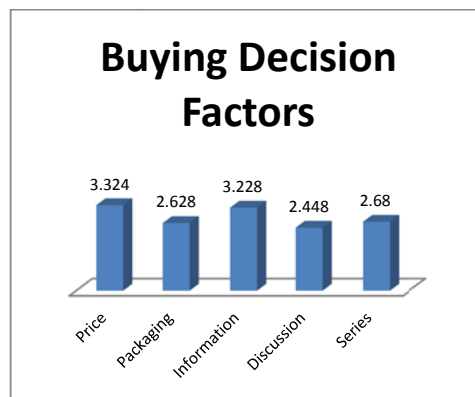
From the information given, it can be seen that most people who collect Gundam plastic model purchase their goods online, 62% of total participants. 26% of them purchase the products in store, and rest of them prefer pre-order. This information shows that most of Gundam Model Kit collectors already have trust in online transaction and also they are net citizen because they search anything related to Gundam Model Kit just from internet.

### Friend Group Analysis



The table above show which group of friend that affects Gundam plastic model collectors in purchasing Gundam Model Kit. 62% of total participants are affected by community friends. 15% Affected by their friends at school or college, 6% by family, 6% by friends in the club, and 11% claim that they are not affected by their friends in collecting Gundam Model Kit.

### Decision Factor Analysis



The chart above is the calculation of buying decision factors towards purchasing Gundam plastic model from people who collect Gundam plastic model kit. The highest rated factor is the price of the products. The second highest factor shown in the chart is information of the product, whether it's about the gimmick, posing, parts, and positive-negative points of the product. The third highest

factor is the series that followed by Gundam plastic model kit collectors (shown in the chart with 2,68 mean).

**Cross Tabulation Analysis**

Cross tabulation analysis is a statistical process that summarize categorical data to create a contingency table that usually used to know the relationship between variables.

**Relationship Between Packaging and Place**

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13,011 <sup>a</sup>	6	,043
Likelihood Ratio	11,615	6	,071
Linear-by-Linear Association	3,600	1	,058
N of Valid Cases	250		

a. 2 cells (16,7%) have expected count less than 5. The minimum expected count is 2,48.

The table above shows that the asymptotical significance is less than 0,05 ( $0,043 < 0,05$ ), so there is a relationship between packaging decision factor and place. It shows that the condition of the packaging affects people purchasing method.

**Relationship Between Packaging and Price Consideration**

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19,396 <sup>a</sup>	9	,022
Likelihood Ratio	13,064	9	,160
Linear-by-Linear Association	3,086	1	,079
N of Valid Cases	250		

a. 6 cells (37,5%) have expected count less than 5. The minimum expected count is ,48.

The table above shows that the asymptotical significance is less than 0,05 ( $0,022 < 0,05$ ), so there is a relationship between packaging decision factor and price consideration. It shows that the packaging condition also affect the price consideration while choosing.

### Relationship Between Information and Price Consideration

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	134,266 <sup>a</sup>	9	,000
Likelihood Ratio	34,490	9	,000
Linear-by-Linear Association	8,491	1	,004
N of Valid Cases	250		

a. 8 cells (50,0%) have expected count less than 5. The minimum expected count is ,12.

The table above shows that the asymptotical significance is less than 0,05 ( $0,000 < 0,05$ ), so there is a relationship between information decision factor and price consideration. It shows that people also consider the product's worth.

### Relationship Between Series and Price Consideration

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19,490 <sup>a</sup>	9	,021
Likelihood Ratio	14,864	9	,095
Linear-by-Linear Association	,611	1	,435
N of Valid Cases	250		

a. 5 cells (31,2%) have expected count less than 5. The minimum expected count is ,77.

The table above shows that the asymptotical significance is less than 0,05 ( $0,021 < 0,05$ ), so there is a relationship between series decision factor and price consideration. It shows that people tend to pay less for Gundam Plastic Model kit that not from their favored series.



## Relationship Between Spending and Line-up

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	42,128 <sup>a</sup>	16	,000
Likelihood Ratio	44,557	16	,000
Linear-by- Linear Association	19,743	1	,000
N of Valid Cases	250		

a. 15 cells (60,0%) have expected count less than 5. The minimum expected count is ,90.

The table above shows that the asymptotical significance is less than 0,05 ( $0,000 < 0,05$ ), so there is a relationship between spending quantity and line-up. It shows that favored line-up affect the spending quantity because each line-up has each price range.

## Conclusion

Based on the data analysis from the previous chapter, the findings can be arranged in the AISAS model and 4P Model, and the strategy can be implemented from the findings. Based on the conclusion, there are some recommendations for future research.

### AISAS Model

AISAS model used to explain the consumers' purchasing activities in the Internet age.

#### Attention

From the data analysis, 27% get attention from the film, 23% interested from the design, 2% from their friends. Because the rest can't recall how they have attention to Gundam Model Kit, the 52% can be converted to 100%, so 52% got attention from the film, 44% from the design, and 4% from friends.

#### Interest

43% that answered they collecting Gundam Model Kit actually can't recall where they got attention of Gundam. These people actually already in interest phase.

#### Search

Most people search information online, whether from websites or community. Friends from community can affect the decision making in collecting Gundam Model Kit.

#### Action

32% of the respondents spend Rp 500.000-1.000.000 in last three months to buy Gundam Model Kit. Equal to 1-2 MGs or 3-5 HGs. Most of people purchase their collections online.

#### Share

People who collect Gundam Plastic Model kit like to share something about their hobbies. They share the photos or news via Facebook or influence their friends in a gathering by showing the model they have.

## 4P Marketing Mix

### Price

The price consideration is affected by the information related the product. It shows that people considering the product worth (amount of parts, gimmick, and detail) to price consideration.

### Product

The most favorited line-up is Master Grade, 56% of total respondents. This line-up is liked because of the size (1/100 scale, about 20 cm height) and good details (panel line, mechanism detail, inner frame).

### Place

Online shopping is preferred by Indonesian Gundam Model Kit collectors because they know that the product is same everywhere (few possibilities of defect).

### Promotion

Based on the findings above, the promotion strategy that can be done are Movie Screening, Visual display, Product Display, Information Spreading, and Online Sharing.

## Recommendation

From this study, there could be some recommendation for future research, for example:

- If we do the research in other countries, there may be different result because different backgrounds like demographics, culture, psycho graphical, or behaviors.
- A study about other Japanese toys like Bandai's SIC, SHF, etc. Even there are probabilities that the consumers intersecting with Gundam Model Kit consumers, they are different products so the result may be different.
- Use different methods to formulate the marketing strategy.
- A study about which Gundam series is favorited in Indonesia, because this research finds that series affected people's consideration of price in purchasing Gundam Plastic Model kit.
- Study about fandom in Indonesia.

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