

Conjoint Analysis of Consumer Preferences for The Marketing Promotion Mix for Foam Matters Products

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Abstract

Promotion is an important element that can be used to introduce products or services to consumers. Choosing the right marketing promotion mix strategy will benefit the company. This study was conducted to determine consumer preferences for the marketing promotion mix (advertising, sales promotion and direct marketing) of BigFoam Foam Mattress products at PT Subaindo Cahaya Polintraco. This research uses a survey by distributing questionnaires to respondents. Respondents of this study are consumers who have bought and used foam mattresses from PT Subaindo Cahaya Polintraco. Purposive side was used as the data collection technique. The collected data is processed by conjoint analysis. There are three marketing promotion mixes used as variables or called attributes, and nine sub-attributes called levels. The results of the best combination chosen by respondents based on consumer preferences are a marketing promotion mix using TikTok social media advertising, sales promotion with fresh money bonuses, and direct marketing through salespeople.

Keywords: Promotion Mix; Advertising; Sales Promotion; Direct Marketing; Foam Matters

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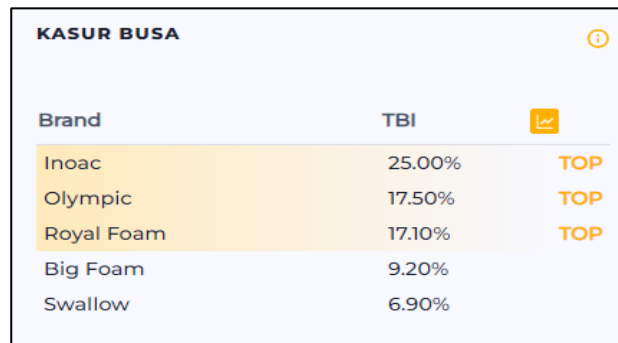
Introduction

Indonesia's furniture industry faces high competition, particularly in foam mattress household equipment. Brands like Quantum, Zinus, Vassa, Superfit, Olympic Inoac, BigFoam, and LaDova offer high-quality, comfortable foam

mattresses. However, Surabaya-based PT Subaindo Cahaya Polintraco's BigFoam Foam Mattress brand, which has gained public recognition, experienced a 19% decrease in sales in 2023, indicating a less competitive position with other brands.

Figure 1

Top Brand Index Foam Matters 2023



Brand	TBI	
Inoac	25.00%	TOP
Olympic	17.50%	TOP
Royal Foam	17.10%	TOP
Big Foam	9.20%	
Swallow	6.90%	

Based on data submitted by the Top Brand Index for the 2023 Foam Mattress home equipment category, it shows that the Big Foam Foam Mattress brand produced by PT Subaindo Cahaya Polintraco is ranked fourth as the best foam mattress brand with a TBI value of 9.20%. The brand performance shown by the Top Brand Index shows that the BigFoam brand Foam Mattress in terms of Mind Share, Market Share and Commitment Share still needs to be improved in order to win a competitive advantage among other competitors. One way that companies can increase sales is through promotions.

Promotion is a crucial part of the marketing mix, introducing customers to an organization's goods and services. The chosen promotion mix depends on factors like product nature, target market characteristics, purchase decision type, and available funds (Lamb & Hair 2013). It coordinates marketing messages and communication strategies to clients, both buyers and other relevant audience groups (Tufa et al., 2023). The promotion mix consists of advertising, sales promotion, personal selling, public relations, and direct marketing (Kotler & Amstrong, 2016).

PT Subaindo Cahaya Polintraco has implemented promotional programs to promote the BigFoam Foam Mattress brand, including social media advertising, discounts, and product introductions. However, the brand has not achieved a competitive advantage, indicating a gap between theory and reality (Ragnkuti, 2009). This study aims to determine consumer preferences for the right marketing promotion mix strategy to increase sales of BigFoam Foam Mattress products.

Literature review

Bauran Promosi Pemasaran

Dharmesta (2014) states that the promotional mix is "the best strategic combination of advertising variables (advertising), personal selling (personal selling) and other promotional tools, all of which are planned to achieve sales programme objectives". According to Kotler & Armstrong (2016) the promotion mix is a special concoction of personal advertising, sales promotion and public relations that companies use to achieve their advertising and marketing objectives. According to Kotler, the dimensions in the promotion mix consist of First, advertising, advertising is all forms of non-personal presentation and promotion of ideas, goods or services by a designated sponsor for a fee. Second, Sales promotion (Sales Promotion), sales promotion is a short-term incentive to encourage the desire to try or buy a product or service. Third, Personal Selling, personal selling is a direct interaction between one or more prospective buyers with the aim of making a sale. Fourth, Public Relations (Public Relations), public relations are various programs designed to promote and / or protect the image of a company or its individual products. Fifth, Direct Marketing, direct marketing is a direct relationship with consumers individually which aims to get immediate responses and foster lasting customer relationships. In direct marketing, the company/seller tends to go directly to consumers to offer their products or services.

Consumer Behavior

Consumer behaviour according to Schiffman and Kanuk (2010) is "The term consumer behaviour refers to the behaviour that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs". The consumer behaviour model according to Kotler and Armstrong (2008) is that consumer decisions in purchasing, apart from being influenced by consumer characteristics, can be influenced by company stimuli which include product, price, place, and promotion.

Preferensi Konsumen

Consumer preference is a consumer attitude towards a choice of product brands formed through evaluation of various brands in various available options, Kotler & Keller (2009). Consumer preferences can be known by measuring the level of usefulness and relative importance of each attribute contained in marketing communication, Mirandani et al (2019).

Based on the theories above, the authors refer to the attributes of the marketing promotion mix according to Kotler & Armstrong (2016), namely

advertising, sales promotion, and direct marketing in measuring consumer preferences in the marketing promotion mix for BigFoam Foam Mattress products.

Research method

The type of research used is conclusive descriptive research. The population of this study were consumers who used foam mattress products with a sample of men and women who had shopped for BigFoam brand foam mattress products at PT Subaindo Cahaya Polintraco. The analysis technique used is conjoint analysis which is a multivariate technique specifically developed to understand how respondents develop preferences for several types of objects such as products, services or ideas (Hair et al, 2010). This study consists of 3 attributes, namely advertising, sales promotion and direct marketing, each of which has 3 levels which can be seen in table 1 below.

Table 1

Research Attributes

No.	Attributes	Level
1.	Advertising	Instagram Social Media Marketing
		TikTok Social Media Marketing
		Brochure Advertising
2.	Sales Promotion	Discounts
		Guarantee
		Fresh Money Bonus
3.	Direct Marketing	Salespeople
		Website
		Telephone

Data analysis and result

This research focuses on consumers aged 30 to 60 years, male and female, who are entrepreneurs or furniture shop owners in various regions, especially Surabaya and its surroundings. The results of the questionnaire that was carried out on 30 respondents showed that the average age of consumers who filled out the questionnaire ranged from 35 to 55 years, consisting of male and female furniture shop owners in the Surabaya City area. The research data was then processed using the following conjoint analysis.

1. Importance Values

Based on the results of conjoint analysis using SPSS 25, the overall importance value of each attribute is obtained which is presented in table 2 below.

Table 2

Importance Values of Each Attributes

Importance Values	
Iklan	27.979
Promosi	36.093
Pemasaran	35.929
Averaged Importance Score	

From table 2 above, it shows that the sales promotion attribute is the attribute that has the highest importance value of 36,093. next is the direct marketing attribute with an importance value of 35,929. The lowest data is the advertising attribute with an importance value of 27,979

2. Utilities

The results of data processing using IBM SPSS Statistics 25 software obtained the utility values for each level of each attribute as follows:

Table 3

Overall Utility Value

Utilities			
		Utility Estimate	Std. Error
Advertising	Instagram Social Media Advertising	.022	.042
	Tiktok Social Media Advertising	.089	.042
	Brochure Advertising	-.111	.042
Sales Promotion	Fresh Money Bonus	.089	.042
	Guarantee	-.011	.042

	Discounts	-.078	.042
Direct Marketing	Salespeople	.189	.042
	Website	-.144	.042
	Telephone	-.044	.042
(Constant)		3.844	.029

Table 3 above shows that each attribute level has the highest value, meaning that respondents prefer that attribute level compared to other attribute levels. Seen from the table above, respondents chose the advertising attribute with TikTok social media advertising (0.89), the sales promotion attribute with fresh money bonuses (0.089), and the direct marketing attribute with product sales (0.189).

3. Ideal Combination

Table 4

Ideal Combination of Marketing Promotion Mix Strategies For Respondents

Attributes	Level
Advertising	TikTok Social Media Advertising
Sales Promotion	Fresh Money Bonus
Direct Marketing	Salespeople

The combination of marketing promotion mix strategies in table 4 above shows that promotion through TikTok social media advertising is more preferred than other advertising. TikTok social media advertisements which have easy access can be reached by various groups of consumers with an attractive and informative appearance. This is supported by research by Nurfitri & Sudartono (2023) which states that the promotional mix on TikTok social media has a positive effect on consumer purchasing decisions. The second choice of promotional mix strategy is sales promotion by providing fresh money bonuses, where this bonus is given to consumers in the form of cash on the basis of purchasing a certain amount of Foam Mattress products in accordance with applicable regulations. This statement is also supported by the

results of research by Sandy et al (2014) which states that sales promotion is an effort to influence purchasing decisions where companies can choose which promotions or tips are suitable to use to encourage quick product purchases. The final promotional mix strategy option is direct marketing. This strategy choice is supported by research by Windusara & Kusuman (2015) which states that interacting interactively with consumers can directly improve company performance.

Conclusion

Based on the results of research that has been conducted by the author, getting the results of consumer preferences for the marketing promotion mix (advertising, sales promotion, and direct marketing) of consumers (PT Subaindo Cahaya Polintraco Foam Mattress product study) which has the highest level of importance and the best combination chosen by consumers, namely sales promotion, direct marketing, and advertising. The combination chosen by consumers based on their preferences is a marketing promotion mix through TikTok social media advertising, fresh money bonus sales promotion, and direct marketing through product sales.

It is hoped that future researchers can test consumer preferences in choosing foam mattresses using different research approaches and analysis techniques with the aim of knowing the effect of the marketing promotion mix strategy on foam mattress purchasing decisions. This information is later expected as a reference for marketers to design the right marketing mix strategy.

Author contribution

Author: Conceptualisation and Research Design, Data Collection, Methodology, Supervision, Writing Entire Paper, Conceptualisation, Data Collection and Analysis, Editing and Layouting. All Authors have read the final version of the paper.

Declaration of interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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