

CONSUMER PERCEPTION OF GLOBAL VS LOCAL BRANDS BETWEEN WALLS AND CAMPINA ICE CREAM IN MANADO

by:

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ABSTRACT

Food brand is one main concern for a lot of people in every city or region in each part of this world when purchasing and using products or choosing and spending services, without denying the importance of features and quality of available items. This aim of study perception of global and local brand in Manado between Walls and Campina ice cream with five important element: sensation, absolute threshold, differential threshold, subliminal threshold and consumer perception. The method that used in this research is Independent Sample t-test. Independent Sample t-test is a method to compares the mean score of two groups on given variable. The fact that Walls ice cream has become more popular for the majority in Manado, compared with comparable products from Campina. The companies management from Walls and Campina ice cream product in the Manado City must be aware with common customers' concern about sensation factor (include products, packages, brand names, advertisements and commercials) because it can directly impact to consumers.

Keywords: *consumer perception, local brand*

INTRODUCTION

Research Background

Brand is one main concern for a lot of people in every city or region in each part of this world when purchasing and using products or choosing and spending services, without denying the importance of features and quality of available items. Even though goods have been produced by manufacture companies and services have been provided by service companies, it cannot certainly be ensured that people in the marketplace will directly choose the offered items for satisfying their needs and wants. For products or services that are used by people in the daily or weekly basic, such as deposits (pulse) for telecommunication devices, public transportation medium, cable television network, and food and beverage products in the restaurant, the main consideration for existing products or services from people in the market is typically based on their daily or weekly needs or wants, with regarding the good understanding of brand from the offered items. On the other hand, every accessible good or service that is rarely chosen and used or consumed in certain period of time by people in the environment, such as food or beverage product in the separated tenant, fancy clothes, private transportation medium, luxurious jewelries, and luxurious holiday event will become the preferred item for the majority of people in the marketplace, regarding with the established brand understanding from each available product or service. Hence, brand becomes important for any company's management parties in motivating common people to use the offered products or services.

The consideration about the customer perception for products and services in the marketplace is effected by Sensation, Absolute Threshold, Differential Threshold and Subliminal Threshold. Sensation is related with the common people impression about one event, especially after using products or services; Absolute Threshold is correlated with the overall basic understanding from people in one environment before using products or services; Differential Threshold is associated with the different idea from people in the environment about the

right goods or services for them; and, Subliminal Threshold is definable as the essential understanding for people in one location about the right products and services for them that is not based on aware thought. The importance of the relationships among Sensation, Absolute Threshold, Differential Threshold and Subliminal Threshold with the Consumer Perception for any product or service is comparable between two items, related with the difference of people point of view for goods and services. Mostly, ice cream is one product of food (or beverage) that is commonly consumed by many people in every part of this world, regularly or unevenly. Because of this reason, it is possible for people in any environment to choose one particular brand of ice cream or even to consume two or more ice cream products, either at the same time or separately.

In Indonesia, Walls and Campina are two ice cream brands products that are familiar for people in Indonesia. Each company produces and sells the similar models of products with different customers. Both companies also have different origins, in which Walls is one global brand in this world and Campina is the ice cream product brand from Indonesia. Because of the diversity from both observed brands, people in Indonesia can purchase and consume ice cream products from Walls, can purchase and consume ice cream products from Campina, or can purchase and consume products from both companies.

Manado City becomes one developed city in Indonesia and is becoming one sales area for Walls and Campina. Because of the pluralism from people in this capital city, their perception about products and/or service can be quite or very different, especially for ice cream products from Walls and Campina. Accordingly, the relationships among Sensation, Absolute Threshold, Differential Threshold and Subliminal Threshold with the Consumer Perception from people in this city are essential for management parties from Walls and Campina.

Research Objectives

This research aims to examine:

1. To figure out whether there is any significant difference for Sensation Factor in the Consumer Perception Walls and Campina Ice Cream consumers in Manado City.
2. To figure out whether there is any significant difference for Absolute Threshold Factor in the Consumer Perception Walls and Campina Ice Cream consumers in Manado City.
3. To figure out whether there is any significant difference for Differential Threshold Factor in the Consumer Perception Walls and Campina Ice Cream consumers in Manado City.
4. To figure out whether there is any significant difference for Subliminal Threshold Factor in the Consumer Perception Walls and Campina Ice Cream consumers in Manado City.
5. To figure out whether there is any significant difference for Consumer Perception factor for the Walls and Campina Ice Cream consumers in Manado City.

THEORETICAL FRAMEWORK

Marketing

Broadly defined, marketing is a social and managerial process by which individuals and group obtain what they need and want through creating and exchanging value with others. In a narrower business context, marketing involves building profitable, value-laden exchange relationship with customer. Hence, we defined marketing as the process by which companies create for customers and build strong customer relationship in order to capture value from customers in return (Kloter and Amstron 2006:5).

Ali and Talwar (2013:18) state that Marketing consists of those activities involved in the flow of goods and services from the point of production to the point of consumption. Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.

Perception

Schiffman and Kanuk (2004:158) state that Perception is defined as the process by which an individual selects, organizes and interprets stimuli into a meaningful and coherent picture of the world. It can be described as how we see the world around us. Two individuals may be exposed to the same stimuli under the same apparent conditions, but how each person recognizes, selects, organizes, and interprets these stimuli is a highly individual process based on each person's own needs, values, and expectations. The influence that each of these variables has on the perceptual process and its relevance to marketing will be explored later in the chapter. First, however, we will examine some of the basic concepts that underlie the perceptual process. These will be discussed within the framework of consumer behavior. Mullins et al (2008:110) state that perception is the process by which a person selects, organizes, and interpret information. When consumers collect information about a high-involvement service such as a cruise, they follow a series of step, or hierarchy of effects.

Consumer Perception

Today's consumers are also more price sensitive, because a steady barrage of coupons and price specials has trained them to buy on price. In fact, over time, companies have reduced advertising to 30 percent of their total promotion budget, weakening brand equity. Moreover, the endless stream of brand extensions and line extensions has blurred brand identity and led to a confusing amount of product proliferation. Further, consumers see little difference in quality among brands now that competing manufacturers and retailers are copying and duplicating the qualities of the best brands (Kotler, 2002:191). Consumer behavior is the study of why, when, and how. Consumer behavior is that rational behavior that consumer shows toward products while buying. Consumer behavior is the mixture of psychological, social, economical, and social anthropological situations and environment (Kazmi 2012:2). Consumer perception is defined as the way that customers usually view or feel about certain services and products (Limbongan et al 2014:218).

Consumer Behavior

Peter and Olson (2005:4) state that The American Marketing Association defines consumer behavior as a dynamic interaction of affect and cognition, behavior, and the environment by which human being conduct the exchange aspects of their lives. In other words, consumer behavior involves the thought and feelings people experience and the actions they perform in consumption processes. It also includes all the thing environment that influence 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 the definition that consumer behavior is dynamic, involves interaction, and involves exchange. Consumer behavior analysis can be viewd as an alternative theoretical approach that emphasizes situational variables and measures of behavior (Foxall et al 2006:51).

Previous Research

Chen et al (2013) titled *Global Brands Perceptions: The Apparel Industry In China*, and have stated that: this study examined the perceptions of Chinese consumers towards global apparel brands. It investigated the preferences of Chinese consumers for foreign brands, their perceptions of intangible attributes of global apparel brands. The study used a survey questionnaire to gather information from Chinese consumers through a mall intercept method of convenience sampling. The sample was the consumers exiting retail shopping outlets with half the sampling taking place in one city and the other half taking place in the other city in China. The findings of the study indicated that there was a slight preference for foreign apparel brands among Chinese consumers. The findings also indicated that the foreign apparel brands were perceived as more fashionable and as having a greater degree of quality than domestic brands.

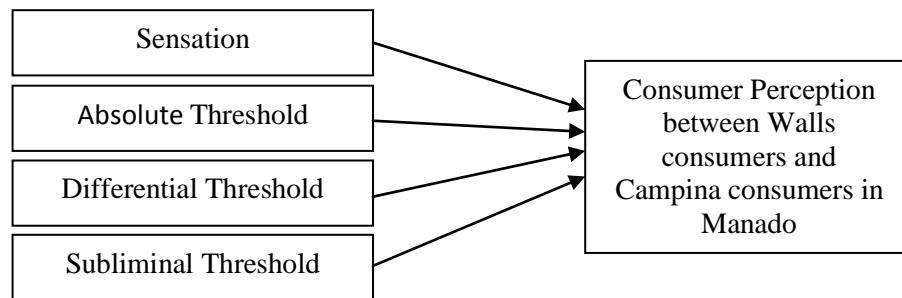


Figure 1. Conceptual Framework

Source: Theoretical Review 2014

Research Hypotheses

Based on the theories above, the hypotheses of this research are:

1. Sensation Factor
 - H₀: There is a significant difference for Sensation Factor in the Consumer Perception Walls and Campina Ice Cream consumers in Manado City.
 - H₁: There is no significant difference for Sensation Factor in the Consumer Perception Walls and Campina Ice Cream consumers in Manado City.
2. Absolute Threshold Factor
 - H₀: There is a significant difference for Absolute Threshold Factor in the Consumer Perception Walls and Campina Ice Cream consumers in Manado City.
 - H₂: There is no significant difference for Absolute Threshold Factor in the Consumer Perception Walls and Campina Ice Cream consumers in Manado City.
3. Differential Threshold Factor
 - H₀: There is a significant difference for Differential Threshold Factor in the Consumer Perception Walls and Campina Ice Cream consumers in Manado City.
 - H₃: There is no significant difference for Differential Threshold Factor in the Consumer Perception Walls and Campina Ice Cream consumers in Manado City.
4. Subliminal Threshold Factor
 - H₀: There is a significant difference for Subliminal Threshold Factor in the Consumer Perception Walls and Campina Ice Cream consumers in Manado City.
 - H₄: There is no significant difference for Subliminal Threshold Factor in the Consumer Perception Walls and Campina Ice Cream consumers in Manado City.
5. Consumer Perception Factor
 - H₀: There is a significant difference for Consumer Perception Walls and Campina Ice Cream consumers in Manado City.
 - H₅: There is no significant difference for Consumer Perception Walls and Campina Ice Cream consumers in Manado City.

RESEARCH METHOD

Types of Research

This research is quantitative research which can be handled numerically. This research uses relational type of research that investigates the relation between variable, in this case, only one variable that is consumer perception

Time of Research

The located of this study was in Manado city, North Sulawesi, Indonesia and conducted in public areas such as mall, universities and neighbor. The object of this research is customer of consume Walls and Campina ice cream. The study was conducted in Manado from Mei – June 2014 (5 Months).

Population and Sample

Target population ,that is the complete group of specific population elements relevant to the research project (Zinkmund 2003:373).Population of this research is comprised of consumer of Walls and Campina ice cream in Manado, North Sulawesi. Based on there are totally of the people in Manado that ever consume Walls and Campina ice cream. It comprises some members selected from it. In order to ensure adequate representation of customers, random sampling process was used to select the sample of the study. The samples that were the respondents of the survey consist of 50 of each group (Walls and Campina Ice Cream) which sums the total of 100 respondents of the questionnaires.

Data Collection Method

Data collection method are an integral part of research design. There are several data collection methods, each with it is own advantages and disadvantages. Problem researched with the use of appropriate methods greatly enhance the value of the research Sekaran and Bougie (2009:184). This research use a secondary data.

Operational Definition and Measurement of Variables

The consumer perception of ice cream elements will be divided into five specific elements for the accuracy result. Sensation is related with the common people impression about one event, especially after using products or services; Absolute Threshold is correlated with the overall basic understanding from people in one environment before using products or services; Differential Threshold is associated with the different idea from people in the environment about the right goods or services for them; and, Subliminal Threshold is definable as the essential understanding for people in one location about the right products and services for them that is not based on aware thought.

Data analysis Method

Keegan and Green (2005:214) state that The data collection up to this point must be subjected to some form of analysis if it to be useful to decision makers.

Reliability and Validity test

A test is used as part of the data collection process. Reliability and Validity test is the measuring device make a very important thing in a research. Questionnaire as an instrument are made valid and reliable to prove the hypothesis of the research and the relation of independent variable (X) and independent variable (Y). The reliability of a measure is established by testing for both consistency and stability. Consistency indicates how well the item measuring a concept hang together as a set, Sekaran and Bougie (2009:324). Reliability test is a test which determines the measurement instrument free from errors. Is a test to make sure that the questions of the questionnaire really consistent in measuring when used multiple times at different time. A measure should produce similar or the same results consistently if it measuring the same thing. A measure cannot being valid without being reliable. For tat reason, the measurement of the Internal consistency must be made. This internal consistency can be seen at the Cronbach Alpha Parameter, with ideal score above 0.6.

Independent Sample T-Test

The independent sample t-test, also called the two sample of t-test is used to compare the values of the means from two sample and test whether it is likely that the samples are form populations having different mean values. Any differences between groups can be explored with the independent t-test, as long as the tested members of each group are reasonably representative of the population.

RESULT AND DISCUSSION

Result

Validity and Reliability

Validity Test

This third sub-section will be useful to determine if the validity level from this current research is valid or not. This testing can be conducted by comparing correlation index in Pearson Product Moment with significance level of 5%, it can be seen valid or not a research instrument. If probability of correlation is less than 0.05 (5%) then the research instrument is stated as valid.

Validity Test for the Consumer Perception of Walls Ice Cream

Table 4.3 it can be seen that the majority of value of correlation index for Sensation, Absolute Threshold, Differential Threshold and Subliminal Threshold, as four aspects of Consumer Perception, and the Consumer Perception for Walls Ice Cream are greater than 0.3 (0.110, 0.230, 0.373, 0.911, 0.933, 0.848, 0.275, 0.850, 0.355 and 0.465) and below the significance level of 5%; therefore, the data is considered as valid.

Table 1. Validity Testing Data for the Customer Purchase Decision of Walls Ice Cream Product

| | | Sensation Walls | Absolute Threshold Walls | Differential Threshold Walls | Subliminal Threshold Walls | Consumer Perception Walls |
|------------------------------|---------------------|-----------------|--------------------------|------------------------------|----------------------------|---------------------------|
| Sensation Walls | Pearson Correlation | 1 | .110 | .230 | .373** | .911** |
| | Sig. (1-tailed) | | .224 | .054 | .004 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 |
| Absolute Threshold Walls | Pearson Correlation | .110 | 1 | .933** | .848** | .275* |
| | Sig. (1-tailed) | .224 | | .000 | .000 | .006 |
| | N | 50 | 50 | 50 | 50 | 50 |
| Differential Threshold Walls | Pearson Correlation | .230 | .933** | 1 | .850** | .355** |
| | Sig. (1-tailed) | .054 | .000 | | .000 | .006 |
| | N | 50 | 50 | 50 | 50 | 50 |
| Subliminal Threshold Walls | Pearson Correlation | .373** | .848** | .850** | 1 | .465** |
| | Sig. (1-tailed) | .004 | .000 | .000 | | .000 |
| | N | 50 | 50 | 50 | 50 | 50 |
| Consumer Perception Walls | Pearson Correlation | .911** | .275* | .355** | .465** | 1 |
| | Sig. (1-tailed) | .000 | .027 | .006 | .000 | |
| | N | 50 | 50 | 50 | 50 | 50 |

Source: SPSS Data, 2014

Table 2. Validity Testing Data for the Customer Purchase Decision of Campina Ice Cream Product

| | | Sensation Campina | Absolute Threshold Campina | Differential Threshold Campina | Subliminal Threshold Campina | Consumer Perception Campina |
|-----------------------------------|---------------------|----------------------|----------------------------------|--------------------------------------|------------------------------------|-----------------------------------|
| Sensation Campina | Pearson Correlation | 1 | .400** | .412** | .663** | .911** |
| | Sig. (1-tailed) | | .002 | .001 | .000 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 |
| Absolute Threshold Campina | Pearson Correlation | .400** | 1 | .811** | .775** | .386** |
| | Sig. (1-tailed) | .002 | | .000 | .000 | .003 |
| | N | 50 | 50 | 50 | 50 | 50 |
| Differential Threshold Campina | Pearson Correlation | .412** | .811** | 1 | .669** | .429** |
| | Sig. (1-tailed) | .001 | .000 | | .000 | .001 |
| | N | 50 | 50 | 50 | 50 | 50 |
| Subliminal Threshold Campina | Pearson Correlation | .663** | .775** | .669** | 1 | .660** |
| | Sig. (1-tailed) | .000 | .000 | .000 | | .000 |
| | N | 50 | 50 | 50 | 50 | 50 |
| Consumer Perception Campina | Pearson Correlation | .911** | .386** | .429** | .660** | 1 |
| | Sig. (1-tailed) | .000 | .003 | .001 | .000 | |
| | N | 50 | 50 | 50 | 50 | 50 |

Source: SPSS Data, 2014

Validity Test for the for the Consumer Perception of Walls Ice Cream

Table 1, it can be seen that the majority of value of correlation index for Sensation, Absolute Threshold, Differential Threshold and Subliminal Threshold, as four aspects of Consumer Perception, and the Consumer Perception for Walls Ice Cream are greater than 0.3 (0.110, 0.230, 0.373, 0.911, 0.933, 0.848, 0.275, 0.850, 0.355 and 0.465) and below the significance level of 5%; therefore, the data is considered as valid.

Validity Test for the Consumer Perception of Campina Ice Cream

Table 2, it can be seen that all values of correlation index for Sensation, Absolute Threshold, Differential Threshold and Subliminal Threshold, as four aspects of Consumer Perception, and the Consumer Perception for Campina Ice Cream are greater than 0.3 (0.400, 0.412, 0.663, 0.911, 0.811, 0.775, 0.386, 0.669, 0.429 and 0.660) and below the significance level of 5%; therefore, the data is considered as valid.

Reliability

Table 3. Reliability Testing Data for the Consumer Perception of Walls Ice Cream

| Cronbach's Alpha | N of Item |
|---------------------|-----------|
| .852 | 5 |

Source: SPSS Data, 2014

Table 3 in this research, it is shown that a value of Alpha Cronbach is 0.852, which is above the acceptance limit of 0.6; therefore, the research instrument for Sensation, Absolute Threshold, Differential Threshold and Subliminal Threshold, as four aspects of Consumer Perception, and the Consumer Perception for Walls Ice Cream is reliable.

Table 4. Reliability Testing Data for the Consumer Perception of Campina Ice Cream

| Cronbach's Alpha | N of Item |
|------------------|-----------|
| .886 | 5 |

Source: SPSS Data, 2014

Table 4 in this research, it is shown that a value of Alpha Cronbach is 0.886, which is above the acceptance limit of 0.6; therefore, the research instrument for Sensation, Absolute Threshold, Differential Threshold and Subliminal Threshold, as four aspects of Consumer Perception, and the Consumer Perception for Campina Ice Cream is reliable.

Table 5. Group Statistic Result

| | Ice Cream Consumers | N | Mean | Std. Deviation | Std. Error Mean |
|------------------------|---------------------|----|--------|----------------|-----------------|
| Sensation | Walls Consumers | 50 | 4.3467 | .68664 | .09711 |
| | Campina Consumers | 50 | 3.7400 | .72309 | .10226 |
| Absolute Threshold | Walls Consumers | 50 | 2.8067 | .75620 | .10694 |
| | Campina Consumers | 50 | 2.6067 | .70531 | .09975 |
| Differential Threshold | Walls Consumers | 50 | 2.9667 | .70711 | .10000 |
| | Campina Consumers | 50 | 2.7200 | .59613 | .09724 |
| Subliminal Threshold | Walls Consumers | 50 | 3.5800 | .71209 | .10070 |
| | Campina Consumers | 50 | 3.1733 | .68756 | .09724 |
| Consumer Perception | Walls Consumers | 50 | 4.0850 | .58817 | .08318 |
| | Campina Consumers | 50 | 3.5650 | .66396 | .09390 |

Source: SPSS Data, 2014

- 1) Perception of Sensation Aspect between Walls Ice Cream Consumers and Campina Ice Cream Consumers in Manado.

Point 1, will partially describe the group of classified respondents that has the more dominant impact and the remained one that only give the least influence, regarding with the perception of Sensation aspect for ice cream products in Manado, between Walls Ice Cream and Campina Ice Cream Consumers. That shows that Walls Ice Cream Consumers have higher averaged value for Mean and lower averaged values for Standard Deviation and Standard Error Mean than those who are Campina Ice Cream consumers, for Sensation aspect for ice cream products in Manado (values of Mean, Standard Deviation and Standard Error Mean for Walls Ice Cream Consumers are 4.3467, 0.68664 and 0.09711 and values of Mean, Standard Deviation and Standard Error Mean for Campina Ice Cream Consumers are 3.7400, 0.72309 and 0.10226); and conclude that Walls Ice Cream Consumers has the more dominant influence for the perception of Sensation aspect, compared with Campina Ice Cream Consumer in Manado.

- 2) Perception of Absolute Threshold Aspect between Walls Ice Cream Consumers and Campina Ice Cream Consumers in Manado

Point 2, will partially describe the group of classified respondents that has the more dominant impact and the remained one that only give the least influence, regarding with the perception of Absolute Threshold aspect for ice cream products in Manado, between Walls Ice Cream and Campina Ice Cream Consumers. Point 2 shows that Walls Ice Cream Consumers have higher averaged values for Mean, Standard Deviation and Standard Error Mean than those who are Campina Ice Cream Consumers, for Absolute Threshold aspect for ice cream products in Manado (values of Mean, Standard Deviation and Standard Error Mean

for Walls Ice Cream Consumers are 2.8067, 0.75620 and 0.10694 and values of Mean, Standard Deviation and Standard Error Mean for Campina Ice Cream Consumers are 2.6067, 0.70531 and 0.09975); and conclude that Wall Ice Cream Consumers has the more dominant influence for the perception of Absolute Threshold aspect, compared with Campina Ice Cream Consumers in Manado.

- 3) Perception of Differential Threshold Aspect between Walls Ice Cream Consumers and Campina Ice Cream Consumers in Manado.

Point 3, will partially describe the group of classified respondents that has the more dominant impact and the remained one that only give the least influence, regarding with the perception of Differential Threshold aspect for ice cream products in Manado, between Wall Ice Cream and Campina Ice Cream Customers.

Point 3 shows that Walls Ice Cream Consumers have the higher averaged values for Mean, Standard Deviation and Standard Error Mean than those who are Campina Ice Cream Consumers, for Differential Threshold aspect for ice cream products in Manado (values of Mean, Standard Deviation and Standard Error Mean for Walls Ice Cream Consumers are 2.9667, 0.70711 and 0.1000 and values of Mean, Standard Deviation and Standard Error Mean for Campina Ice Cream Consumers are 2.7200, 0.59613 and 0.08431); and conclude that Walls Ice Cream Consumers has the more dominant influence for the perception of Differential Threshold aspect, compared with Campina Ice Cream Consumers in Manado.

- 4) Perception of Subliminal Threshold Aspect between Walls Ice Cream Consumers and Campina Ice Cream Consumers in Manado.

Point 4, will partially describe the group of classified respondents that has the more dominant impact and the remained one that only give the least influence, regarding with the perception of Subliminal Threshold aspect for ice cream products in Manado, between Walls Ice Cream and Campina Ice Cream Consumers.

Point 4 shows that Walls Ice Cream Consumers have higher averaged values for Mean, Standard Deviation and Standard Error Mean than those who are Campina Ice Cream Consumers, for Subliminal Threshold aspect for ice cream products in Manado (values of Mean, Standard Deviation and Standard Error Mean for Walls Ice Cream Consumers are 3.5800, 0.71209 and 0.10070 and values of Mean, Standard Deviation and Standard Error Mean for Campina Ice Cream Consumers are 3.1733, 0.68756 and 0.09724); and conclude that Walls Ice Cream Consumers has the more dominant influence for the perception of Subliminal Threshold aspect, compared with Campina Ice Cream Consumers in Manado.

- 5) Perception of the Consumer Perception aspect between Walls Ice Cream Consumers and Campina Ice Cream Consumers in Manado.

Point 4, will partially describe the group of classified respondents that has the more dominant impact and the remained one that only give the least influence, regarding with the perception of the Consumer Perception aspect for ice cream products in Manado, between Walls Ice Cream and Campina Ice Cream Consumers.

Point 5 shows that Walls Ice Cream Consumers have higher averaged value for Mean and lower averaged values for Standard Deviation and Standard Error Mean than those who are Campina Ice Cream Consumers, for the Consumer Perception aspect for ice cream products in Manado (values of Mean, Standard Deviation and Standard Error Mean for Walls Ice Cream Consumers are 4.0850, 0.58817 and 0.08318 and values of Mean, Standard Deviation and Standard Error Mean for Campina Ice Cream Consumers are 3.5650, 0.66396 and 0.09390); and conclude that Walls Ice Cream Consumers has the more dominant influence for the Consumer Perception aspect, compared with Campina Ice Cream Consumers in Manado.

Discussion

Ice cream is one dessert that is commonly consumed by many people in this world, frequently or occasionally. This type of food has been sold by many companies and food-based business, such as restaurants, café and hotels, in various ingredients and models. Because of the popularity of ice cream in the general environment in every part of this world, it become one business concept with worthy prospect to each company that focus in ice cream business.

One important aspect that is related with the successfulness of every company or food-based business that making and selling ice cream is the Consumer Perception. The ideal understanding of this vital aspect is influenced by four essential factors, which are Sensation, Absolute Threshold, Differential Threshold and Subliminal Threshold. In practice, the consideration of Consumer Perception and the impact from Sensation, Absolute Threshold, Differential Threshold and Subliminal Threshold is observable from the concern from general people in every different environment about sold ice cream products. In this current research, the impact of Sensation, Absolute Threshold, Differential Threshold and Subliminal Threshold for the ideal concept of Consumer Perception for ice cream products is analyzed in the Manado City, which is focused for the comparison among Walls Ice Cream Product Consumers and Campina Ice Cream Product Consumers in this city.

Walls Ice Cream has become more popular for the majority of people in the Manado City, compared with comparable products from Campina. In this city, Walls products have been known by many people as ice cream products with various and tasty ice creams. Even though Campina Ice Cream products is already familiar by some people here, Ice Cream products from Walls have been the first preference from the majority of people in this when going the supermarkets or minimarkets. So, it is more possible from general people here to choose and to consume each ice cream product from Walls, with seeing products Campina.

CONCLUSION AND RECOMMENDATION

Conclusion

There are five findings that are found from the overall result in this research, which are listed as follow:

1. There is any significant difference for sensation factor in consumer perception Walls and Campina ice cream consumers in Manado.
2. There is any significant difference for absolute threshold factor in consumer perception Walls and Campina ice cream consumers in Manado.
3. There is any significant difference for differential threshold factor in consumer perception Walls and Campina ice cream consumers in Manado.
4. There is any significant difference for subliminal threshold factor in consumer perception Walls and Campina ice cream consumers in Manado.
5. There is any significant difference for consumer perception factor for the Walls and Campina ice cream consumers in Manado.

Recommendation

There are three important recommendations that can be concluded from the overall result in this research, which are listed as follow:

1. The companies management from Walls and Campina ice cream product in the Manado City must be aware with common customers' concern about sensation factor (include products, packages, brand names, advertisements and commercials) because it can directly impact to consumers.
2. Campina companies management must also evaluate additional factors and varians that can influence the established idea from the majority people in this city about each product acceptance, including the consumer perception and customer purchase decision concept. It is essential to ensure the continuity of Campina company in the Manado City.
3. All results in this research can be useful in supporting or even completing any later study with the identical concept.

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