

Consumer Preference on Choosing Branded Bag

Amanda Putri Kusumawardhani¹, Ujang Sumarwan², Diah Krisnatuti²

¹School of Business, IPB University, Jl Padjajaran, Bogor, Indonesia 16151

²Department of Family and Consumer Science, Faculty of Human Ecology, IPB University, Jl Agatis, IPB Dramaga Campus Bogor, Indonesia 16680

Corresponding Author: Amanda Putri Kusumawardhani

ABSTRACT

Branded bag become fashion trend in Indonesia and everyone can find a lot of international designer bag around us therefore, analyzing the factors of costumer preference on choosing branded bag become important to study. The purpose of this research is to analyze how do reference groups, attitude, social status, place, price, and product quality affect branded bag choosing preferences. Consumer Preference is preferences or the choice of several alternative choices that are formed from consumer perceptions of the product. The data in this research were collected by distributing questionnaires online to respondents throughout Indonesia, the respondent should have one or more than one kind of branded bag researched in this research (Kate Spade, Michael Kors, Coach, Longchamp, and Tory Burch). The method used to measure the customer preference is multiple linear regression, logistic regression and cross tabulation analysis with 164 sample. The result are R value is 82.3 % and d R Square value is 67.8% and shows that reference group, place, price and product quality affect customer preference of purchasing branded bag while attitude do not affect customer preference of choosing branded bag.

Keywords: branded bag, preference, product quality, reference group, social status

INTRODUCTION

Nowadays branded goods are becoming more affordable to more consumers, especially middle-class consumers who have made more money (Hauck et al, 2007). Indonesia is one of the markets for branded goods. According to a survey from Reboonz Asia Luxury Index

2017, which is an online platform for buying and selling branded goods, there are 10 brands from international fashion designers which popular in Indonesia. The survey was issued in the form of a report in the form of Reboonz Asia Luxury Index, the results of the survey showed that the brands Chanel, Louis Vuitton, Hermes, Balenciaga, Gucci, Saint Laurent, Prada, Fendi, Tory Burch, Salvatore Ferragamo are the top 10 brands in Indonesia.

According to the survey by Reebonz, which is presented in the Reebonz Asia Luxury Index 2016. Purchasing of luxury goods is maintained at a steady momentum in 2015, then Asian consumers spend on luxury goods and it grows by 50 percent from 2014 to 2015. Based on sales figures According to the Reebonz Asia Luxury Index 2016 consumer spending on shoes increased by 87 percent, followed by bags at 56 percent and watches by 39 percent. Comparatively, the number of transactions made by consumes grew by 64 percent for shoes, 54 percent for bags and 42 percent for watches.

According to research by (Wilcox et al 2009) the consumption of luxury branded fashion is largely determined by social function attitudes (namely attitudes of self-expression and self-presentation attitudes). According to research (Nueno et al, 1998) consumers in Western and Eastern cultures try to buy luxury brands to promote individuality and individual social standing. In Indonesia itself, there are many fashion brands such as bags designed by international designers in circulation, these

brands have been widely used by the wider community and are easily found throughout Indonesia. Examples of fashion brands such as bags by international designers are Coach, Michael Kors, Tory Burch, Kate Spade, and Longchamp.

According to a survey from Google Trends in 2019 about the comparison of popularity of 5 bag brands that are classified as branded bags by famous designer bags. The comparative survey was conducted using data from Google Trends in 2019. From the comparison on Google Trends, the Coach brand ranks first compared to 4 other brands, which means that internet users in Indonesia have a high interest in the Coach brand. The high interest in branded bags is certainly one of the opportunities for the circulation of replica or fake quality branded bags. According to a survey from the OECD which is the Organization for Economic Cooperation and Development in "Trends In Trade in Counterfeit and Pirated Goods" in 2016, it shows that leather goods products have a proportion of 13 percent of the total number of goods that are most counterfeited.

In a report released by the OECD in 2016, it was explained that the countries that had the effect of counterfeiting goods were the United States as much as 23 percent, then France as much as 17 percent, Italy 17 percent, Switzerland 11 percent, and Germany as much as 9 percent. This country is the country of origin of the brands that will be examined in this study, in that report explained that counterfeiting of leather goods is as much as 13 percent, which indicates that counterfeiting of branded bags is commonplace due to the high interest in these industries.

Assael (1992) explains that consumer preferences can be preferences, the choice of several alternative choices that are formed from consumer perceptions of the product. Preference is influenced by several variables, such as the results of research by Efendi (2019) which states that reference groups and places have an effect on consumer preferences. The reference

group according to Sumarwan (2018) is an individual who significantly affects a person's behavior and place is part of the marketing mix, which is something that affects the distribution of products from producers to consumers (Mursid 2003). Meanwhile, consumer attitudes are an important factor that influences consumer decisions (Sumarwan, 2018) and the results of Faizah's (2014) research show that the higher the influence of attitudes, the higher consumer preferences. Then, research (Wilcox et al; 2009) that brands that are classified as luxury determine the ability and show the social goals of self-expression and self-presentation and according to Sjarkawi (2008) social status is a person's place in general in society that relates to other people. Then the results of research (Aral et al; 2013) state that the higher the effect of price, the higher the influence of consumer preferences, price is an element of the marketing mix that can be controlled by the company Sumarwan (2018). Then, research (Agustina et al; 2017) shows that the better the product quality, the higher the consumer preference, the product quality is the customer's perception of the quality or general advantages of a product or service (Kotler et al; 2009).

Branded bags with replica quality are not difficult to find in Indonesia. The presence of these replica bags can be a threat to the sales of branded bags in Indonesia. However, the presence of replica bags in Indonesia has not stopped the sale of original branded bags in shops and shopping centers in Indonesia. In a study (Penz et al; 2008) which discusses original and replica brand competition, it is explained that by using original goods, consumers feel that they are guaranteed safety and quality assurance. Michael Mors, Longchamp, and Tory Burch which are categorized as accessible luxury according to (Segura, 2017) by using a sociocultural approach to fashion products with the theory from Maslow (1943) about the hierarchy of needs. Research that discusses consumer preferences in the selection of branded bags

has not been widely carried out, therefore this research is interesting to study in order to provide an overview of consumer preferences in choosing branded bags. Based on this, the purpose of this study is to analyze the influence of reference groups, attitudes, places, prices, and product quality on consumer preferences in the selection of branded bags, and formulate managerial implications for brands and branded bag distributors.

LITERATURE REVIEW

Consumers buy branded goods primarily for reasons symbolic to reflect their status and social goals (Wilcox et al. 2009). Branded goods are generally seen as wants and not needs, usually associated as a way to show luxury, regardless of price (Atwal 2009). Although branded goods are characterized by premium quality, legacy of craftsmanship, recognizable style, premium price, uniqueness and prominence (Bian 2011). Consumers buy branded goods primarily for reasons symbolic to reflect their status and social goals (Wilcox et al. 2009).

According to Assael (1992) consumer preferences can be preferences, choices or something that consumers prefer and this preference is formed from consumer perceptions of the product. Meanwhile, according to (Mappiare 1994) the definition of preference is a mental device consisting of a mixture of feelings, expectations, conviction, prejudice, fear or other tendencies that lead individuals to a particular choice. Results of research by Djerv et al. (2012) regarding brand preferences in the smart phone market in Sweden draw a conclusion that proves the opinion of Kotler (2003), namely that the difference between a brand and another brand is due to the strength of the brand and a lower preference for a brand due to differences in awareness and knowledge from consumers in Sweden.

Sumarwan (2017) explain that a reference group is an individual who actually affects a person's behavior. The

influence of the reference group is divided into three, there are normative influence, informative influence, and value expression effect. Then, attitude is an expression of a consumer's feelings about an object whether it is liked or not, and attitude also describes a consumer's belief in the various attributes and benefits of the product (Sumarwan, 2017). According to Soekanto (2007), social status is a place for a person in general to relate to other people, relationships with other people in the social environment, prestige and rights and obligations. Place is part of the marketing mix, which is something that affects the distribution of products from producers to consumers (Mursid 2003). Price is one element of the marketing mix that can be controlled by the company, setting the price of a product is one of the company's strategic decisions that must be made appropriately because the price will determine product sales as well as affect company revenue (Sumarwan, 2018). Product quality is the customer's perception of the general quality or superiority of a product or service with attention to the objectives of the product or service compared to other alternatives (Kotler & Keller, 2009).

METHODS

This research was conducted throughout Indonesia from June to August 2020. Data was obtained by distributing questionnaires to informants who were able to provide information about research online. The criteria required are that the respondent must own and have purchased one or more branded bags (Kate Spade, Michael Kors, Tory Burch, Coach, and Longchamp). The selection of respondents in this study used a non-probability sampling approach because of the unknown population and sampling frame. The non-probability method used is snowball sampling. The snowball sampling method is a sampling method for selecting, identifying, and taking samples in a chain of networks or relationships. The number of

samples based on the snowball sampling method was 164 samples.

The variables used in this study are (1) independent variable (X) based on six variables including Reference Group (X1), Attitude (X2), Place (X3), Social Status (X4), Price (X5), and Product Quality (X6), and (2) the dependent variable or (Y) consumer preferences (Y). The questionnaire used to collect data in this study uses a Likert scale (scale 1-5) where each item of the question will be weighted to get an objective value, for the Likert scale measurement itself is in details 1 (strongly disagree) 2 (disagree) 3 (neutral) 4 (agree) 5 (strongly agree) The determination of the scale range is based on getting a wider value.

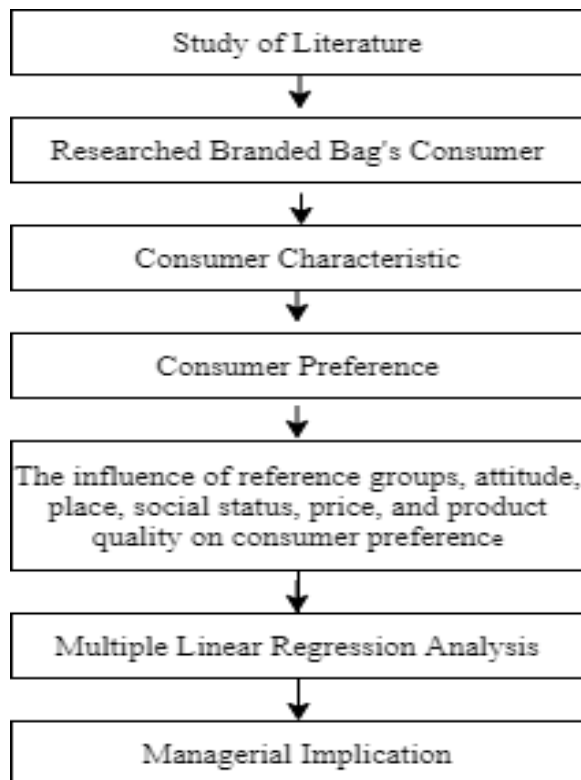


Figure 1. Research framework

Figure 1 explained the flow of this research; from study of literature until the managerial implication are formulated. After the data is obtained, the research is continued with descriptive analysis; descriptive analysis is used to determine the characteristics and responses of respondents to branded bags. Data processing in

descriptive analysis was obtained from respondents' answers by giving a percentage of respondents' answers. Furthermore, to analyze the relationship between reference group variables, attitude, place, social status, price, and product quality to consumer preferences in the selection of branded bags is to use multiple linear regression method,

$$Y_i = \beta_0 + \beta_1.X_{i1} + \beta_2.X_{i2} + \beta_3.X_{i3} + \beta_4.X_{i4} + \beta_5.X_{i5} + \beta_6.X_{i6} + \epsilon_i$$

Information:

Y_i : Dependent Variable for i , $i = 1, 2, \dots, n$ (Consumer Preference)

$\beta, \beta_1, \beta_2, \beta_3, \beta_5, \beta_6$: Parameter

X_{i1} : Reference Group

X_{i2} : Attitudes

X_{i3} : Place

X_{i4} : Social Status

X_{i5} : Price

X_{i6} : Product Quality

ϵ_i : The remaining error for the i th observation is assumed to be normally distributed, independent of each other, and identical with a mean of 0 (zero) and variance σ^2

RESULT

The results showed that the respondents' ages ranged from 20-50 years, domiciled in Indonesia, are at the D3 to S2 education levels, work as private employees, civil servants, BUMN employees, doctors, and entrepreneurs, and have an income ranging from 5 -30 million per month.

Table 1. Descriptive Analysis

No	Variable	Mean Score	Category
1	Reference Group	3.5	Agree
2	Attitude	4.1	Strongly Agree
3	Place	3.5	Agree
4	Social Status	2.7	Neutral
5	Price	4.6	Strongly Agree
6	Product Quality	3.8	Agree
7	Consumer Preference	3.6	Agree

Based on the descriptive analysis of the respondents' answers to the 7 variables, different results were obtained, the category in question is the tendency of the respondent's response to the questionnaire questions with the condition that the score 1

is strongly disagree, 2 is disagree, 3 is neutral, 4 is agree, 5 is strongly agree. The average response to the attitude variable (4.1) and price (4.6), the respondent strongly agrees, which means that the respondent chooses a branded bag because it represents a function of expression of value and knowledge and feels that the price is very much in line with his expectations. On the average agreement on the reference group variable (3.5), place (3.5), product quality (3.8) and preference (3.6) are at the agreed level, which means that the respondent agrees that the preference for branded bags is due to normative, informative and expression influences among others. Value by reference group, can be purchased offline and online, and is of higher quality. Whereas for the approval response to the social status variable is at a neutral level (2.7) meaning that the respondent considers that wearing a branded bag does not directly indicate the status of wealth, power or descent.

The results of the multiple linear regression equation obtained in this study are $Y = -1.516 + 0.508 X_1 + 0.452 X_2 + 0.334 X_3 + 0.184 X_4 + 0.247 X_5 + 0.158 X_6$

Table 2. Linear Regression Result

Independent Variable	Consumer Preference	
	Non-standardized Coefficient	Sig.
Reference Group (X1)	0.508	0.000**
Attitude (X2)	0.452	0.082
Place (X3)	0.334	0.000**
Social Status (X4)	0.184	0.001**
Price (X5)	0.247	0.025*
Product Quality (X6)	0.158	0.016*
R	0.823	
R ²	0.678	
Adjusted R ²	0.666	
F	55.054	
Sig	0.000	

Note: * significant at $p < 0.05$; ** significant at $p < 0.01$

Based on the results of the analysis on the factors that influence the preference for branded bag selection with multiple linear regression, the R results are 0.823 or 82.3 percent, then, the coefficient of determination or R^2 is 0.678 or 67.8 percent which shows the influence of the

reference group, personality, place, status. Social, price, and product quality influence as much as 67.8 percent on consumer preferences, while the other 32.2 percent are influenced by other variables not examined in this study. Based on the ANOVA test on multiple linear regression, it was found that the F value was 55.054 and the sig was 0.000, because the results of the sig value $< \alpha$ (0.05) meant that the reference group variables, personality, place, social status, price, and product quality had a simultaneous effect on consumer preferences.

The Influence of Reference Groups on Consumer Preferences

Reference group has an insignificant positive effect on consumer preferences with the acquisition of a non-standardized coefficient value of 0.508 and a significance level of 0.000 indicating that the significant value of the reference group is greater than the significance level in this study which is 0.000 which indicates the reference group has an influence on consumer preferences in the selection branded bags. This shows that the reference group variables represented by normative influence, informative influence, and value expression influence consumer preferences in the choice of branded bags, where normally consumers will not choose a branded bag if the bag uses material from animal skins that are classified as rare and consumers. Wearing branded bags because of the influence of people whom their sees as role models. This shows that the higher the influence of the reference group on consumers, the higher the preferences of consumers in choosing branded bags.

The Influence of Attitudes on Consumer Preferences

Attitudes have a positive and insignificant effect on consumer preferences with the value of the non-standardized coefficient value is 0.452 and a significance level of 0.082 indicates that the significant value of attitude is greater than the

significance level in this study, namely 0.05, this shows that attitudes have no effect on consumer preferences, which means that consumers do not choose a branded bag based on the function of knowing the quality of the material used by the brand issuing the branded bag and the function of expressing the value of the consumer's knowledge of the trends that the brand followed.

The Influence of Place on Consumer Preferences

Place has a significant positive effect on consumer preferences with the acquisition of the non-standardized coefficient value is 0.334 and a significance level of 0.000 indicates that the significant value of personality is smaller than the significance level in this study, namely 0.05, which means that there is an influence of the place variable on consumer preferences which means that it is higher. The value of the place variable represented by offline shopping and online shopping, the higher the consumer preference in the selection of branded bags.

The Influence of Social Status on Consumer Preferences

Social has a significant positive effect on consumer preferences with the value of the non-standardized coefficient value is 0.184 and a significance level of 0.001 proves that the significant value of social status is smaller than the significance level in this study, namely 0.05, which indicates social status has an influence on consumer preferences in the selection of branded bags. This shows that the social status variables represented by wealth, power, descent, and education have an effect on consumer preferences. Therefore, consumers use branded goods to appear economically capable, have power, come from highly respected and educated descendants and the higher the influence of status. Social, the higher consumer preferences in choosing branded bags.

The Effect of Price on Consumer Preferences

Price has a significant positive effect on consumer preferences with the value of the non-standardized coefficient value of 0.025 and a significance level of 0.247, it is proven that the significant value of the price is greater than the significance level in this study which is 0.05, which means that there is an influence on the price variable. Represented by price suitability, price affordability, and price competitiveness against consumer preferences. This indicates that the higher the value of price compatibility with branded bags obtained by consumers, the higher consumer preferences in the selection of branded bags.

The Effect of Product Quality on Consumer Preferences

Product quality has a significant positive effect on consumer preferences, the value of the non-standardized coefficient is 0.158 and the significance level is 0.016. It is proven that the significant value of product quality is smaller than the significance level in this study, namely 0.05, which means that there is an influence on the variable product quality on consumer preferences in purchasing. Branded bags and any increase in product quality, there will be an increase in consumer preference as much as 0.158, this shows that if the quality of the product is getting better, the more consumers will buy branded bags.

Managerial Implication

This study produces several findings that are organized into managerial implications aimed at sellers and shop owners who provide branded bags. Based on the results of this study, several things need to be considered.

Research respondents who own and buy branded bags studied in this study are women and men with an age range of 20 to 50 years with various types of work, namely civil servants, BUMN employees, private employees, doctors, entrepreneurs, students, and housewives. Income of 5 million to 30

million. By paying attention to the variables that affect this study, namely the reference group, social status, and price related to the psychographics of the respondents, the appropriate managerial implications for the reference group variable are where consumers choose branded bags based on normative, informative and value expression influences. The normative influence of a brand can create an environmentally friendly product campaign that does not use rare animal skins and uses vegetarian leather, this can attract the interest of consumers who care about the environment, an example of a brand that uses this strategy is the Stella McCartney brand with the campaign title "Sustainability Vegetarian Leather" is to maintain the balance of the environment, besides that there is the MarhenJ brand which puts a description that the bags they offer use vegan leather in the column to sell the bag products they offer. On indicators of informative influence and the influence of value expression, a brand or store can collaborate, collaborate, or ask for support from artists or influencers, for example brands or stores that have implemented this strategy are Coach X Selena Gomez and branded bag stores that carry out this strategy are Liebelux. Authentic teamed up with influencer Rachel Venny.

Social status variables affect consumer preferences, the right managerial implication for brands and stores that sell branded bags is to give an impression that accentuates the social status of consumers, several things that can make the impression to describe high social status in consumers are making or selling limited edition bags. Then, a brand or shop can offer engraved name initials on bags that consumers buy, examples of brands that have implemented the concept of name engraving or personalization are the Coach and Longchamp brands.

The price variable has a significant positive effect on consumer preferences, this shows that consumers are very concerned about prices which consist of price

suitability, price affordability, and price competitiveness. The right managerial implication is that a brand or store that sells branded bags must pay attention to the prices of competitors, besides that a brand or shop can certainly provide regular discounts every year, for example during the holiday season and holidays, besides that a brand or store can provide special discounts in the form of a private sale event for VIP members, namely giving discounts to consumers who are loyal to the brand or store by giving special discounts to VIP members, these members can be interested because of the different discounts from other consumers. The brands that have implemented the VIP Sale are Tory Burch and Coach

In market segmentation, there are geographic factors that base customer segmentation by country, region, city or certain environment. The place variable affects consumer preferences in the selection of branded bags, in shopping, consumers can make purchases online or come to the store directly. Official stores of brands that sell branded bags from the five bag brands studied (Kate Spade, Michael Kors, Longchamp, Tory Burch, Coach) are only available in major cities in Indonesia, namely Jakarta, Bandung, Surabaya, and Medan but there are multi-brand shops that sells branded bags designed by international designers in big cities like Jakarta and Surabaya. Some of these multi-brand shops already have official websites and Instagram accounts such as the Banananina website, Mywishlist account website, Reebonz, website, Instagram Storebagus, Instagram Liebelux. Authentic, Instagram Ladies. Paradise. If a brand and a store that sells branded bags can provide convenient direct shopping facilities such as providing a comfortable shop decoration, the appropriate layout of goods, to providing extra services to consumers such as providing drinking water, of course, consumer preferences will increase. However, because the place to shop for branded bags is not directly available in all

cities in Indonesia the right way to increase sales is to create an online platform for bag sales, considering that currently the trend of selling in e-commerce is on the rise, a brand and a store that sells bags. brands can put catalogs on e-commerce Shopee, Lazada, Tokopedia, Bukalapak, JD.ID, and Zalora besides that, the official website used for bag sales must also be considered by providing features that make it easier for consumers such as live chat, filing complaints, and item ordering status updates.

The target market of the five bag brands studied based on the results of data collection of respondents from the questionnaire used in the study were consumers with an income range of 5 million to 30 million in 1 month. If a brand and a store that sells branded bags can implement the managerial implications of the variables that affect consumer preferences in the choice of branded bags, then the profitability will increase along with the suitability of the target market.

Positioning is the determination of how the products of a brand are represented in the minds of potential customers. Positioning of the five branded bags studied in this study (Kate Spade, Michael Kors, Longchamp, Tory Burch, Coach) is an international designer brand bag with the affordable luxury category where the average price range of bags issued by the five brands starts from the price. 100 USD so that consumers can still get branded bags designed by international designers at quite affordable prices. In accentuating social status, a store that sells these branded bags can create a fanclub or bag lover community from the five brands studied in this study to strengthen the positioning of the bag products issued by the company.

CONCLUSIONS AND RECOMMENDATIONS

Reference group variables affect consumer preferences on choosing branded bag, attitude variables have no effect on consumer preferences on choosing branded

bag, place variables affect consumer preferences on choosing branded bag, social status variables affect consumer preferences on choosing branded bag, price variables affect consumer preferences on choosing branded bag, and product quality variables affect consumer preferences on choosing branded bag. This shows that the higher the value of the reference group, place, social status, price, and product quality, the higher the consumer preference on choosing branded bag

Future research is expected not only to research branded bags from international brands, but also to research branded products with original quality, such as sports and fashions products, and further research is expected to add research variables that have not been studied in this study, such as variables of customer loyalty and satisfaction.

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