

Consumer response on X2 coloured contact lens (A case study at PT alergan inti Indonesia in Jakarta as the of X2 coloured contact lens distributor)

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Received 5 April 2009

Abstract. Branding has been around for centuries as a means to distinguish the goods of one producer from those of another. A brand is a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition, then, whenever a marketer creates a new name, logo or symbol for a new product, he or she has created a brand. It should being recognized that many practicing managers, however, refer to a brand as more than that, defining a brand in terms of having actually created a certain amount of awareness, reputation, prominence, and so on in the market place. The key to creating a brand is to be able to choose a name, logo, symbol, package design, or other attribute that identifies a product and distinguishes it from others.

1. Introduction

There are two types of contact lens products that are widely distributed in Indonesia, which is the colored and clear contact lens.

In 2003 - 2006, there was a significant growth in the sales of those two types of contact lens. With the fast changing fashion trend among the youth, students, young executives and models, artists and young housewives in big cities such as Jakarta, Bandung, Surabaya has been also an increasing demand for the couloured contact lens. This trend can be seen in Table 1, which show that the sales in 2004 increased 22.8% compared to the same period in 2003, as sales increase was due to the popularity of the couloured contact lens, which covers 49.48% of the market share. In 2005, there was an 11.64% increase in the total contact lens market, and which 62.07% of it was

contributed by the colored contact lens. In 2006, the contact lens sales increase was 12.11% where 63.98% of it was the couloured type.

The introduction of the couloured contact lens has affected the usage of coloured non corrective lens, which means that contact lens are no longer used only for people who has eyesight problems, but it became a part of fashion products or better said for cosmetic purposes. The trend of using contact lens has considerably increased, so there is a strong competition between brands in the market.

A brand is very important asset for a product, because it identity manifestation, which can differentiate a certain product with its competitor. Competitors can copy certain brand features, but can not prevail with a same name (brand). A brand for a product assists customers in their buying decision process since a certain brand, can be distinguished from

other brands in the term of quality, customer satisfaction, and can create a status symbol of the users of attributes from a certain brand. A brand plays an important role because it accommodates consumer's expectation in buying a product, and besides creating an emotional tie between the consumer and the brand producer. Emotional ties are very important for a company, because it can make a customer buy a brand, rather than the product itself. This trend is used by producers to grab consumers' awareness in order to win the positioning competition.

Realizing those factors above, in 2006, PT Alergan Inti Indonesia the distributor of the X2 coloured contact lens was increasing its sales until they reached in the 2nd position in the coloured contact lens market. Since there are other new contact lens brands entering the market, PT Alergan Inti Indonesia has to improve and maintain their brand strength. The power of a brand can help a company to overcome fierce competition, and with strong brand, it will have strong brand equity. The stronger brand equity a product has, the more attractive it is to its consumer.

Table 1. Sales Market Share and Growth of the Soft Contact Lens Business in Indonesia 2003 - 2006

Brand	Type of Contact Lens	2003		2004		2005		2006	
		Qty	Share	Qty	Share	Qty	Share	Qty	Share
Durasoft Clear	Clear	98200	18.20	71145	10.73	45746	6.18	48813	5.88
Acuvue Clear	Clear	209117	38.75	261396	39.44	221402	29.92	228221	27.51
Durasoft Colour	Coloured	22950	4.25	30983	4.67	41862	5.66	52875	6.37
Freshlook	Coloured	116640	21.61	151200	22.81	237600	32.11	270655	32.63
Acuvue 2 Colour	Coloured	57240	10.61	69432	10.48	64800	8.76	68840	8.30
X2	Coloured	33792	6.26	48320	7.29	73848	9.98	89421	10.78
Freshkon Fusion	Coloured	0	0.00	28000	4.22	41160	5.56	48963	5.90
Others		1689	0.31	2280	0.34	13488	1.82	21745	2.62
Total		539628	100	662756	100	739906	100	829533	100
Growth	(%)			22.82		11.64		12.11	

Source: Association of Optical Business Indonesia

2. Conceptual Review

Brand

Branding a product is an important factor to sustain a product life. A brand can be in the form of a picture (symbol), a name, a written statement or a mark that will create an identity or a special feature/characteristic of a product,

which differentiate it from a same product from another producer. Branding is important to maintain product competitiveness in the market.

A brand according to Aaker in his book *Managing Brand Equity* (1991):

"A brand is a distinguishing name and/or symbol (such as a logo, trademark, or package designing intended to identify the goods or

services of either one seller or a group sellers, an to differentiate those goods or services from those of competitors”.

According to Kotler in Marketing Management (2000), a brand is:

“Brand is a name, term, sign, symbol or design or a combination of them, intended to identify the goods or service of in seller or group of seller and to differentiate them from product of competitors”. As an identity a

“Brand is a name, term, sign, symbol or design or a combination of them, intended to identify the goods or service of in seller or group of seller and to differentiate them from product of competitors”.

Phillip Kotler

brand can endow a significant impact for the brand the producer and its consumer, a competitor can offer a similar product but they cannot offer the same emotional affirmation. In other words, a brand is a seller’s promise to give constantly a certain presentation/appearance, benefit, and service to buyers. A good brand will assure the quality to a certain product.

According to Kotler in Marketing Management (2000), a brand has six level of understanding that is:

1. Attributes

A brand will endow an impact on a product, for instance Mercedes, it present an image of something expensive, best quality and design, durable, fast, prestige.

2. Benefit

Brand is not only associated to attributes. Customers do not buy attributes, they buy benefits. Attributes must be developed into a functional or an emotional benefit.

3. Value

Brand also expresses its producer’s values. Mercedes is associated to high performance, safety, prestige. The sales persons of the brand

have to identify which groups of consumers are interested in those values.

4. Culture

A brand represents a certain culture. Mercedes represent the organized, efficient, the high quality minded of the German culture.

5. Personality

A brand also represents a certain personality that is the personality for its adherents/fanatic users.

6. User

Brand will determine its consumer and user group.

Brand equity

Brand equity according to Aaker in “Managing Brand Equity” (1991) is:

“Brand equity is a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm’s customer”.

“Brand equity is a set of brand assets

Aaker

and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm’s customer”.

According to Aaker, brand equity has five categories:

1. Brand awareness

The ability of a prospect buyer to remember or recognizing a brand as a part of a certain product category.

2. Brand association

The process of how a brand image can create a certain impression for the buyers such as habit, life style, product attribute, benefits, price, status, competitor.

3. Perceived Quality

Create a perception in the consumer minds on a certain quality/superiority of a product or service.

4. Brand Loyalty

The loyalty level of consumers to a certain brand, which make them loyal to the product and not easily attracted to another brand.

5. Other Brand Asset Property

Other brand assets such as trade mark, patent rights. The first four element of brand equity are the prominent factors of brand equity while the fifth will get a direct impact from the quality of the four prominent factors. The brand equity concept will create values either for the producer or for consumer.

The values will benefit the producer through:

- a. Efficiency and affectivity in the company marketing program
- b. Consumer brand loyalty
- c. Price or profit stability
- d. Brand expansion
- e. Trade increase/expansion
- f. Competitive profit

The benefit of the values for the customers/users is:

- a. Will have a better interpretation or information process
- b. Be more confident from the buying process
- c. Getting more consumer satisfaction

Brand awareness

According to Aaker in "Managing Brand Equity" (1991) Brand awareness is:

"Brand Awareness is the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category".

Brand awareness is very important for a company in order to get consumer's loyalty, which is the ability to ember and recognize a brand of a certain product and the willingness to buy it. Brand awareness means transferring of a brand name in the consumer's mind, which in turn will play an important role in brand equity. Improving brand awareness is one of the

"Brand Awareness is the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category".

Aaker

mechanisms to enlarge brand market, and brand awareness can influence consumers' perception and

behavior in a product buying process. Brand awareness is the key to other brand equity elements. Low brand awareness will certainly cause a low brand equity. Below are the brand awareness pyramided, from the lowest to the highest:

1. Top of mind

Top of mind is the first brand that appears on a respondent mind or which is spontaneously remembered by a consumer for a certain product category. Top of mind is a single response question or a respondent can only give one answer for the question.

2. Brand recall

Brand recall is how a respondent remembers brands after recalling a brand in his/her mind. Brand recall is a multi response question with an unaided answer (unaided question).

3. Brand Recognition

Brand recognition is the minimal level of brand awareness, where the respondents are guided in giving an answer (aided question). Product descriptions of the brand are given in the questions. These questions are given to measure the amount of respondents who needs to be reminded of the existence of a certain brand. Another tool besides questions to measure customer brand awareness is through photos of certain the brand, and usually this is quite effective.

4. Brand Unaware

Brand Unaware is the lowest level of the brand awareness pyramid. This is the situation where consumers already forgot about the existence of a brand. Brand unawareness can be measured in a research of brand awareness, and

a consumer answer that he/she does not know or never knows the brand of a certain product in a given picture.

3. How to achieve awareness

According to Aaker in *Managing Brand Equity* (1991), brand recognition process involves the recognition a name that is linked to a product category. There are several ways to reach and improve brand awareness:

1. Be different and memorable

The message must be simple, easy to remember and different than others and yet a connection between the brand and the product category.

2. Involve a slogan or Jingle

Use an attractive slogan or a jingle that will help customers to recognize and remember the brand.

3. Symbol Exposure

If the product has a symbol, it must be related to the brand, for example KFC with Colonel Sanders.

4. Publicity

To strengthen brand awareness use an appropriate publicity that is connected to the product category, brand or both. Publicity is important because it is cheaper than media advertising.

Perceived Quality is "The customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose relative to alternatives".

Aaker

5. Consider brand extensions

Brand extension is used to strengthen consumer brand recognition amidst other brands of the same category.

6. Sponsorship

The main target of sponsorship is to maintain brand awareness and showing the existence of a brand.

7. Recall requires repetition

Repetition will stimulate recognition, since building recognition is more complicated compared to making an introduction. The connection between the brand and product has to be strong. Brand name must be prominent so consumer will keep remember the brand even the product has passed its prime time.

8. Recall bonus

To build a strong a consistent top of mind recognition, the brand has to be able to block the consumer mind in order not to remember other brands.

Perceived quality

According to Aaker Perceived Quality is "The customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose relative to alternatives". Quality perception is an important dimension the brand equity since it can give the following benefits

1. Reason to buy

Consumers are often unmotivated to get objective information of a product quality because the unavailability of the information it self. Brand quality perception is important to attract customer to buy. Brand quality information will help customer to decide which brand they are going to choose.

2. Differentiate/position

Brand characteristic will determine their position through brand quality perception, will it be in the super premium, premium, value of money or economical. With quality perception a brand will also be categorized as the best product in the market or just being competitive with other brands.

3. Price Premium

The benefit of quality perception is to give choices in determining premium pricing.

Premium pricing will affect profit and resources to reinvest in the brand.

4. Channel member interest

Quality perception is very important for retailers, distributors and other channel members, in order to offer products with high quality perception with an attractive price and controlling traffic distribution. Retailers are motivated to distribute brands that are popular among consumers.

5. Brand Extensions

Impression on quality can be exploited by introducing brand extensions, launching a new product category. A strong brand with respect to perceived quality will have the ability to extend further, and will attain a higher profitability success compared to a weaker brand.

The dimensions that build quality perception on a product, according to Aaker are:

1. Performance: involves the primary operating characteristic of the product
2. Features: are secondary elements of products, such as the type of VCR remote control
3. Conformance with specifications: the absence of defects, is a traditional manufacturing oriented view of quality
4. Reliability: is the consistency of performance from each purchase to the next. And through time the percentage of time that the product delivers an acceptable performance
5. Durability: reflects the economic life of the product
6. Serviceability: reflects the ability to service the product
7. Fit and finish: which refers to the appearance or feel of quality

Beside the dimensions above, there are external elements that support product quality such as the physical appearance/presentation of the brand. While the dimensions of service products, although almost the same said it still has a difference in its product dimensions

context compared to the contexts of the non-service products.

Brand association

According to Aaker brand association is *anything linked in memory to a brand*

Impression, which is associated to a brand, will increase with consumers' experiences in consuming a brand or how often the brand is introduced in its marketing communication strategy. The impression will increase with the support of other networks. The connection of various brand association will create a brand image. The greater factors are associated to a brand, stronger the brand image is.

Brand association will create a brand image that will affect consumer buying decision and loyalty for a certain brand. In reality, there is a lot of variation of brand association that can add value to a certain brand considered from either the company or the consumer perspective.

Function association according to Aaker is:

1. Help process/retrieve information

Associations can accommodate facts and specification that are difficult to be accessed/comprehended by customers and which can be expensive for the company to communicate it. An association can also give solutions and handy information for consumers of a certain brand.

2. Differentiate

An association can give important reasons/grounds to make differentiations. Association of two different brands plays an important role to differentiate one and another. Distinctive associations can become an important competitive advantage.

3. Reason to buy

A lot of brand association needs product attributes or benefits that will attract customers to buy or use the certain brand. This association will become the base of buying decision or brand loyalty. Some association will affect the buying decision by creating credibility or confidence of using the certain brand.

4. Create positive attitudes/feelings

Some association can stimulate positive feeling for a certain brand. Some association can create a positive feeling and create a different experience when using a certain brand.

5. Basis for extension

An association can become the consideration for a product extension by generating a correlation between the brand and a new product or by creating a reason for the users to buy the extension product.

Associations that are involved in a brand are usually connected to several brand association types as according to Kotler (2000):

1. Product Attributes

Associate attributes or characteristic of a product are frequently used as a positioning strategy. This kind of association is effective because if the attribute/ attributes are significant, then the association can directly be translated into an attention to buy a certain product.

2. Intangible attributes

An intangible factor is a general attribute, for instance quality perception, but factors as technology advancement or value impression can be considered as an objective attributes

3. Customer benefit

Because almost all products attributes give benefits to the customers, so there is a close relationship between the two. Benefits for the customers can be categorized as follows:

a. Rational benefits, that is one or more product attributes that can influence the rational decision making process

b. Psychological benefits, that is one or more product attributes that can determine the customer's feelings when buying or using that certain brand

4. Relative price

Evaluation on a certain brand in a product class will start from brand positioning, which

decide who are the users or customers of the product.

5. Application

Associating a brand with the user or customer type of the product.

6. User/Customer

Associating a brand with the user or customer type of the product.

7. Celebrity Person

Using a celebrity or artist to endorse a brand will deliver the association between the celebrity and a product's brand.

8. Life style/personality

Association of a brand with a certain life style based on the life style, characteristic & habits of the brand's customer.

9. Product Class

Associating a brand with the product class.

10. Competitors

Recognizing the competitors and attempting to be the same or surpassing the competitor.

11. Country/geographic area

A country can become a strong symbol when it has a strong relation with a product, an ingredient or a competency.

Brand loyalty

According to Aaker, brand loyalty is a measure of the attachment that a customer has to a brand

Brand loyalty is the core of brand equity, which is the central idea of marketing, since it is the adherence of a customer to a certain brand. If their loyalty increases then their vulnerability to competitors product influence can be decreased. Brand loyalty can be used as an indicator of the future profit in brand equity, since brand loyalty can be associated to the future sale.

"Brand loyalty is a measure of the attachment that a customer has to a brand".

Aaker

Brand loyalty can also be used,

as a measurement of the possibility of a customer will switch to another product, especially when there are changes such as in price or other attributes of the brand.

A very loyal customer of a brand will not easily switch to another brand, although there are changes in the brand

Brand loyalty is one of the indicators that are directly connected with sales opportunity and up coming profit of a company. A loyal customer usually will still buy a certain brand although there is many competitors' alternative brand with better attributes characteristic. If brand loyalty is strong, then the brand has strong brand equity.

A disloyal customer usually buy a brand not because their attachment to a certain brand, but rather to the product characteristic, price, usage comfort or other attributes offered by the alternative product. If most of the customer of this brand is in this category, there is a probability that this brand is weak.

Satisfaction is a direct measurement tool to know consumers' loyalty to a certain brand, and is an important tool to measure service products. As satisfaction is a measurement, loyalty is the accumulation of usage experience of a product. There are several stages in brand loyalty. Each stage shows the level of marketing challenge and an asset that needed to be developed.

According to Aaker brand loyalty are as follows:

1. Switcher/price buyer

The lowest loyalty level, they are consumers who often switches from one brand to another and are identified as disloyal. They consider any brand is good, because other people were also buying it and it is cheap.

2. Habitual buyer

A consumer who is satisfied with a product/brand, there is no strong reason for him/her to buy another brand or switch brand especially when it needs effort, cost or other sacrifices. So they buy a certain brand because of it is just a habit or because they are accustomed to the certain brand/ product.

3. Satisfied buyer

A buyer who is satisfied with the brand which he/she consumes, but there is a possibility that he/she will switch by risking the switching cost, such as time, cost and risks that occur because of the change. Offering products with multi benefits can attract this kind of buyer.

4. Likes the brand

Consumers really like the brand. The fondness is build because of the symbol. Experiences in using the brand either self-experience or other people's experience, or because of the high quality perspective

5. Committed buyer

Loyal consumers are buyers who have pride in using a certain brand. A brand will become very important either from its function or as an expression of who is the user. Users of this category will recommend/promote the brand he/she are using.

From the description above, brands with no strong brand, equity will have more consumers from the switcher category. The next portion is the habitual consumer, and the smallest portion is the committed buyer. As in Picture 1 of Loyalty Pyramid.

Brands with strong brand equity to have its types of buyers the form of an upturned pyramid as in Picture 2 the Upturned Loyalty Pyramid, the committed buyer segment have to be bigger than in the switcher type.

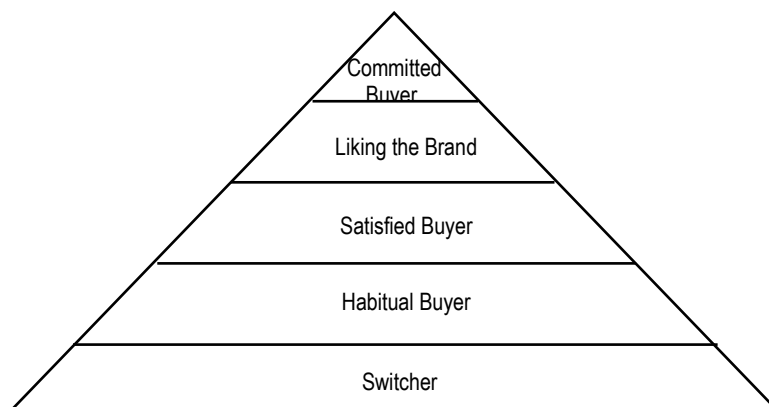


Figure 1. Loyalty Pyramid.

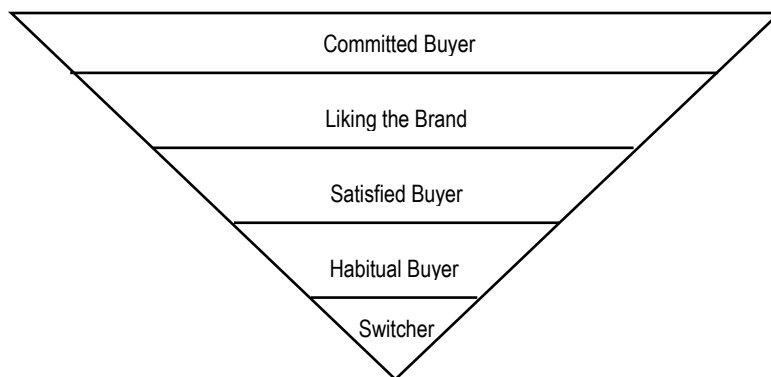


Figure 2. Upturned Loyalty Pyramid.

Brand loyalty will not be achieved if there is no introduction or if there is no buying transaction and product usage by consumer. According to Aaker, brand loyalty can be reached with several approaches as follows:

1. Consumer satisfaction measurement on a certain brand

Measurement of satisfaction and unsatisfied feedback from users. The main target of this loyalty measurement is to know how great the unsatisfactory level of the customer toward a brand is. Questionnaires are recommended to be used in this type of survey to get accurate results.

2. Liking of the Brand

Measurement on the fondness or favoritism level of consumers to a certain brand. Some

variables of the measurement questionnaire are liking, respect, friendship and trust.

3. Commitment

A strong brand will have a strong customer base. One of the key indicators of a substantial bond between the customer and the brand, among others is the frequency of customer - product interaction, and the effectiveness of word of mouth.

4. Behavior Measurement

Behavior measurement is a direct way to see customer loyalty, especially loyalty in consumer buying pattern. Consumer loyalty can drastically change depending on the number of competitor's products in the market.

4. Research Methodology

Research is done through randomly distributed questionnaires in the period of 2003 - 2006 in Jakarta and Bandung.

Sales Promotion Girls distribute questionnaires on Sundays during exhibition in malls, inshore promo at optical. The target of this purposive survey are colour contact lens users with the following form of questionnaire:

Free X2 Sunglass for your feedback!
 Thank you for allocating your time to fill this questionnaire.
 Name: _____ Mobile No/Tell _____
 Age : _____ Gender: Male/ Female (please cross the unneeded)
 Education: _____
 Help us to serve you better by answering questions regarding X2 and the same types of products that are available in the market.

1. Mentioned one contact lens brand which you remember spontaneously
 - a. Freshlook
 - b. Acuvue Color
 - c. X2
 - d. Freshkon
 - e. Durasoft
2. Did you ever use contact lenses from another brand besides the one you are wearing now?
 - a. Yes
 - b. Never
3. How long have you been using X2 contact lens?
 - a. < 1 year
 - b. 1 - 2 years
 - c. > 2 years
4. Where did you get information about X2 from?
 - a. Magazine
 - b. Radio
 - c. Friend
 - d. Optic
 - e. Exhibition
 - f. Others, mentioned
5. Is the available colours of X2 matched your skin characteristic?
 - a. Yes
 - b. No
6. Does the product specification of X2 meet your requirements and comfortable for your eyes?
 - a. Yes
 - b. No
7. According to you, is the X2 product affordable?
 - a. Yes
 - b. No
8. Do you already know X2 Contact lens?
 - a. Yes
 - b. No
9. According to you, does X2 have a complete range of contact lens care?
 - a. Yes
 - b. No
10. Do you think the X2 promotion is attractive?
 - a. Yes
 - b. No

Questionnaire Questions

Colored soft lens that match Indonesian Woman characteristic	DA	SD	D	SA	AV
a. Freshlook					
b. Acuvue					
c. X2					
d. Freshkon					
The easy to remembered brand according to you is					
a. Freshlook					
b. Acuvue					
c. X2					
d. Freshkon					
The most comfortable lens according to you is					

<p>a. Freshlook b. Acuvue c. X2 d. Freshkon According to you the most affordable contact lens is: a. Freshlook b. Acuvue c. X2 d. Freshkon According to you which product has the most accessible information a. Freshlook b. Acuvue c. X2 d. Freshkon Which product is easily found in optics a. Freshlook b. Acuvue c. X2 d. Freshkon According to you which product is most durable a. Freshlook b. Acuvue c. X2 d. Freshkon According to you which product has the complete care range a. Freshlook b. Acuvue c. X2 d. Freshkon The most attractive promotion is from a. Freshlook b. Acuvue c. X2 d. Freshkon</p>					
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Note: DA = do not agreed at all

SA = slightly agreed

SD = slightly disagreed

AVM = agreed very much

D = disagreed

To get a clear description of the condition of each variable, descriptive analytical method issued in evaluating the research results.

The analyzed aspects are:

1. Brand awareness

Is to measure respondent's impulsive recognition of a colored contact lens' brand.

2. Brand Association

To analyze respondent impression on X2 coloured contact lens from the point of its characteristic.

3. Perceived Quality

To analyze respondents response on the ten characteristic of perceived quality from X2 coloured contact lens.

5. Sample determination

Sample is taken randomly from the total 5003 questionnaires responses, but only 11% from the total are valid responses and it represent each period from 2003 - 2006. Total

there are 300 responses that will be analyzed. See Table 2 for result.

6. Likert scale, means (average), variants and deviation standard

Likert scale is a scaling procedure where the scales represent a bipolar continuum?

At the left side with a low score shows negative answers, while at the right end with high score shows positive answers so respondent could answer according to their perception/ satisfaction to a certain question.

Likert score are as follows:

Scale score:

- 1 = do not agreed at all
- 2 = disagreed
- 3 = slightly
- 4 = slightly agreed
- 5 = agreed very much

Average:

Average (x) is the middle score of answers chosen by respondents

$$\bar{X} = \frac{Fi * Xi}{n}$$

Where:

\bar{X} = average

Fi = frequency

Xi = weight value or respondent's answer score

N = number of respondents

Variant and deviation standard

To measure the average level of the mean of each value (X1)

$$S^2 = \frac{1}{n - 1} (Xi - X)^2, S = \sqrt{S^2}$$

Where S2 = variant, S = deviation standard

Table 2. Respondent data, quantity of sample respondent of X2 coloured contact lens

Periode Promo	2003		2004		2005		2006	
	Respondent	Valid	Respondent	Valid	Respondent	Valid	Respondent	Valid
Quarter 1	225	144	320	176	231	116	361	188
Quarter 2	173	93	288	187	375	195	285	171
Quarter 3	280	151	257	149	405	182	477	253
Quarter 4	335	204	377	189	413	198	201	127
Total	1.013	593	1.242	701	1.424	691	1.324	738
% Valid		59		57		49		56
Qty sample (11%)		65		77		76		82

Result and discussion

Below is some information about the respondent profile in this survey:

1. Gender

In the table 3, there are 300 respondents, 297 respondents or 99% are female, and 3 respondent or 1% are male.

Table 3. Gender

Description	Frequency	%
Female	297	99.0
Male	3	1.0
Total	300	100.0

2. Age

In the table 4, folowing respondent profile according to age, most respondents are in the

age group of 18 - 25 that are 249 from 300 respondents or 83%.

Table 4. Age

Description	Frequency	%
18 - 25 years	249	83.0
26 - 30 years	39	13.0
31 - 35 years	9	3.0
36 - 40 years	3	1.0
> 40 years	0	0.0
Total	300	100.0

3. Education back ground

Table 5 the education background of respondents, mostly had High School education, which is 153 from 300 respondents or 51%.

Table 5. Education

Description	Frequency	%
Secondary School	0	0.0
High school	153	51.0
Diploma	9	3.0
Under graduate	3	1.0
Master	0	0.0
Total	300	100.0

Brand Awareness Analysis

Table 6, 7, 8 and 9 show the Brand Awareness of the coloured X2 contact lens.

Table 6. The Spontaneous Reaction on Brand Recognition

Description	Frequency	%
Freshlook	96	32.0
Acuvue Color	156	52.0
X2	32	10.7
Freshkon	16	5.3
Durasoft	0	0.0
Total	300	100.0

From the survey 156 respondents or around 52% from 300 respondents said that coloured contact lens Acuvue Color was the first brand they spontaneously remember, no one mention Durasoft as the brand which they spontaneously remembered.

Table 7. The Usage of Other Brand than X2

Description	Frequency	%
Yes	178	59.3
Never	122	40.7
Total	300	100.0

From the survey most respondents have used other colored contact lens other than X2, which consists 178 respondent or 59.3% out of 300 respondents. While 122 respondents or 40.7% said that, they never used another brand.

Tabel 8. Period of using X2

Description	Frequency	%
< 1 year	62	20.7
1 - 2 years		32.7
> 2 years	140	46.7
Total	300	100.0

From the survey, 140 respondents or 46.7% from 300 respondents has used X2 coloured contact lens more than 2 years, 62 respondents or 20.7% has used less than 1 year or only for certain occasions.

Table 9. Information source for X2

Description	Frequency	%
Magazine & Brochure	24	8.0
Radio Ad	0	0.0
Friends	75	25.0
Optic	126	42.0
Exhibition	69	23.0
Others	6	2.0
Total	300	100.0

From the survey 128 or 42.0% from 300 respondents answered that they gained information from optics, no respondent have the information of the brand from advertisement or radio.

Brand Association Analysis

Next are the tables showing the Brand Analysis of the X2 coloured contact lens.

Table 10. The contact lens colour matched the Indonesian Women skin tone character

Description	Frequency	%
Yes	236	78.7
No	64	21.3
Total	300	100

From the survey 236 or 78.7% from 300 respondents agreed that the colour of the X2 contact lens match with their skin characteristic, while 64 respondents or 21.3% disagreed.

Table 11. Usage Comfort

Description	Frequency	%
Yes	216	72.0
No	84	28.0
Total	300	100

From the survey, 216 or 72% from 300 respondents agreed that X2 contact lens are comfortable for the eyes while 84 or 28% disagreed.

Table 12. Affordable Price

Description	Frequency	%
Yes	270	90.0
No	30	10.0
Total	300	100

From the survey 270 or 90% from 300 respondents agreed that the selling price of X2 colour contact lens is affordable, while 30 respondents or 10% stated that the selling price is unaffordable.

Table 13. A Popular Brand

Description	Frequency	%
Yes	210	70.0
No	90	30.0
Total	300	100

Table 16. The contact lens colour matched the Indonesian Women skin tone character

Question:	DA	SD	D	SA	AVM	Score	Mean	Total
Coloured soft lens that match Indonesian Woman characteristic								
a. Freshlook	12	35	16	10	3	185	0.62	
b. Acuvue	1	7	31	23	12	260	087	
c. X2	2	4	22	34	12	277	0.92	
d. Freshkon	4	12	27	24	8	245	0.82	
Total Respondent	19	58	96	91	36	967		300

From the survey, 210 or 70% agreed that X2 contact lens are popular coloured contact lens, while 90 respondents said that it is unpopular.

Table 14. Complete variant and types

Description	Frequency	%
Yes	213	71.0
No	87	29.0
Total	300	100

From the survey, most respondent that is 213 or 71% stated that X2 have a complete variant of types, while 87 or 29% disagreed.

Table 15. Interesting promotion

Description	Frequency	%
Yes	257	85.7
No	43	14.3
Total	300	100

From the survey 257 or 85.7% agreed that X2 promotion is interesting while 43 or 14.3% disagreed and find it uninteresting.

Perceived Quality Analysis

To know the Perceived Quality of X2 coloured contact lens questionnaire's answers are measured with the Likert scale from 1 to 5 for answers : do not agreed at all (DA), disagreed. Slightly (D), disagreed (D), slightly agreed (SA), agreed very much (AVM).

As seen in the table above, X2 coloured contact lens has a score of 277 or 28.6% from the respondents who agreed that the contact lens match with the Indonesian woman skin colour that is ivory to dark brown.

Table 17. Easy to remember Brand

Question: Easy to remember brand	DA	SD	D	SA	AVM	Score	Mean	Total
a. Freshlook	0	0	9	35	31	322	1.07	
b. Acuvue	0	0	9	20	47	342	1.14	
c. X2	3	7	3	25	37	311	1.04	
d. Freshkon	7	9	6	30	22	273	0.91	
Total Respondent	10	16	27	110	137	1248		300

The table above shows that X2 contact lens has a score of 3131 or 24.9% on the question of how easy is the brand to be remembered, or more familiar compared to the others, which has entered Indonesia since 1998.

Table 18. Usage Comfort

Question: A comfortable to use contact lens	DA	SD	D	SA	AVM	Score	Mean	Total
a. Freshlook	0	1	5	50	19	312	1.04	
b. Acuvue	0	2	10	46	15	299	1.00	
c. X2	3	6	9	46	12	286	0.95	
d. Freshkon	2	5	26	30	11	265	0.88	
Total Respondent	5	14	52	172	57	1162		300

As seen at the table above, X2 contact lens has gain a score of 285 or 29.6% regarding usage comfortability, because it uses a different type of the silicon as its main material.

Table 19. Affordable Price

Question: Affordability	DA	SD	D	SA	AVM	Score	Mean	Total
a. Freshlook	17	8	41	9	0	192	0.64	
b. Acuvue	12	11	46	6	0	196	0.65	
c. X2	0	0	8	62	16	312	1.04	
d. Freshkon	0	1	12	48	13	295	0.98	
Total Respondent	29	20	107	115	29	995		300

From the table above, X2 contact lens get a score of 312 or 31.4% agreed that the price is affordable for the product quality.

Table 20. Product Information Accessibility

Question: Product Information Accessibility	DA	SD	D	SA	AVM	Score	Mean	Total
a. Freshlook	0	0	14	30	30	321	1.04	
b. Acuvue	0	0	8	26	44	342	1.14	
c. X2	0	0	13	35	27	314	1.05	
d. Freshkon	0	0	16	32	27	311	1.04	
Total Respondent	0	0	49	123	128	1279		300

As seen in table 20, X2 contact lens has a score of 314 or 24.6% agreed that it is relatively easy to get X2 product information from its website, print media, optical information and articles in health magazines.

Table 21. Product availability at Optics

Question: Product availability at optics	DA	SD	D	SA	AVM	Score	Mean	Total
a. Freshlook	4	3	15	30	24	295	0.98	
b. Acuvue	4	5	2	32	30	298	0.99	
c. X2	4	4	6	31	31	309	1.03	
d. Freshkon	9	6	3	29	28	286	0.95	
Total Respondent	21	18	26	122	113	1188		300

In table 21, X2 contact lens get a score of 309 or 26.0% who agreed that it is quite easy to find the product at any optics, while others are only available at certain optics.

Table 22. Product Durability

Question: Product Durability	DA	SD	D	SA	AVM	Score	Mean	Total
a. Freshlook	9	24	40	1	0	181	0.60	
b. Acuvue	19	24	30	2	0	165	0.56	
c. X2	0	1	4	45	26	324	1.08	
d. Freshkon	0	0	3	42	30	327		
Total Respondent	28	49	77	90	56	997		300

As seen in the table above, X2 contact lens has the score of 324 or 32.5% agreed on the product durability of 3 - 6 months compared to others, which is only below 1 month.

Table 23. Accessories & contact lens care availability

Question: Accessories & contact lens care availability	DA	SD	D	SA	AVM	Score	Mean	Total
a. Freshlook	8	11	22	30	5	241	0.50	
b. Acuvue	9	20	29	21	0	220	0.73	
c. X2	0	0	9	37	30	325	1.08	
d. Freshkon	3	0	32	20	14	249	0.83	
Total Respondent	20	31	92	108	49	1035		300

In table 23, X2 contact lens get the score of 325 or 31.4% agreed that the product has a complete range of accessories/contact lens care such as, contact lens cleanser, protein solvent solution, contact lens eye drops, soaking agent solution and other accessories.

Table 24. Attractive Promotion

Question: Attractive Promotion	DA	SD	D	SA	AVM	Score	Mean	Total
a. Freshlook	4	20	27	17	5	218	0.73	
b. Acuvue	3	16	26	19	11	244	0.81	
c. X2	1	1	1	47	26	324	1.08	
d. Freshkon	2	5	22	26	21	267	0.96	
Total Respondent	10	42	78	109	63	1073		300

In table 24 X2 contact lens get the score of 324 or 30.2% agreed that X2 has an attractive promotion package with accessories and contact lens care bonuses.

The compilation of the survey result from four colour contact lens brands on quality character can be read in Table 25.

Table 25. Quality Characteristic Comparison of four colour contact lens brands

Quality Characteristic	Fresh Look	Acuvue Color	X2	Freshkon
Matching color with Indonesian Women skin colour characteristic	0.62	0.87	0.92	0.82
Easy to remember brand	1.07	1.14	1.04	0.91
Comfort Usage	0.64	0.65	1.04	0.98
Affordable price	1.04	1.14	1.05	1.04
Product Information accessibility	0.96	0.99	1.03	0.95
Product availability at optics	0.60	0.55	1.08	1.09
Product Durability	0.80	0.73	1.08	0.83
Accessories & contact lens care availability	0.73	0.81	1.08	0.96
Attractive Promotion	0.73	0.81	1.08	0.96
Means	0.84	0.88	1.03	0.94

5. Conclusion and Recommendation

Conclusion

1. Brand Awareness:

Only 10.7% respondent stated that contact lens X2 is the first brand that they recall. 52% mentioned Acuvue and 32% for Freshlook. As a conclusion, X2 has not yet a become strong brand that is easily remembered by colour contact lens users, it is only positioned at the third rank after Acuvue and Freshlook.

2. Brand Association:

60% respondents agreed to the six aspects of brand association or confirm their good impression on X2 contact lens according to its characteristics.

3. Perceived Quality

X2's Respondents give a positive response that is 1.03 to the nine characteristic of perceived quality, while Freshkon, Acuvue and Freshlook, get a means of 0.94, 0.88 and 0.84 consecutively, and it means that those three brands get less positive response from the respondents.

Recommendation

From the survey above, there are several recommendations:

1. X2 coloured contact lens increase their brand promotion through printed or electronic media, in order to get more exposure and recognition from contact lens users

2. Increase X2 coloured contact lens publicity through seminars for opticians, exhibition, continuous in store promo.

3. Develop research and development to get a better quality comfortable and hygienic colour contact lens. That specification can be met by using a higher quality, more flexible and soft silicone that can absorb more oxygen.

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