

**ANALYSIS OF PERSONAL FACTORS THAT INFLUENCE
THE CONSUMER BUYING DECISION FOR Ipad**

By

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In partial fulfillment of the requirements for
Bachelor Degree in Economics Major in Management**



President University

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December 2011

PANEL OF EXAMINERS APPROVAL SHEET

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DECLARATION OF ORIGINALITY

I declare that thesis entitled “**Analysis of Personal Factors that Influence the Consumer Buying Decision Process for iPad**” is, to the best of my knowledge and belief, an original work that has not been submitted, either in whole or in part, to another university to obtain a degree.

Cikarang, Indonesia, 23rd December 2011

Habibatur Ridhah

ABSTRACT

This objective of this research is to find out what is the personal factor that influence consumer buying decision process for Apple iPad the most. The research is focusing on lifestyle and self-concept factors. The age, occupation and economic condition are treated as supporting factors.

The research is conducted in Jakarta, started from October 28 to November 12, 2011, by spreading online questionnaire to people who is considering to buy iPad or already bought one. There are 100 samples that being observed, they live in the city of Jakarta and Bandung. However, lack of time and references are being some obstacles in the research process.

The researcher use qualitative method, specifically utilize descriptive statistic to analyze data and interpret the result. The researcher found that lifestyle factor (mobile communication lifestyle) influence the buying decision process mostly. Furthermore, the researcher can formulate the suggestions and recommendations for Apple Inc. as iPad vendor, to future consumer of Apple, especially Apple iPad, and to the future researcher of the same field. The researcher also hope this research will be a help to other related parties.

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CHAPTER I

INTRODUCTION

1.1. Research Background

The development, invention and innovation of technology are getting faster day by day. One of the real results is the new design Tablet Personal Computer (Tablet PC) which is simpler, thinner, and user-friendly for the people who needs the mobility for real. Apple Inc. as the one of most powerful and well-known mobile technology company in the world came first in this class with the product: iPad. The iPad comes for the Blue Ocean market, because iPad is the first who offer these complete formulas of new generation personal computer with the most exclusive software, while competitors come after with different operation system.

As a big company, Apple Inc. did not miss the chance to pay attention for International business advantage by expanding and enlarging their market to Asia and of course, Indonesia. As we know, International business presents firms with new market opportunities. These new markets provide more opportunities for expansion, growth, and income. A bigger market means more customers, increased revenue, a larger profit margin, and allows the business to realize economies of scale. Indonesia which has 230 millions populations of residents is a interesting target for Apple Inc. to sell their iPad. Supported by growing economics recently, People of Jakarta and Bandung buying power and the awareness of technology also increasing. This condition is a good news for iPad market penetration.

1.2 Problems Identified and Statement

Since Apple Inc. introduced iPad to the world market, it has shown very good performance in market penetration. Even in the first year of selling, 15 million units of Apple Inc. iPad have been sold. Michael Saylor, Chief Executive of Micro strategy Business Program stated in July 2011 that iPad could monopolize the market of Tablet PC in the world.

However, the condition is not applied in Indonesia. The study of GFK revealed the market share of operation system of Tablet PC are as follows:



Figure I-1 :The market share of Tablet PC operation system

The condition shows that People of Jakarta and Bandung customer prefers the android more than Apple Inc. iPad although Apple Inc. iPad has offer technology, and style that were claimed will satisfy the need of consumers who aware of gadget.

There must be some personal factors behind the process of how a consumer decided to buy iPad instead of another brand.

This research is focusing on the personal factors that influence the buying decision process of urban customer of Jakarta and Bandung towards iPad. Thus, the problems that will be tested and evaluated in this research can be formulated in the form of question as stated below:

“what is the personal factors that influence the buyer buying decision process for iPad mostly ?”

1.3 Research Scope and Limitation

The study is about the personal factors which affected the buying decision process. The study is focusing on the lifestyle and Self concept theory. While Age & life cycle stage, Economic Situation and occupation theory the lifestyle and Self concept theory are utilized as supporting theories and explanation of data distributions.

However, there are limitations for this study:

1. The nationality of respondents is Indonesian.
2. The respondents live in city of Jakarta and Bandung.
3. The age of respondents is limited until 50 years old.
4. The occupations of respondents are only : student and employee.
5. The income of respondents are divided into no income, low income, middle-income and high income.

1.4 Research Objectives

The objective of this research is to know the personal factors that affect people for deciding to buy Apple iPad rather than other PC tablet with qualitative study. Then by seeing the result, the researcher would be able to figure out which factor that has the most influence that makes people choose Apple iPad instead of the product competitors and give recommendations to Apple Inc. as a vendor, future consumer of iPad and future researcher.

1.5 Research Benefit

1.5.1 Theoretical Significance

1. To implement and applies the knowledge that researcher have gain during 3 years time of learning in President University
2. To gain deeper knowledge and applications of Marketing knowledge, especially in Consumer Behavior field.

1.5.2 Practical Significance

1. To gain practical knowledge and deeper understanding of the personal factors that influences consumer's buying decision behavior of iPad.
2. To get conclusions and suggestions for the Apple Inc. iPad vendor, and also being a reference for future researcher.

1.6 Research Method

This research utilizes qualitative analysis method to gain data analysis. Qualitative research is a method of inquiry appropriated in many different academic disciplines, traditionally in the social sciences, but also in market research and further contexts. Qualitative researchers aim to gather an in-depth understanding of human behavior and the reasons that govern such behavior.

Qualitative research is the examination, analysis and interpretation of observations for the purpose of discovering underlying meanings and patterns of relationships, including classifications of types of phenomena and entities, in a manner that does not involve mathematical models. In simplified terms -Qualitative means a non-numerical data collection or explanation based on the attributes of the graph or source of data. It does not always need hypothesis, but need quantitative or qualitative analysis in making conclusion. In this research, the influences of personal factor variables to buying decision process for iPad will be explained by questionnaire result analysis. The variables are as follow:

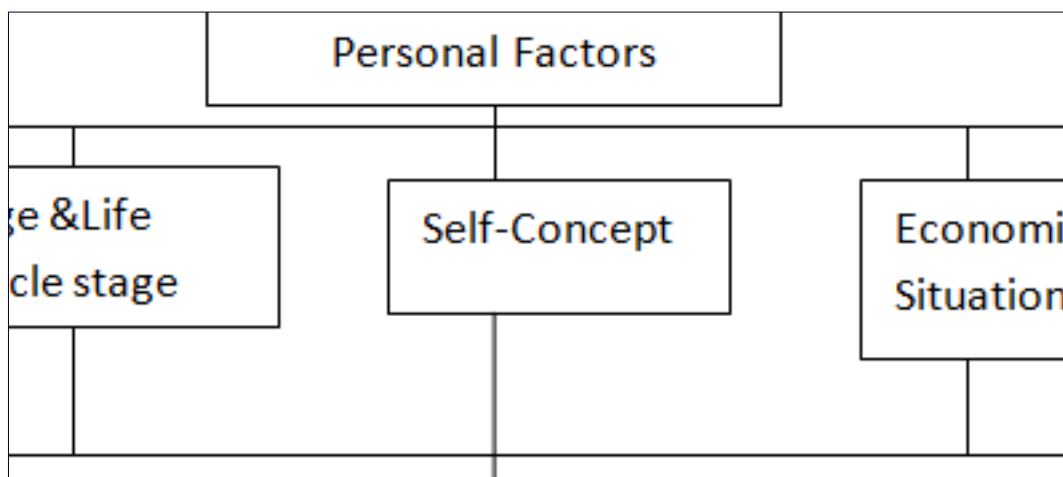


Figure I-2 : Theoretical Framework of Research, adapted from Kotler &Amstrong (2008)

Contemporary qualitative research has been conducted from a large number of various paradigms that influence conceptual and met theoretical concerns of legitimacy, control, data analysis, ontology, and epistemology, among others. Research conducted in the last 10 years has been

characterized by a distinct turn toward more interpretive, postmodern, and critical practices. five main paradigms of contemporary qualitative research are: positivism, post positivism, critical theories, constructivism, and participatory/cooperative paradigms.

1.7 Definitions of Terms

🕒 Apple Inc.

An American multinational corporation that designs and markets [consumerelectronics](#), [computer software](#), and [personal computers](#). The company's best-known hardware products include the [Macintosh](#) line of computers, the [iPod](#), the iPhone and the [iPad](#).

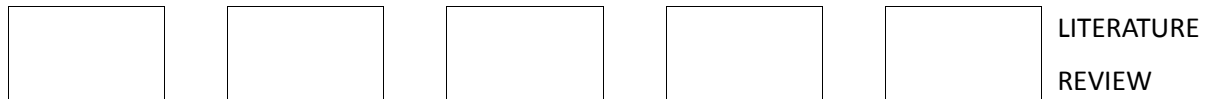
🕒 Tablet PC

a [tablet](#)-sized computer that also has the key features of a full-size [personal computer](#). A tablet PC is essentially a small laptop computer, equipped with a rotatable touchscreen as an additional [input device](#), and running a standard (or lightly adapted) PC operating system like Windows or Linux.

🕒 Market Share

The percentage of an industry or market's total sales that is earned by a particular company over a specified time period. Market share is calculated by taking the company's sales over the period and dividing it by the total sales of the industry over the same period. This metric is used to give a general idea of the size of a company to its market and its competitors.

CHAPTER II



2.1 Consumer Behavior

The American Marketing Association defines Consumer Behavior as the dynamic interaction of affect and cognition, behavior and the environment by which human being conduct the exchange aspect of their lives. In other words, consumer behavior involves the thoughts and feelings people experience and the actions they perform in consumption processes.

It also includes all the things in environment that influences these thought, feelings and actions. These include comments from other consumers, advertisements, price information, packaging, product appearance and many others. It is important to recognize from this definition that consumer behavior is dynamic, involves interactions and involves exchanges.

The consumer behavior study determine the process of how individual, groups or organization select, secure and dispose of products, services or ideas to satisfy their needs ,and also the impact that these processes have on the consumer and society.

Consumers make many buying decisions every day. Most large company research consumer buying decision in great detail to answer questions about what consumers buy, where they buy, how and how much they buy. Consumer purchases are influenced strongly by cultural, social, personal and psychological characteristics shown in the figure below.

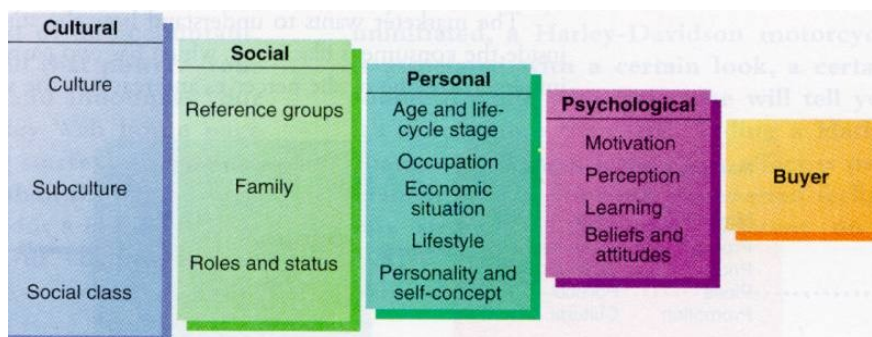


Figure II-1 :Factors Influencing Consumer Behavior (Kotler &Amstrong,2008)

There is a conceptual model in Consumer behavior and explained in the figure below. Individuals

develop self-concepts and subsequent lifestyles based on a variety of internal (mainly psychological and physical) and external (mainly sociological and demographic) influences. These self-concepts and lifestyles produce needs and desires, many which require consumptions decision to satisfy. As individuals encounter relevant situations, the consumer decisions process is activated. This process and the experiences and acquisitions it produces in turn influence the consumers' self-concept and lifestyle by affecting their internal and external characteristics.

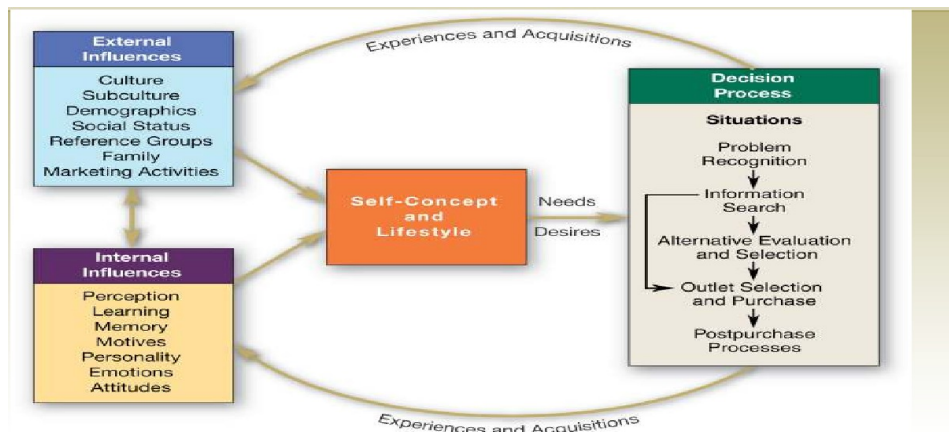


Figure II-1 Conceptual Model in Consumer Behavior (Del I. Hawkins, Best and Coney, 2004)

2.2 Personal Factors

A buyer's decision also are influenced by personal characteristics such as the buyer's age, life-cycle stage, occupation, economic situation, lifestyle and personality and self concept.

Main Theories

2.2.1 Lifestyle

Lifestyle is a person's pattern of living as expressed in his or her psychographics. It involves measuring consumers' major AIO dimensions—activities (work, hobbies, shopping, sport, social events), interests (food, fashion, family, recreations) and opinions (about themselves, social issues, business, products). Lifestyle captures something more than the person's social class or personality. It profiles a person's whole pattern of acting and interacting in the world.

Consumers are seldom explicitly aware of the role lifestyle plays in their purchase decisions. Lifestyle frequently provides the basic motivation and guideline for purchases, although it generally does so

in an indirect, subtle manner.

LIFESTYLE DETERMINANTS

Demographic

Subculture

Social Class

Motives

Personality

Emotions

Values

Household life cycle

Culture

Past Experiences

LIFESTYLE

Lifestyle

How we live

Activities

interest

dislikes/likes

attitudes

consumptions

expectations

feelings

IMPACT ON BEHAVIOR

Purchases

-How

-When

-Where

-What

-With Whom

Consumption

-Where

-With Whom

-How

-When

-What

Figure II-3 :Lifestyle Determinants (Del I. Hawkins, Best and Coney,2004)

The studies of lifestyle include the following:

- ⌚ Attitude: evaluative statement about other people, places, ideas, products and so forth.
- ⌚ Values: widely held beliefs about what is acceptable or desirable.
- ⌚ Activities and interests: non occupational behaviors to which consumers devote time and effort, such as hobbies, sports, public service and church.
- ⌚ Demographics: age, education, income, occupation, family structure, ethnic background, gender and geographic location.
- ⌚ Media Patterns : The specific media the customers utilize
- ⌚ Usage rates: measurements of consumption within a specified product category; often consumers are categorized as heavy, medium, light or nonusers.

2.2.1.1 Mobile Communication Lifestyle

Mobile Technology has groomed a lot in past few years, major reasons for rapid advancements in mobile network technology is requirements for being mobile or connectivity on move.

Wireless networks are the fastest growing communications technology in history. Mobile Communication is how the possibility of multimodal communication from anywhere to

anywhere at any time affects everyday life at home, at work, and at school, and raises broader concerns about politics and culture both global and local.

Angela Tucci, The Chief Strategy Officer Symantec said that :

“We are now entering a different era in terms of internet and connectivity. The Internet has changed the world forever, and now tablets and smartphones have also been re-change the world. No matter wherever we are, we can shop, work, we can talk to other people, watching movie. It is indeed phenomenal. “

Consumer research indicates that people always want to do more tasks much better, even on the go, whether it is web browsing, email, games, or viewing photos and videos. To do all this, consumers carry multiple devices, because each device has unique benefits that work best in a particular situation. Therefore, consumers constantly switch devices to use the right device at the right time.

There is an emerging desire for a primary device for on-the-go use that could consolidate the core tasks of multiple devices as well as recreate the ease and simplicity of using a pen and paper. The technology expert researcher come with Tablet PC as a platform for audio-visual media including books, periodicals, movies, music, games, and web content. The tablet PC bring people to the new era of mobile communication because Tablet may help them with to do professional task easily, more effective e-learning, entertainment on the go, and hobbies application. The advantages of tablet PC are as follows :

Advantages

- ⌚ Usage in environments not conducive to a keyboard and mouse such as lying in bed, standing, or handling with a single hand.
- ⌚ Lighter weight, lower power models can function similarly to dedicated reading devices like the Amazon Kindle.

Touch environment makes navigation easier than conventional use of keyboard and mouse or touch pad in certain contexts such as image manipulation, musical, or mouse oriented games.

- ⌚ Digital painting and image editing are more precise and intuitive than painting or sketching with a mouse.
- ⌚ The ability for easier or faster entry of diagrams, mathematical notations, and symbols.
- ⌚ Allows, with the proper software, universal input, independent from different keyboard localizations.

Some users find it more direct and pleasant to use a stylus, pen or finger to point and tap on objects, rather than use a mouse or touchpad, which are not directly connected to the pointer on screen.

2.2.2 Personality and Self Concept

Personality refers to the unique psychological characteristics that lead to relatively consistent and lasting responses to one's own environment. Personality is usually described in terms of traits such as self-confidence, dominance, sociability, autonomy, defensiveness, adaptability and aggressiveness. Personality can be useful in analyzing consumer behavior for certain product or brand choices.

The idea is that brands also have personalities, and that consumers are likely to choose brands with personalities to match their own. A brand personality is the specific mix of human traits that may be attributed to a particular brand. One researcher identified five brand personality traits :

1. Sincerity (down to earth, honest, wholesome, and cheerful)
2. Excitement (daring, spirited, imaginative and up-to-date)
3. Competence (reliable, intelligent, and successful)
4. Sophistication (upper class and charming)
5. Ruggedness.

Many marketers use a concept related to personality which is called as Self-Concept. The basic self concept premise is that people's possessions contribute to and reflect their identities; that is, "we are what we have". Thus, in order to understand consumer behavior, the marketer must first understand the relationship between consumer self concept and possession.

Self concept is defined as the totality of the individual's thoughts and feelings having reference to him or herself as an object. It is an individual's perception of and feelings toward him or herself.

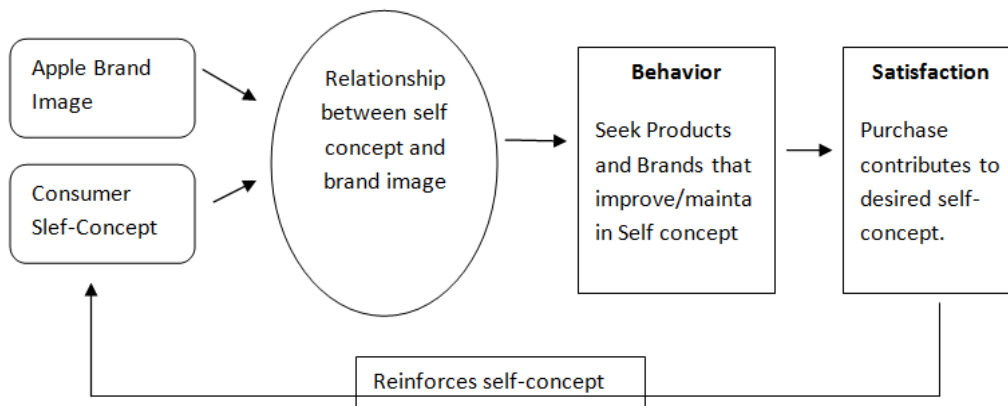


Figure II-4 : The Relationship between self-concept and Brand Image influence (adopted from Del I. Hawkins, Best and Coney,2004)

This figure implies a rather conscious, deliberate process by which consumers determine their actual and desired self-concept and proceed to purchase product consistent with this concept. Although something like this may occasionally occur, most of the time the process is not deliberate, at least at the conscious level. For example, how Steve Jobs create a good concept and influence so many people about brand image of Apple

Another example in this case, Lucky Sebastian a Smartphone enthusiast in Bandung who created the 9,000-member gadget community mailing list Gadgetrade (Gadget to Trade), stated that :

“Indonesians think that the more expensive something is, the better it must be. You also have people who buy it because they see other people getting them, and so it becomes a must-have item.”

2.2.3 Age & life-cycle stage

People change the goods and services they buy over the lifetimes. Tastes in food, clothes, furniture and recreation are often age related. Buying is also shaped by the stage of family life cycle—the stages through which families might pass as they mature over time. Marketers often define their

target markets in terms of life-cycle stage and develop appropriate products and marketing plans for each stage.

RBC loyal bank identified five life-stage segments. The youth segments includes customers younger than 18. Getting started consists of customers aged 18 to 35 who are getting through firsts experiences, such as graduation, first car, first loan, marriage and first child. Builders, customer aged 35 to 50, are in their peak earning years. As they build careers and family, they tend to borrow than invest. Accumulators, aged 50 to 60, worry about saving for retirement and investing wisely. The last is Preserves, customers over 60, want to maximize their retirement income to maintain a desired lifestyle.

2.2.4 Occupation

A person's Occupation affects the goods and services bought. Blue collar workers tend to buy more rugged work clothes, whereas executives buy more business suits. Marketers try to identify the occupational groups that have an above average interest in their products and services. A company can even specialize in making products by a given occupational group.

Today people are very concerned about their image and the status in the society which is a direct outcome of their material prosperity. The profession or the occupation a person is in again has an impact on the products they consume. The status of a person is projected through various symbols like the dress, accessories and possessions.

2.2.5 Economic Situation

A person's economic situation will affect product choice. Marketers of income-sensitive goods watch trends in personal income, savings and interest rates. If economic indicators point to a recession, marketers can take steps to redesign, reposition, and reprise their product closely. Some marketers

target consumers who have lots of money and resources, changing product closely, for example Rolex positions its luxury watches as “a tribute to elegance, an object of fashion, a symbol for all time”. Some marketers target consumers with more modest means, for example : times makes more affordable watches that “take a licking and keep on ticking”

Based on the statement in *Buku Analisis pola Konsumsi Masyarakat dan Laporan Indikator Kesejahteraan Rakyat* of Badan Pusat Statistic (Indonesian Statistical Centre Organization), the monthly income of Jakarta and Bandung residents are classified into :

- Low Income : Below Rp 1.700.000
- Middle Income : Rp 1.700.000- Rp 5.700.000
- High Income : More than Rp 5.700.001

2.3 Buyer Decision Process

Buyer decision process consists of five stages: need recognition, information search, evaluation of alternatives, purchase decision and post purchase behavior. Clearly, the buying process starts long before the actual purchase and continues long after. Marketers need to focus on the entire buying process rather than on just the purchase decision.

Need Recognition

Information Search

Evaluation of Alternative

Purchase Decision

Postpurchase Behavior

Figure II-5 : Buyer Decision Process (Kotler & Amstrong, 2008)

CHAPTER III

METHOD OF DATA PROCESSING

3.1 Data Collecting and Processing

This part describes the procedures and used to collect and analyzed the data. Data collections tools could be interviews, literature review, survey, participant observations and many more. This research gained primary data by questionnaire, the data interpretation will be made through descriptive statistic.

3.1.1 Data Collection Methods

This research uses several data collections tools as follows:

Confirmation

Confirmation is the process of getting verification about certain information from third party. Researcher need to confirm by asking whether the respondent have/want to buy iPad or not, before give them the link of online questionnaire. Researcher also need to confirm their reason of buying iPad is included in either self-concept or lifestyle factor.

Literature Study

The researcher gathers the theoretical foundation under study through relevant literature with the issues under study being concerned, including books, online article, journals and previous studies.

Questionnaires

A questionnaire is a research instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondents. Although they are often designed for statistical analysis of the responses, this is not always the case. The questionnaire was invented by Sir Francis Galton. (Mellenbergh, 2008, 211)

In this research, the questionnaire are spread to 100 respondents by using Google Spreadsheet. The link is distributed through internet to gain the targeted number of respondents from October 28 to November 12, 2011.

The questionnaire is designed using likert-scale method. It is the most widely used approach to scaling responses in survey research, such that the term is often used interchangeably with rating scale. The scale is named after its inventor, psychologist Rensis Likert. Likert distinguished between scale proper, which emerges from collective responses to a set of items (usually eight or more), and the format in which responses are scored along a range. The design and regulation of questionnaires are as follows:

Statement	1	2	3	4	5
⌚					
⌚					
⌚					

Rating scale :

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neither agree nor disagree
- 4 = Agree

5 = Strongly Agree

Researcher do survey with questionnaire as a tool in collecting Primary data. Primary data is needed due to the availability of data for answering the problem statement. Questionnaire can help researcher to gather information, measure and interpret what researcher referred as lifestyle and Self-Concept from the respondents. The information will lead researcher to conclusion and provide recommendations in the process.

3.1.2 Sampling Design

- Size of Population

The population of this research encompasses respondents from teenager to people in the age of 50 that is willing and considering to buy Ipad/Ipad 2 or already bought an Ipad/Ipad 2. The questionnaire are given to respondents that live in urban area of Jakarta and Bandung. The group of population is divided into 4 income categories : No income, low income, middle income and high income.

- Sampling Technique

The sample is the group of people who you select to be in your study. This research utilize the Purposive sampling method the determine the sample.

In this method, subjects are selected because of some characteristic. Purposive sampling (sometimes known as judgemental sampling) is a type of non-probability sampling which involves the sample being drawn from that part of the population which is close to hand. Purposive sampling targets a particular group of people. When the desired population for the study is rare or very difficult to locate and recruit for a study, purposive sampling may be the only option. That is, the researcher chooses the sample based on who they think would be appropriate for the study. It may be through meeting the person or including a person in the sample when one meets them or chosen by finding them through technological means such as the internet or through phone.

However, the researcher chooses purposive sampling method due to the lack of time and money. As far as the researcher concern, purposive sampling method fits the situation best because the

selection of sampling unit is left primary to researcher. Purposive sampling can be very useful for situations where researcher need to reach a targeted sample quickly and where sampling for proportionality is not the primary concern. With a purposive sample, researcher is likely to get the opinions of the target population, but researcher is also likely to overweight subgroups in the population that are more readily accessible. Due to effectivity and accuracy, the sample is limited to 100respondents.

3.1.3 Analysis Method

Descriptive Analysis

To answer the problem statement and fulfill research objectives, this research use Descriptive analysis method to perform data analysis. Descriptive statistics are used to describe the basic features of the data in a study. They provide simple summaries about the sample and the measures. Together with simple graphics analysis, they form the basis of virtually every quantitative analysis of data.

Descriptive statistics are typically distinguished from inferential statistics. With descriptive statistics researchers are simply describing what is or what the data shows. With inferential statistics, researchers are trying to reach conclusions that extend beyond the immediate data alone.

Descriptive Statistics are used to present quantitative descriptions in a manageable form. In a research study researcher may have lots of measures or may measure a large number of people on any measure. Descriptive statistics help researcher to simply large amounts of data in a sensible way. Each descriptive statistic reduces lots of data into a simpler summary. Descriptive statistics provide a powerful summary that may enable comparisons across people or other units.

3.2 iPad's Sales Existing Condition.

3.2.1Product Profile

The iPad (pronounced [/'aɪpæd/EYE-pad](#)) is a line of [tablet computers](#) designed, developed and marketed by [Apple Inc. Inc.](#), primarily as a platform for audio-visual media including books, periodicals, movies, music, games, and web content. Its size and weight fall between those of

contemporary [smart phones](#) and laptop computers. The iPad runs the same systems the iPod and [iPhone](#)—and can run its own applications as well as iPhone applications. Without [modification](#), the iPad will only run programs approved by Apple Inc. and distributed via the Apple Inc. [App Store](#) (with the exception of programs that run inside the iPad's [web browser](#)).

Like iPhone and iPod Touch, the iPad is controlled by a [multitouch](#) display—a departure from most previous tablet computers, which used a pressure-triggered [stylus](#)—as well as a virtual onscreen keyboard in lieu of a physical keyboard. The iPad uses a [wireless local area network](#) ("Wi-Fi") connection to access networks and the Internet. Some models also have a [3G](#) wireless network interface which can connect to [HSPA](#) or DO data networks and on to the Internet. The device is managed and [synced](#) by [iTunes](#) running on a personal computer via [USB](#) cable.

Apple Inc. released the first iPad in April 2010, and sold 3 million of the devices in 80 days. During 2010, Apple Inc. sold 14.8 million iPads worldwide, representing 75 percent of tablet PC sales at the end of 2010.

By the release of the [iPad 2](#) in March 2011, more than 15 million iPads had been sold – selling more than all other tablet PCs combined since the iPad's release. In 2011, it is expected to take 83 percent of the tablet computing market share in the United States.

Apple Inc. CEO [Steve Jobs](#) unveiled the iPad 2, the second generation of the device, at a March 2, 2011, press conference, despite being on medical leave at the time. About 33% thinner than its predecessor, the iPad 2 has a better processor, a [dual core Apple Inc. A5](#) that Apple Inc. says is twice as fast as its predecessor for CPU operations and up to nine times as fast for GPU operations. It includes front and back cameras that support the [FaceTime](#) video calling application, as well as a three-axis [gyroscope](#). It retains the original's 10-hour battery life and has a similar pricing scheme.

The iPad 2 has been available for purchase, depending on stock availability, since March 11, 2011, at Apple Inc. retail stores in the United States, as well as to United States customers shopping online at Apple Inc.'s retail website. The iPad 2 was released internationally in 25 other countries on March 25, 2011, including Australia, Canada, France, Germany, Mexico and the United Kingdom, but not Japan as originally scheduled due to the earthquake. The iPad was released with three capacity options for storage: 16, 32, or 64 GB of internal flash. All data is stored on the internal flash memory, with no option to expand storage. Apple Inc. sells a "camera connection kit" with an [SD card](#) reader, but it can only be used to transfer photos and videos.

The side of the [Wi-Fi+3G](#) model has a [micro-SIM](#) slot (not [mini-SIM](#)). The 3GiPad can be used with any compatible [GSM](#) carrier, unlike the iPhone, which is usually sold ['locked' to specific carriers](#). Japan is the exception to this, where the iPad 3G is locked to Softbank. In the U.S., data network access via T-Mobile's network is limited to slower [EDGE](#) cellular speeds because T-Mobile's 3G Network uses different frequencies. The [iPad 2](#) introduced a third tier of models with [CDMA](#) support for [Verizon Wireless](#) in the United States, available separately from the AT&T capable version.

3.2.2 iPad's Sales Condition in Indonesia

According to a Jakarta Globe article, the percentage of Apple iPad users in Indonesia is the lowest compared to other advanced Southeast Asian countries using Apple products, a recent survey concluded. The iPad has become the most popular Apple device in many Southeast Asian countries, the survey revealed.

Prices and telecommunication infrastructure are identified as factors behind why the percentage of Apple's iPad users in Indonesia is lower than many of its Southeast Asian neighbors, analysts said.

According to a release from Effective Measure, users of all Apple devices in Indonesia accounted for only 10.1 percent of the country's e-mobile population.

The data showed that Apple mobile devices, including iPad, iPhone and iPod Touch, are used by 11.8 million Internet users attributing to 53.1 percent of the Southeast Asian e-mobile population. Associate market analyst for client devices at International Data Corporation (IDC) Indonesia, Darwin Lie, contributed the low percentage of iPad users in Indonesia to prices and insufficient telecommunication infrastructure.

Apple iPad success in filling the desire of consumers for a gadget that can be properly mobile smartphone (iPhone) but it can properly fulfill their basic needs of portable computer (MacBook), makes Apple the best company with the brand awareness in Indonesia for innovation in technology. Even Fortune magazine put Apple as the most

innovative companies in the world. Interesting to see how Apple can bring success in the global market in order to master the market in Indonesia. Apple itself for the market penetration of Indonesia tend to be slow. Mastering the global market with total sales of 15 million units in 2010, compared with the Samsung Galaxy Tab is "only" 2 million units, instead Galaxy Tab in Indonesia claimed a 71% market share.

Apple has more than 250 thousand iPhone-compatible applications on the iPad, plus 60 thousand applications designed specifically for the iPad. As a mobile gadget, which supports users to gaming, edit video, play music, work on word / power point / spreadsheet, or simply to browse, Apple became the primary choice for consumers in terms of supporting applications, remains to be addressed a lot of Android . Plus Apple has launched a cloud-based data storage system, iCloud, which allows users all over Apple gadgets, ranging from the MacBook, to iPod, for storing data without having to connect to a computer. This makes the user able to access data anytime, anywhere, without a storage / hard-disk or computer. Data storage capacity on a gadget is no longer a major problem. Nevertheless, it must be admitted, that carries the Android OpenSource become a threat to Apple's own future.

Thus, iPad keep improving their technology with releasing the 3rd generation of iPad on March,2012. It supports Retina Display screen and quad-core graphics A5X. Retina Display on the new iPad, measuring 2048 x 1536, most high-density screen that is currently among the mobile phone, laptop, or television.. Also including 4G technology,better design and better quality of cameras built-in. Analysts predicted that apple iPad sales in Indonesia will grow more this year.

CHAPTER IV

ANALYSIS & EVALUATION

This Chapter will discuss about the result of this research. The researcher will present the full analysis of data, profile of respondents and the feedback from respondents with descriptive analysis in order to answer the statements of problem.

4.1 Descriptive Analysis

4.1.1 General Information

The questionnaire is consisted of two parts. The first part is the questions that will obtained general information of respondents, including: gender, age, income, and occupation as the supporting theories respectively. The proportion of respondents is interpreted by pie chart.

Gender

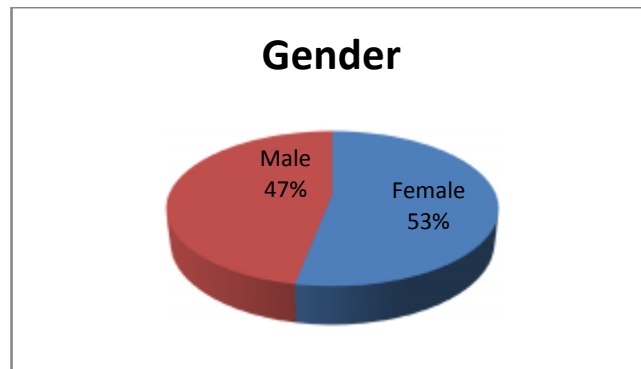


Figure IV-1: Gender Percentage of Respondents

Based on the chart, 53 female out of 100 respondents take part in this research. This proportion show, Ipad is slightly appearing more attractive to female consumer more than male consumer. This chart may also explain that female consumer may have high level of mobile technology awareness which is combined with style.

Age

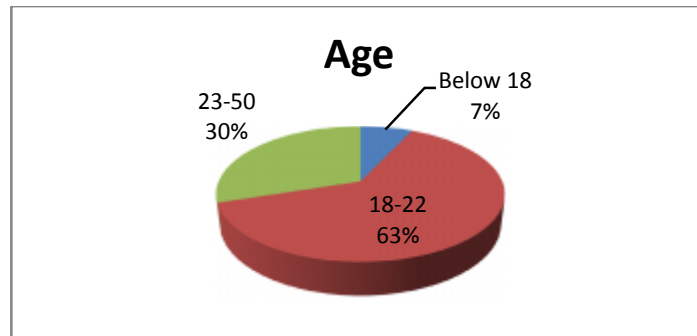


Figure IV-2: Age Percentage of Respondents

In this research, the respondents are 63 people in the age of 18-22, 30 people in the age of 23-50 and the rest, 7 people are in the age of below 18. Researcher may conclude that people in the age of 18-22 favors Ipad the most. People in the age 18-22 belong to 'getting started' segment if age segmentation by RBC loyal bank, people of this age tend to easily being attracted with something new and new experience. People in the age 18-22 will create balance of using Ipad's professional and entertainment function compared to people 23-50 who is more engaged with working application or the below 18 youth who favors entertainment function more.

Occupation

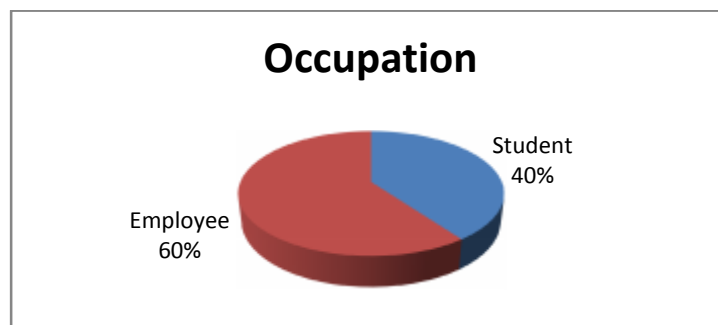


Figure IV-3 : Occupation Percentage of respondents

The occupations proportions of respondents in this research are 60 employees and 40 students. The chart shows that employees, who is already having their own income and engaged with professional work, have more consideration to buy Ipad. The technology built in, included applications, thin and light design, will be a big help for employees to get their job done limitless and borderless.

Income

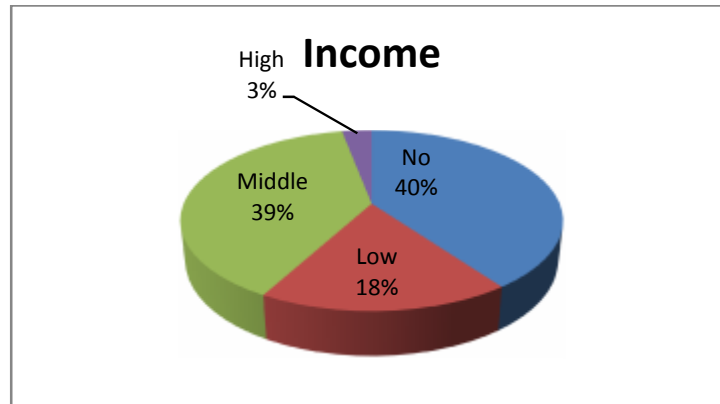


Figure IV-4 : Income Percentage of Respondents

This chart shows the economic condition (Income) distribution of sample. 40% of no income part belongs to student respondents. The graph shows that Ipad are wanted by every community, as the major respondents who are considering to buy Ipad come from No,Low,and Middle Income stage in the city of Jakarta and Bandung. From this graph, researcher can also conclude that there is few numbers who come from high income (in their level of saving) who are considering to buy Ipad.

4.1.2 Questionnaire Result Analysis

4.1.2.1 Lifestyle Factor

Question 1

1. I think iPad is important for my education/work/mobility.

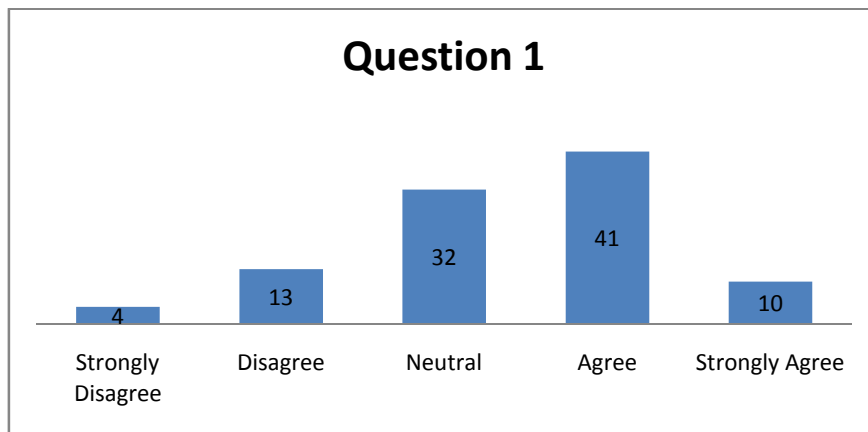


Figure IV-5: The response for “I think iPad is important for my education/work/mobility.”

The figure IV-5 explained that 4 respondents choose “strongly disagree”, 13 respondents choose “disagree”, 32 respondents choose “neutral”, 41 respondents choose “agree” and 10 respondents choose “strongly agree” as the response of the question number 1. Researcher may conclude that most of respondents want to buy Ipad because Ipad is important and support their education, work and mobility. Other major respondents cannot decide whether Ipad is important or not for their education and mobility.

Question 5

5. It will help to access the site I want, feeding me with the latest information.

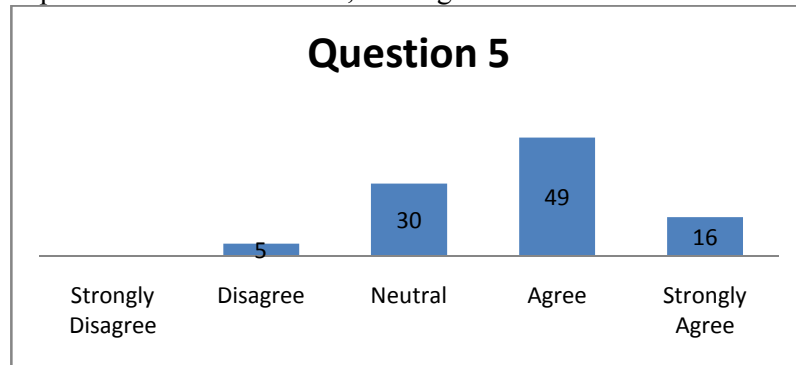


Figure IV-6 : The response for “It will help to access the site I want, feeding me with the latest information.”

The figure IV-6 explained that 0 respondent choose “strongly disagree”, 5 respondents choose “disagree”, 30 respondents choose “neutral”, 49 respondents choose “agree” and 16 respondents choose “strongly agree” as the answer of the question number 5. The chart show that most of respondents are really need the latest information as they are in new communication era and think that Ipad will be a useful tool to get them access for fast information. Ipad may help consumer by providing access to digital newspaper and Digital Books from iBookStore as they can read everytime and everywhere, as long as there is wifi or 3G access.

Question 6

6. I believe that Ipad is the innovation for mobile communication.

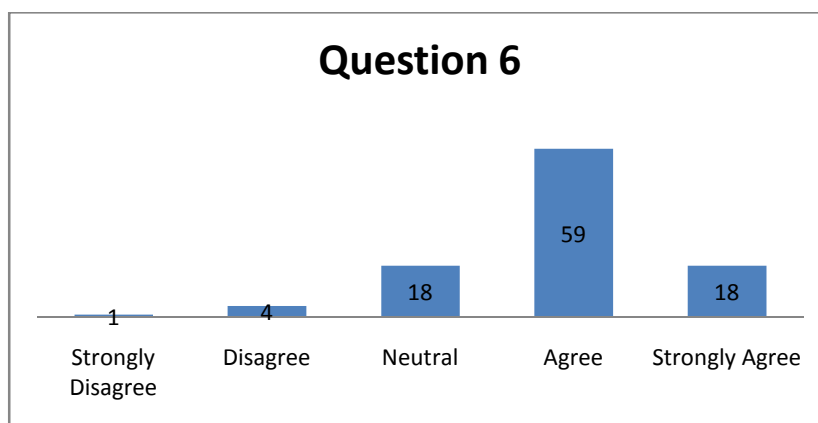


Figure IV-7: The response for “I believe that Ipad is the innovation for mobile communication.”

The figure IV-7 explained that 1 respondents choose “strongly disagree”, 4 respondents choose “disagree”, 18 respondents choose “neutral”, 59 respondents choose “agree” and 18 respondents choose “strongly agree” as the response of the question number 6. Researcher can conclude that most of respondents are agree that Ipad is the innovation of mobile communication by knowing Ipad feature that support the connection to social networking, instant messaging, e-mail, and facetime video call anytime and anywhere the consumer wants.

Question 7

7. I believe that ipad can be used for educational purposes at very early age.

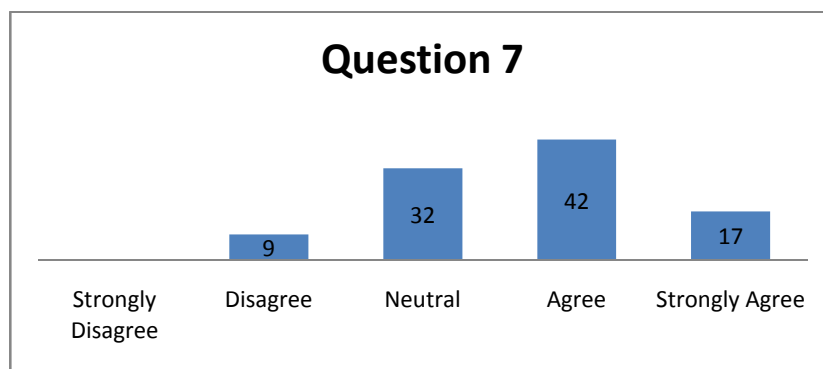


Figure IV-8 : The response for “I believe that ipad can be used for educational purposes at very early age.”

The figure IV- 8 explained that 0 respondents choose “strongly disagree”, 9 respondents choose “disagree”, 32 respondents choose “neutral”, 42 respondents choose “agree” and 17 respondents choose “strongly agree” as the response of the question number 7. Most of respondents are agree that Ipad can be used for the tools to support early age education. Currently, Ipad consumer (mostly parents) will play educational show or videos to make their children watch and get the knowledge easily, not only by the formal education at the school. Ipad also offer music learning applications which may help kids learn the music from their early age. The other major respondents think neutral about this statement.

Question 8

8. I believe that Ipad have the most powerful applications for entertainment and professional use.

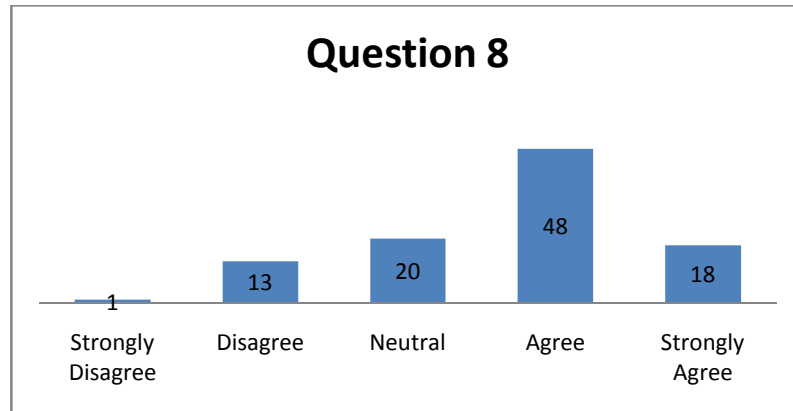


Figure IV-9 : The response for “I believe that Ipad have the most powerful applications for entertainment and professional use.”

The figure IV-9 explained that 1 respondent choose “strongly disagree”, 13 respondents choose “disagree”, 20 respondents choose “neutral”, 48 respondents choose “agree” and 18 respondents choose “strongly agree” as the answer of the question number 8. The graph shows most of respondents are agree that Ipad have the most powerful applications for entertainment and professional use rather than the other tablet PC.

Question 12

12. It will help me to do my tasks in a handy way.

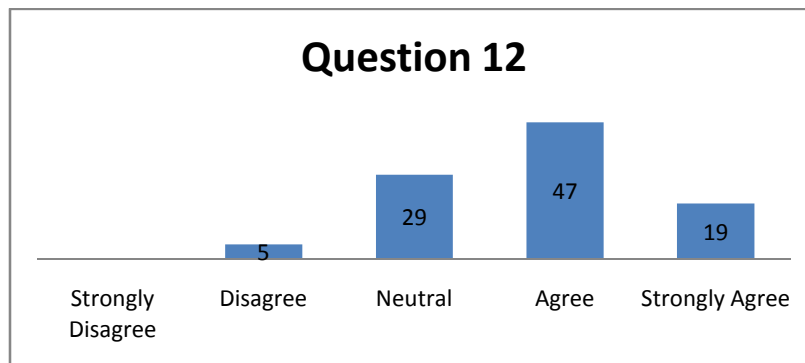


Figure IV-10 : The response for “It will help me to do my tasks in a handy way.”

The figure IV-10 explained that 0 respondent choose “strongly disagree”, 5 respondents choose “disagree”, 29 respondents choose “neutral”, 47 respondents choose “agree” and 19 respondents choose “strongly agree” as the response of the question number 12. Most of respondents are agree that Ipad will help them to get their task being done, easily and in very handy way. The mobility concept that Ipad offered will be very helpful to do professional task practically.

4.1.2.2 Self-Concept Factor

Question 2

2. I think the price is reasonable regarding the technology built in.

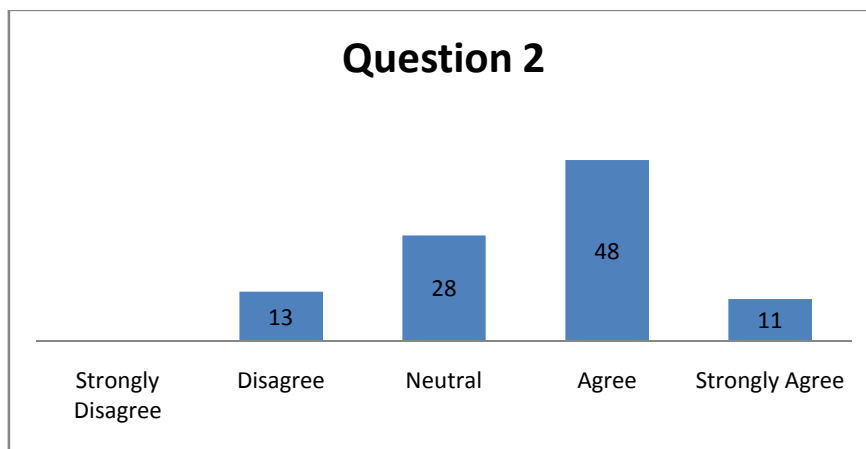


Figure IV-11: The response for “I think the price is reasonable regarding the technology built in.”

The figure IV-11 explained that 0 respondent choose “strongly disagree”, 13 respondents choose “disagree”, 28 respondents choose “neutral”, 48 respondents choose “agree” and 11 respondents choose “strongly agree” as the response of the question number 2. Most of respondents are agree that the price of Ipad is reasonable if it is compared to the technology Ipad have. Indonesian tends to think that the greater the price, the better technology is.¹

¹ <http://www.thejakartaglobe.com/tech/ipad-still-favorite-in-indonesia-but-many-rivals-lurk/463065>

Question 3

3. I believe iPad 2 is more user-friendly than any other tablet PC.

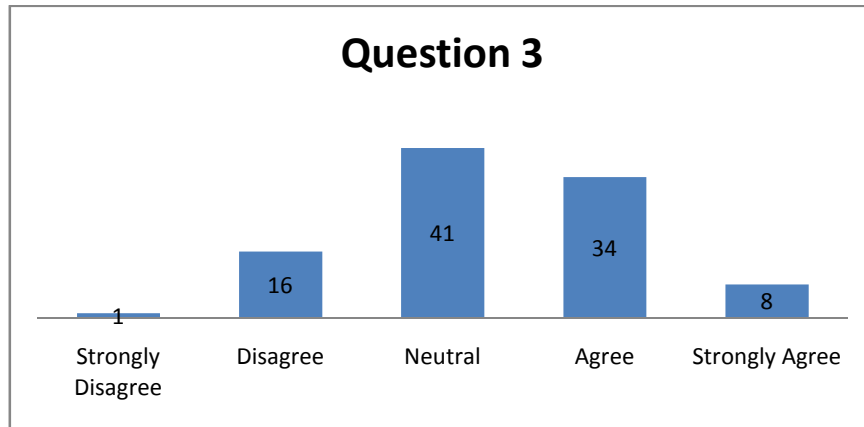


Figure IV-12: The response for “I believe iPad 2 is more user-friendly than any other tablet PC.”

The figure IV-12 explained that 1 respondent choose “strongly disagree”, 16 respondents choose “disagree”, 41 respondents choose “neutral”, 34 respondents choose “agree” and 8 respondents choose “strongly agree” as the response of the question number 1. Most of respondents cannot decide whether the operation system of Ipad is more user-friendly than other tablet PC. Researcher can conclude that the respondents’ self-concept of user-friendly Ipad is not strong enough to support their buying decision.

Question 4

4. I believe Apple is the best tablet PC vendor in Indonesia.

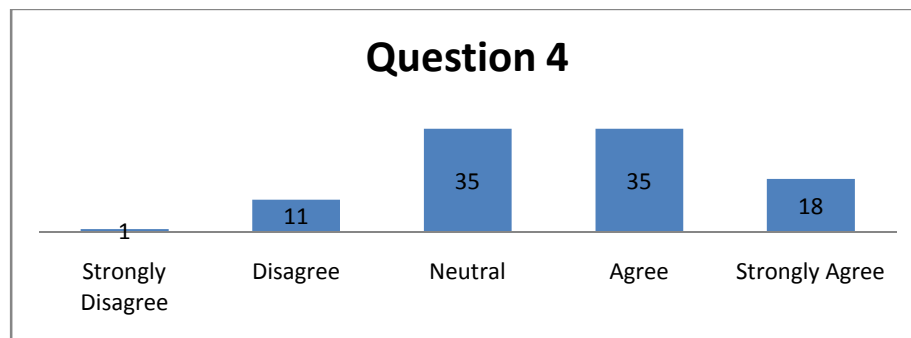


Figure IV-13: The response for “believe Apple is the best tablet PC vendor in Indonesia.”

The figure IV-13 explained that 1 respondent choose “strongly disagree”, 11 respondents choose “disagree”, 35 respondents choose “neutral”, 35 respondents choose “agree” and 18 respondents choose “strongly agree” as the response of the question number 4. The chart shows that the number of respondent who chose “Neutral” and “Agree” are equal. Researcher can conclude that half of respondents will like to buy Ipad because they believe Apple Inc. is the best tablet PC vendor in Indonesia, but the other respondents think the image of Apple Inc. is not strong enough as best tablet PC vendor in Indonesia.

Question 9

9. I want iPad 2 because everybody around me already has it.

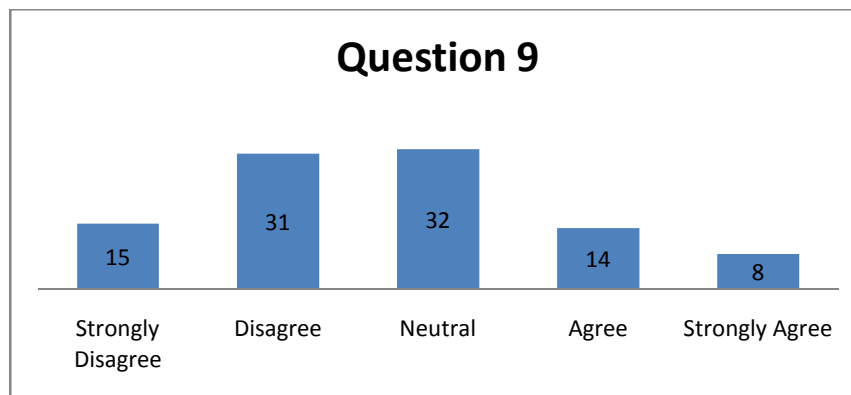


Figure IV-14: The response for “I want iPad because everybody around me already has it.”

The figure IV-14 explained that 15 respondents choose “strongly disagree”, 31 respondents choose “disagree”, 32 respondents choose “neutral”, 14 respondents choose “agree” and 8 respondents choose “strongly agree” as the answer of the question number 9. The graph shows more respondents are on “disagree” side than “agree” one. Researcher can conclude that the consumer will not really consider buying because everybody on their environment already has one.

Question 10

10. I will feel sophisticated when I use iPad .

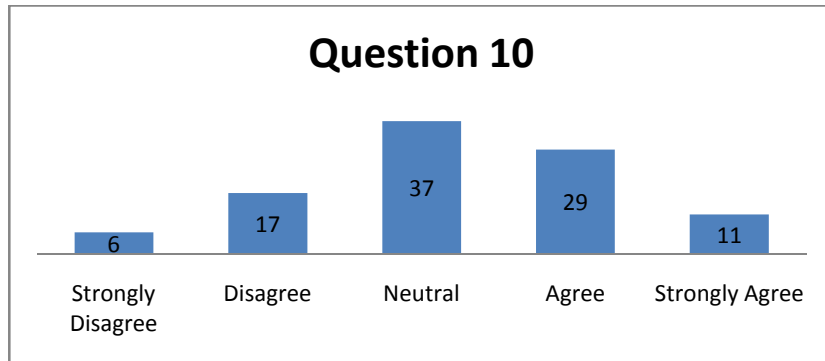


Figure IV-15: The response for “I will feel sophisticated when I use iPad”

The figure IV-15 explained that 6 respondents choose “strongly disagree”, 17 respondents choose “disagree”, 37 respondents choose “neutral”, 29 respondents choose “agree” and 11 respondents choose “strongly agree” as the response of the question number 10. The graph shows more respondents cannot decide whether the sophistication factor will make them consider buying iPad. Researcher can conclude that sophistication factor is not strong enough to affect the consumer buying decision.

Question 11

11. I think iPad 2 fit my age and preference well.

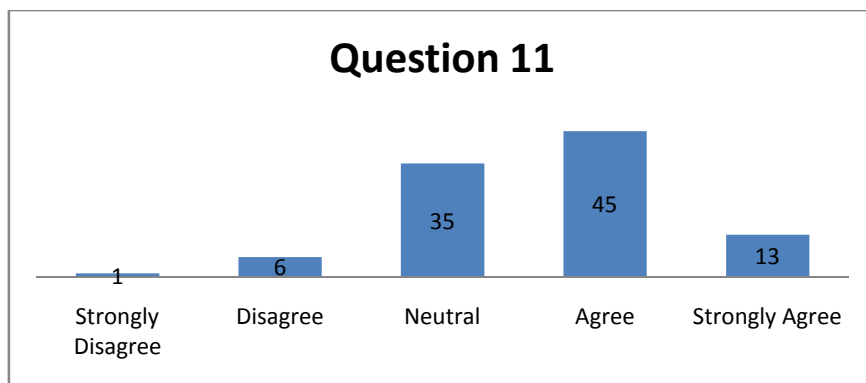


Figure IV-16: The response for “I think iPad 2 fit my age and preference well”

The figure 4- explained that 1 respondent choose “strongly disagree”, 6 respondents choose “disagree”, 35 respondents choose “neutral”, 45 respondents choose “agree”

and 13 respondents choose “strongly agree” as the answer of the question number 11. The graph shows that most of respondents are agree that Ipad fit their age and preference well, and their consideration of buying Ipad is affected by this factor. Ipad comes with different memories feature; different connectivity options (Wifi only or Wifi+3G) in order letting their consumer choose what the most suitable gadget is for them.

4.2.2 Interpretation of Result

Comparison

Lifestyle

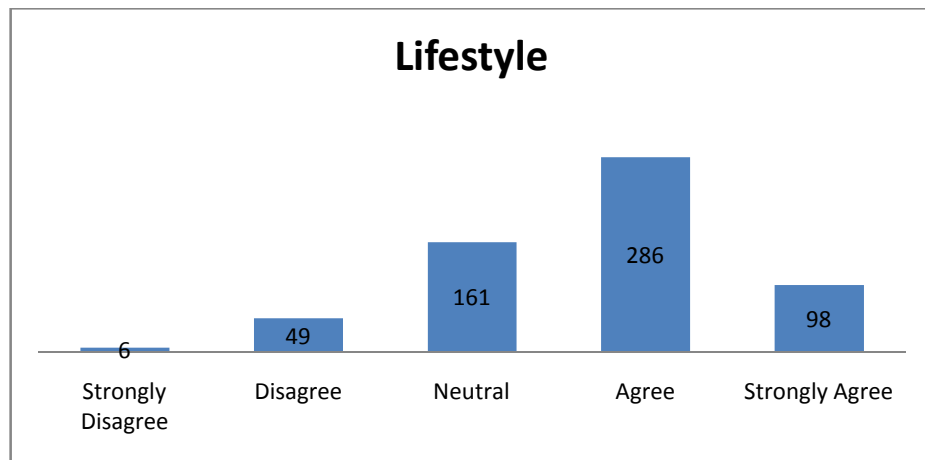


Figure IV-17: The response for lifestyle factor questions

Self-Concept

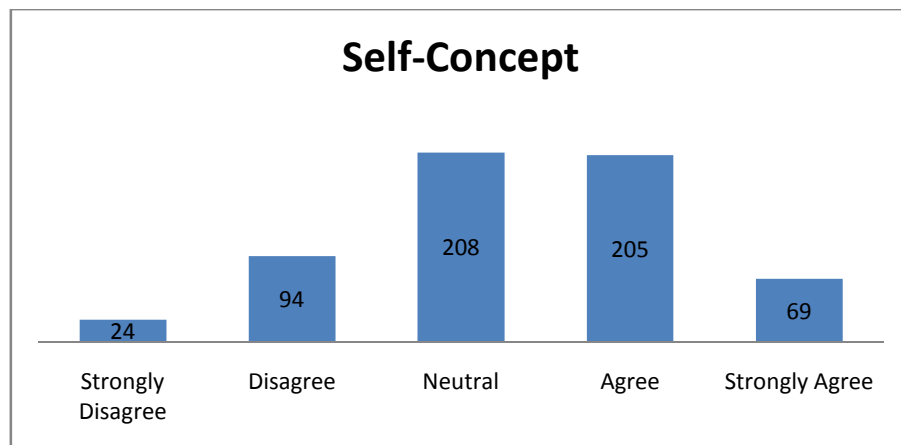


Figure IV-18: The response for Self-Concept factor questions

The graphics above explain that there are more “agree” responses in Lifestyle than Self-Concept.

It implies that people would like to buy iPad because of the mobile communication lifestyle, because they believe that iPad will support their task, work, communication and education from the mobility that iPad offers. Most of respondents are agree that those factors will affect their consideration and buying decision process of iPad.

People also would like to buy iPad because of the self-concept factor which encompass their preferences, influence from the environment, personal believe and satisfaction. Based on this research, respondents cannot really decide and have clear preference about how self-concept factor affect their buying decision process. The graph above shows that there are more “neutral” answer more than “agree” one. There is also massive numbers in the “disagree” and “strongly disagree” side.

CHAPTER V

CONCLUSIONS & RECOMMENDATIONS

5.1 Conclusions

The objective of this research is finding out which personal factor that affect consumer buying decision process of iPad mostly. Furthermore, giving some suggestions to Apple Inc., as tablet PC vendor for making corresponding marketing strategies to seize Indonesia Tablet PC market to do the result of this research, especially in Jakarta and Bandung where the respondents of the research live.

After doing the research, researcher figure out that in terms of Buying Decision Process of iPad, the researcher can conclude that the Lifestyle factor (especially mobile communication lifestyle) of Personal factors influence people most. Lifestyle is the degree of their activity, interest, and opinions which affect their manner of buying decision. In lifestyle influence, the statement "I believe that iPad is the innovation for mobile communication." has highest number "agree" answer, which means respondent really aware of mobile communication technology.

The need of mobility, fast information access, and entertainment come first in people's mind when they think about iPad, while Self-Concept factors which refers to physiological concept and personal belief are the supporting factors that will make the respondents consider to buy iPad. In self-concept influence, the statement "I think the price is reasonable regarding the technology built in." has highest number of "agree" answer, which means respondents have strong concept that Apple iPad has offered technology which is worth for the price.

5.2 Recommendations

Final objective to this research is for providing recommendations and suggestions to

Apple Inc. as the vendor of iPad, to the future consumer of iPad and to the future researcher in the same field. After doing data analysis, researcher can formulate the recommendations as follows:

To Apple Inc:

The conclusions say that people in Jakarta and Bandung are considering to buy because of mobile communication lifestyle factor. iPad is the new product segment of the mobile communication gadget, and there are so many competitors in this segment already. As the mobile communication evolve, the operation system also keep improving, for example: Android system who already beat iPad in Indonesia market. Android has offered same technology level as iPad, free download applications, free access and free & automatic operation system upgrade. Android's open-source nature, combined with the fact that tablets running it come in a wide variety of specifications, make these devices more customizable than iPads. Thus, to win the market, Apple iPad should create and be the first always in total mobility technology, which also encompass more free access to applications and information. Furthermore, Apple Inc. can also build strong image to reinforce consumer Self-Concept for boosting up the buyer purchasing power. It is almost notable that Apple Inc. really depends on Steve Jobs, as well as his ideas and public image, soon after he died, public start to question whether Apple Inc. can survive or not. That is why Apple Inc. should pay more attention maintain their brand image.

To future consumer of Apple :

Researcher can suggest the consumer of Apple, especially apple iPad to be smart consumer. In this term, smart consumer means the consumers who want to continue to have easy software, more rigid and is always ahead of android and tablet going which is going to be very big. Researcher also suggests the consumer to distinguish between the real technological progress and advancement with the corporate tactic to increase sell. For example, iPad create iPad 1,2 and is in progress to release iPad 3, they all come with slightly different features, but could really be different in price. The other example is Iphone, which keeps coming with new technology and some bugs(e.g: Siri system, but the battery is running out very fast) , then will come with better version soon after. Thus, researcher suggest future consumer to do the first step of buying decision process: Information search, thoroughly, in order to buy gadget with the most suitable technology built-in.

To future researcher

To discuss marketing strategy of technological industry is very interesting because technological progress is accelerating, and dynamically changes. This can provide a reference point in the time of technological evolution to marketing strategy, which means the marketing strategy can also evolve by adjusting the situation. The competitions are getting very strict and tight; it is the task of marketers and future researchers to figure out the way to win Indonesia market of technology gadget.

Due to the limitations of time, the study of what researcher has done is not really deep. This is why researcher will suggest future researchers to carry out more in-depth literature review study ,have better utilization of sampling method, make more detail questionnaire sand using the combination of quantitative and qualitative analysis to gain and formulate best result, conclusion and recommendations.

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<http://www.distraction.gov/stats-and-facts/>
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APPENDICES

Questionnaire

General Information:

- Gender
- Age
- Occupation
- Income

Questions :

1. I think iPad is important for my education/work/mobility.
2. I think the price is reasonable regarding the technology built in.
3. I believe iPad is more user-friendly than any other tablet PC.
4. I believe Apple is the best tablet PC vendor in Indonesia.
5. It will help to access the site I want, feeding me with the latest information.
6. I believe that ipad is the innovation for mobile communication.
7. I believe that ipad can be used for educational purposes at very early age.
8. I believe that Ipad have the most powerful applications for entertainment and professional use.]
9. I want iPad because everybody around me already have it.
10. I will feel sophisticated when I use iPad .
11. I think iPad 2fit my age and preference well.
12. It will help me to do my tasks in a handy way.

Result

Respondents	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12
1	4	3	4	4	3	4	4	4	2	4	4	4
2	5	4	3	4	5	4	3	4	1	3	3	4
3	4	3	2	3	4	3	5	5	2	5	4	4
4	1	4	2	2	4	4	2	2	2	4	3	3
5	4	4	3	5	5	5	4	4	3	4	5	5
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