THE DYNAMICS OF COLORS, CONSUMER PERCEPTIONS, AND PURCHASING INTENTIONS OF THE PRIMAVERA VESPA PRODUCTS: A REVIEW OF YOUNG CONSUMER BEHAVIOR

Dian Ari Nugroho
Dimas Hendrawan
Faculty of Economics and Business, BrawijayaUniversity

Abstract: This study aims to determine if the Primavera Vespa product color differences have a significant influence on the Vespa product consumer perceptions and also to determine if the Primavera Vespa consumer perceptions on the products have a significant influence on the purchasing intention of Primavera Vespa product itself. This experimental research using 24 young consumers as respondents with purposive sampling as sampling technique. Data is collected through questionnaires with Likert scale. Hypothesis testing using different ANOVA test and Simple Regression Analysis. The results of this study indicate if the color difference of Primavera Vespa product has a significant influence on the consumer perception. The study also found if the color perceptions of Primavera Vespa products such as azzuro marechiaro, blue midnight, montebianco, nero volcano, and rosso dragon types have a significant effect on purchasing intentions to the product.

Keywords: color, perception, purchasing intention

Dian Ari Nugroho
Management Department, Faculty of Economics and Business
Brawijaya University
Jl. MT. Haryono 165 Malang
E-mail: dian.ari@ub.ac.id
DOI: http://dx.doi.org/10.18202/jam23026332.15.2.02

Today the high mobility of urban society making the demand of motorcycle is increasing every year. The vehicles volume on the highway is increasing rapidly every year while the highway capacity remains undeveloped, it causing the flow of heavy traffic jam. That's why using a motorcycle in the conduct of mobility is one option that is considered appropriate. It's very efficient time, the small size makes it more flexible to drive on crowded roads than other vehicles. This has led to an increase for motorcycles demand every year and causes the opening of business opportunities for motorcycle producers. There are many various types of motorcycles that offered by manufacturers currently and the market is offering many model design, specification, and brands diversely. Every manufacturer is competing to innovate to be able to provide motorcycles required and desired by consumers. This causes a very tight competition in the motorcycle industry. Currently, also began to see the trend switch that occurred in the community. Many people now return to the retro style, that is consciously inherited or past trends mimic, modes, or attitudes. It is considered able to restore and flashback in the past memories. Now the people who are this style infatuated about are not people at a relatively old age (the 80's generation) only but also young people and even the teenagers. They believe if retro is a style of the past that has its

own uniqueness. The youths who are fanatic of this style feel themselves to be unique, fresh and look different than the lifestyle of today's modern and hi-tech era. The style uniqueness and differentiation that compared to the style generally make themselves feel "anti-mainstream". The existence of such market trends and opportunities supports the motorcycle manufacturers to innovate their products in order to attract consumers. Currently, many motorcycle companies are making retro-style designs but still using a high-tech machine. For example, Honda that produces Scoopy and Mio Fino that is produced by Yamaha. Scoopy and Mio Fino product design are indeed adapting the retro scooter style, however, both still seem modern. Using a motorcycle engine in automatic technology, so that product usually called by consumers as Scooter; acronym of Scooter Matic. The product is turned out to get a positive response from consumers. Not to be outdone by other motorcycle manufacturers, Piaggio, the legendary Italian Vespa scooter manufacturer who debuted in the 60s, 70s, and 80s, also modernize its product lines. Vespa issued products with a modern scooter-retro design but provide adjustments to the current technology. Piaggio realizes that today's modern society demands more convenience and practicality, so Piaggio eliminates the hallmark of the Vespa, the kick starter and changes the manual transmission into the automatic transmission. In 2011, Piaggio decided to sell of Vespa in Indonesia again because they saw the market opportunities in the Indonesian market. According to Managing Director of PT. Piaggio Indonesia, Marco Noto La Diega, Indonesia is the second largest of Vespa market after Italy. Southeast Asia market especially Indonesia is very prospective for Piaggio, in 2009 two-wheeler sales in Southeast Asia reached 11.3 million units worth 14.6 billion Euros (Detik Oto, 2013). This opportunity is also followed by a scootic competition that has existed in Indonesia before. So, Piaggio should try to attract consumer purchasing intention by correct marketing efforts. Piaggio must offer values or distinctions that no other scooter maker already did it into a market. The purchasing intention is a consumer behavior if consumers have a desire in buying or choosing products, based on experience in choosing, using and consuming or even want a product (Kotler and Keller, 2012). Consumer purchasing intentions can not only be withdrawn through the giving of discounts, bonuses, or other promotional activities but also by any other factors that can make consumers attracted to the product. In this case, Piaggio tries to provide the product that has distinctive and attractive color. This is an effort of Piaggio has made today to win the competition in a market, beside the other Integrated Marketing Communication efforts it did. Piaggio offers a variety of colors in each type of Vespa including Montebianco (White), Rosso Dragon (Red), Marrone Toscana (Maroon), Verde Portovenere (Tosca), Celeste Procida (Blue), Giallo Lime (Yellow Lemon), Aracio Taormina (Orange), Grigio Gintanio (Gray), Rosso Chiati (Red Fuscia), Beige Tuff On Lecce (Beige), Nero Vulcano (Black), Azzuro Marechiaro (Light Blue), And Midnight Blue (Vespa Indonesia, 2016). Offers a variety of attractive colors are also included for the Primavera type which there are five colors, Montebianco (White), Rosso Dragon (Red), Nero Volcano (Black), Azzuro Marechiaro (Light Blue), And Midnight Blue (Dark Blue). With the various types of vespa color then it will be able to influence consumer perceptions of the product. Perception is the process of a consumer choosing, organizing, and interpreting input in the form of information to create a meaningful picture of the environment (Kotler and Keller, 2012). In marketing, perception is the important thing to influence the consumer behavior, especially purchasing intentions.

Purchase intention is something that represents consumers who have the possibility, will plan who are willing to buy a product or service in the future. Increased purchase intention means an increased likelihood of purchase (Doods et al, 1991; Schiffman and Kanuk, 2007). Researchers also can use a buyer's intention as an indicator to predict consumer's behavior. Purchase intention is divided into two, namely the first product or brand in which is fully planned to purchase, although by no means

it always results in high involvement and problem-solving expansion. While the second is a class of products which is a planned purchase of a certain brand's choice made in place of sale (Engel, 1994). When consumers have a positive intention to buy, this forms a commitment to a brand, that brand is positive and good.

So, the research that related to the dynamics of color and the purchasing intention perception of Primavera Vespa is the interesting investigation and this can be an additional reference and new sources for the companies information. Based on the background above then compiled several research objectives. First is to find out if the product color has a significant effect on consumer perceptions of Primavera Vespa products. The second is to find out whether the azzuro marechiaro color perception has a significant influence on the intention of purchasing Primavera Vespa product. Third, to determine if the perception of midnight blue color has a significant influence on the purchasing intention of the PrimaveraVespa products. Fourth, to determine whether the montebianco color perception has an influence on the intention of purchasing Primavera Vespa products. Fifth, to determine whether Nerovolcano color perception has a significant influence on the purchasing intention of Primavera Vespa products. Sixth, to find out if the perception of Rosso Dragon color has a significant influence on the intention of purchasing Primavera Vespa products.

RESEARCH METHOD

This study is an experimental study followed by the explanatory study that designed to capture the cause and effect of a relationship by eliminating the conflicting explanations. The location of the research was in Malang with total 24 respondents. It uses purposive sampling as the sampling technique with criterion aged 17 to 35 years old that know about the Vespa product especially Primavera vespa. Data is collected by questionnaire then sub-

sequently tested with research instrument test; test of validity and reliability. The data obtained were analyzed using version 21 of SPSS to know the respondent's characteristic description and the answer distribution. And further, the hypothesis testing is done by using different ANOVA test and Simple Regression Analysis.

RESULTS
Characteristics of Respondents

Based on the results of data collection, it's obtained information that based on sex, there is a difference between the number of male and female consumers. Male respondents obtained by 19 people or by 79,17% and 5 female respondents or 20,83%. Characteristics of respondents reviewed based on recent education, it can be seen that the majority of respondents are Bachelor Degree at least. 91,17% of respondents have recent education Bachelor of 24 respondents total. If viewed from the type of work and age, this figure is dominated by private employees (10 people) between 23 years old and 27 years (11 people). While the young consumer has a high level of knowledge and interest that have a certain uniqueness product, in this case, is the Primavera vespa. This is supported by the Vespa product that has been known since the 1960s and able to survive until now due to the many enthusiasts of this product. In term of the respondents income per month in this study, there is no difference between income ranges clearly with monthly income ranging from Rp 1,000,001 to Rp 3,000,000, - 9 people, income range Rp 3,000.001, - up to Rp 5,000,000, - 7 persons, and income ranges from Rp 5,000,001 to Rp 10,000,000, - a total of 8 people. It can be concluded that Primavera vespa products are known and understood by people with various economic classes. There is no dominance of a particular market segment for Primavera Vespa products on younger consumers where the characteristics of respondents based on the education, age, occupation, and the income each month is tend to be evenly distributed. Data on the characteristics of respondents can be seen in Table 1 below:

Table 1   Respondent Characteristics

Characteristics of Respondents	Amount	Percentage
Gender :		
• Men	19	79.17%
• Women	5	20.83%
Education :		
• Elementary school	0	0
• Junior high school	0	0
• High school	9	37.50%
• Diploma	2	8.33%
• Bachelor	13	91.17%
Age :		
• 17-22 years old	9	37.50%
• 23-27 years old	11	45.83%
• 28-35 years old	4	16.67%
Work :		
• Students	9	37.50%
• Private employees	10	41.17%
• Entrepreneurship	3	12.50%
• Civil servants	2	8.33%
Earnings every month :		
• <Rp 1.000.000	0	0
• Rp 1.000.000 – Rp 3.000.000	9	37.50%
• Rp 3.000.001 – Rp 5.000.000	7	29.17%
• Rp 5.000.001 – Rp 10.000.00	8	33.33%
• >Rp 10.000.000	0	0

Source: Primary data processed, 2016

Validity Test

Testing validity is intended to determine the validity between concepts and empirical reality. The validity of an instrument item can be determined by comparing the *product moment pearson* correlation index with a significance level of 5% or 0,05 (Ghozali, 2006). Based on the test results can be seen that all items used in this study are valid. The results of validity test for each item variable in this study can be seen in the following table:

Table 2   Validity Test Results

Variable	Item	Significance	Notes
Perception	X_1	0,000	Valid
	X_2	0,000	Valid
	X_3	0,000	Valid
	X_4	0,000	Valid
Intention	Y_1	0,000	Valid
	Y_2	0,000	Valid
	Y_3	0,000	Valid

Source: Primary data processed, 2016

Reliability Test

Reliability testing conducted to determine the measuring instrument consistency level. This study uses reliability test with alpha cronbach value which if it greater than 0,60 then it could be the instrument used reliable and conversely (Ghozali, 2006).Reliability test results on all items show all items are considered reliable.Reliability test results are shown as follows:

Table 3   Reliability Test Results

Variable	Alpha Cronbach	Notes
Perception	0,796	Reliable
Intention	0,873	Reliable

Source: Primary data processed, 2016

ANOVA Test Results

It is the result of data analysis to answer the first hypothesis by using anova method:

Table 4   The Categories of Independent Variables

		Value Label	N
Color	1	rosso dragon	24
	2	montebianco	24
	3	nerovulcano	24
	4	blue midnight	24
	5	azzuromarrechiaro	24

Source: Primary data processed, 2016

The table above shows that there are five categories in the independent variable colors, that are rosso dragon (red) code 1, montebianco (white) code 2, nero vulcano (black) code 3, blue midnight (dark blue) code 4, danazzuro marechiaro (light blue) code 5.

Levene Test

The Levene test results showed that the value of F test of 2,214 with the significance of 0.072 (above 0.05).This means that the variance of the independent variable is the same. It can be seen in the table below:

Table 5   Levene Test Results

Levene's Test of Equality of Error Variances[a]

Dependent Variable: perception			
F	df1	df2	Sig.
2.214	4	115	.072

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.
a. Design: Intercept + Color

Source: Primary data processed, 2016

Table 6   Anova Test Results

Tests of Between-Subjects Effects

Dependent Variable: perseption

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	151.717[a]	4	37.929	4.209	.003
Intercept	24596.033	1	24596.033	2729.596	.000
Color	151.717	4	37.929	4.209	.003
Error	1036.250	115	9.011		
Total	25784.000	120			
Corrected Total	1187.967	119			

a. R Squared = .128 (Adjusted R Squared = .097)

Source: Primary data processed, 2016

Based on the results of the above statistical analysis it can be seen that the F-test intercept of 2729.596 with a significant level of 0.000, the color variable with the F-test value of 4209 and the significant level of 0.003 (smaller than 0.05).Then it can be concluded that the color category affects the value of consumer perceptions.Thus, there is a difference of color perception among the dragon (red) code 1, montebianco (white) code 2, nero vulcano (black) code 3, blue midnight (blue dark) code 4, danazzuro marechiaro (blue light) code 5.The consumer value perception can be explained by9.7% of the five color categories (*Adjusted R square*).The results of this test indicate H1 accepted if the product color has a significant relation to the consumer perception.

Simple Regression Analysis Results

In a study to test the second to sixth hypothesis is used simple regression analysis.A simple analysis was used to examine the effect of the azzuro marechiaro color perception on the intention of purchasing Primavera vespa product, tested the effect of blue midnight color perception on purchase intention of Primavera vespa product, tested the effect of montebianco color perception on purchase intention of Primavera Vespa product, tested the effect of nero volcano color perception on intention of purchasing

Primavera Vespa product,and tested the influence of rosso dragon color perception on the intention of purchasing Primavera Vespa product. The

results of simple regression test obtained from this study can be seen in the table below:

Based on the results of simple regression analysis can be concluded that:

Table 7   Simple Regression Test Results

Variable	Unstandardized Coefficiens (B)	Standardized Coefficients (β)	t	Sig.	Notes
Color Perception: zzuromarechiaro	0,556	0,579	3,331	0,003	Significant
AdjR^2 = 0,305					
α = 0,05					
Color perception: blue midnight	0,760	0,725	4,934	0,000	Significant
Adj = 0,504					
α = 0,05					
Color Perception: montebianco	0,725	0,687	4,432	0,000	Significant
Adj = 0,448					
α = 0,05					
Color Perception: nerovulcano	0,662	0,747	5,263	0,000	Significant
Adj = 0,537					
α = 0,05					
Color Perception: rosso dragon	0,398	0,282	1,377	0,182	Unsignificant
Adj = 0,037					
α = 0,05					

Source: Primary data processed, 2016

H2: Azzuro marechiaro color perception of purchase intention of Primavera Vespa product.
Based on Table 7 it can be seen that the azzuro marechiaro color perception has a regression coefficient of 0.579 and obtained t-test value of 3.331 with a significance value of 0.003. The statistical value of t-test is higher when compared with t-table value (3.331> 2. It can be concluded that H2 is accepted which means if the azzuro marechiao color perception significantly influences the intention of purchasing Primavera Vespa073) and significance value <α = 0.05.

H3: The perception of blue midnight color on the intention of purchase of primavera vespa product.

Based on table 7 can be seen that the perception of blue midnight color has a regression coefficient of 0.725 and obtained a t-test value of 4.934 with a significance value of 0.000. The statistical value of t-test is greater when compared with t-table value (4.934> 2.073) and significance value <α = 0.05. The test can be concluded that H3 is accepted which means midnight blue color perception has a significant effect on purchase intention of Primavera Vespa product.

H4: Montebianco color perception of purchase intention of primavera vespa product.
Based on Table 7 it can be seen that the montebianco color perception has a regression coefficient of 0.687 and obtained a t-test of

4,432 with a significance value of 0.000. The statistical value of t-test is higher when compared with t-table value (4.432> 2.073) and significance value $<\alpha = 0.05$. This test it can be concluded that H4 is accepted which means montebianco color perception has a significant effect on purchase intention of Primavera Vespa product.

H5: Nero vulcano color perception of purchase intention of primavera Vespa product.
Based on Table 7 can be seen that the perception of nero vulcano color has a regression coefficient of 0.747 and obtained a t-test of 5,263 with a significance value of 0.000. The statistical value of t-test is higher when compared with t-table value (5.263> 2.073) and significance value $<\alpha = 0.05$. It can be concluded that H5 is accepted which means the perception of nero vulcano color significantly influence the intention of purchasing Primavera Vespa product.

H6: Rosso dragon color perception of intention to purchase vespa primavera product. Based on table 7 it can be seen that the perception of color rosso dragon has a regression coefficient of 0.282 and obtained t-test value of 1.377 with a significance value of 0.182. The statistical value of t-test is higher when compared with t-table value (1.377 < 2.073) and significance value $> \alpha = 0.05$. The test can be concluded that H6 accepted which means rosso dragon color perception significantly influence the intention of purchasing Primavera Vespa product.

Discussion

The Influence of Product Colors on The Consumer Perceptions

The results of statistical tests can be seen that the color variables have an influence on the perception of a consumer, so it can be concluded that the color will affect the consumer perception of a product, especially in the perception of the Primavera Vespa product case. This research, anova

analysis is used to determine the effect of color on consumer perception. As predicted before, found that color has a significant influence on the perception of a consumer. Anova analysis shows that although the coefficient of determination is very small, but there is still a significant effect of color to consumer perception of product color. In this study is known that the coefficient of determination of color is relatively small although significant, it means that the consumer's perception of a product is influenced by many factors other than the color factor only. In this case, consumers' perceptions of the Primavera Vespa product may be influenced by many factors. In addition to color, it possibly other influence factors such as price, brand image, brand loyalty, and so forth. The results of this study are supported by the difference in average consumer perceptions for each color. Of the five colors that offered by products Primavera Vespa, the perceptions of the respondents to the five colors are still considered positive where the average score of respondents answers between 13.38 to 16.00. The results of this study also provide good contributions from the academic and practical. These results reinforce the theory that the visual appearance and the product atmosphere or service can influence the evaluation or perception of a consumer (Babin, et.al 2003). Different points expressed by Schiffman and Kanuk (2008) that consumers not only associate their personality to the product alone but also on the colors used in the product. This means that the color of the product will not only shape the consumer's perception of the product image but will also be associated with the consumer's personality. The color is also able to create brand personality where it will be able to make the consumer preferences and lead to the consumer loyalty. The colors that used in the Vespa Primavera product studied are azzuro marechiaro (light blue), midnight blues (dark blue), montebianco (white), nero vulcano (black), and rosso dragon (red). These five colors are popular colors used in motorcycle products and is favored by young consumers because it is considered capable of representing the young consumer's personality generally. These evaluations and percep-

tions will further influence the desire or intention of purchasing a consumer. Therefore a rational marketer must really know and notice to the color of the marketed product.

The Effect of Marechiaro Azzuro Color on The Intention of Purchasing Primavera Vespa Products

In this study note that the azzuro marechiaro color has a significant influence on the intention of purchasing Primavera Vespa product.This means that the Primavera Vespa color with azzuro marechiaro (light blue) type can create purchase intention. The light blue color has the meaning of calming the emotions and recharging the spirit. Also, a blue color is one of the colors that give the retro image or ancient or traditional when used on the Vespa products many young age consumers are interested in having. This is also supported by the behavior of young consumers who tend to like to look different when other consumers are oriented to the future, high technology, and happening thing.

The Influence of Blue Midnight Color on The Intention of Purchasing Primavera Vespa Products

This study knows that the color blue midnight has a significant influence on the intention of purchasing products, Primavera Vespa. This shows that the blue midnight type (dark blue) color of the Primavera Vespa can create a desire to buy the products of it. A dark blue can stimulate someone clear thinking. In addition, dark blue is a popular Vespa color in the past. The young consumers have the desire to buy the blue midnight Primavera Vespa products to get a nostalgic experience in the Vespa.

The Effect of Montebianco Colors on The Intention of Purchasing Primavera Vespa Product

Based on the hypothesis testing results can be seen that montebianco color has a significant influence on the intention of purchasing Primavera Vespa products. This means that the color of montebianco (white) product can create the intention of young consumers purchasing to Primavera Vespa products.

It perceived white color has the meaning of kindness, cleanliness, and purity.The young consumers like this color product because it creates a clean and neutral impression. A white color also gives the feminine impression to some kind of product (Schiffman and Kanuk, 2008). Based on this, the women young consumers tend to prefer with this color product.

The Influence of Nero Vulcano Colors on The Intention of Purchasing Primavera Vespa Products

Based on the hypothesis testing results can be seen that the color of nero volcano has a significant influence on the intention of purchasing Primavera Vespa products. It means nero vulcano products (black) can create the intention of the young consumers purchasing Primavera Vespa products. The black color symbolizes strength, authority, mystery, and complexity (Schiffman and Kanuk, 2008). The Primavera Vespa black color gives the impression of products that use high technology and futuristic impression. The Young consumer's personality that easy to accept something new, innovative, and have a high social status tends to choose this color product.

The Effect of Rosso Dragon Color on The Intention of Purchasing Primavera Vespa Products

Based on the hypothesis testing results can be seen that the rosso dragon color has no significant influence on the intention of purchasing products, Primavera Vespa. This means that the rosso dragon product color (red) can not create the young consumers purchasing intention to the Primavera Vespa product. According to Schiffman and Kanuk (2008), the red color has a strong, passionate, hot, and exciting sense. The young consumers are assumed although the red color can reflect their personality spirit but the color is not in accordance with products Primavera Vespa. They said the Vespa product is a long lasting product with a calm, smooth, good, and warm image, not a product that imaged as someone who is strong physically, excited, and passionate.

The Implication of Research Results

The Vespa products is a unique product especially Primavera, it's not the performance only but also for the production model itself. The Vespa product model can survive for decades and even imitated by several brands of competitors. This shows that Vespa product enthusiasts are still quite a lot from year to year. To face the intense competition, then Vespa needs to apply some marketing strategy. The product is known and popular since tens of years ago. With a typical product model, Vespa has the power of differentiation that compared to the other competitors' products. The right positioning strategy is the Primavera Vespa step that must be done. Based on this study results, Vespa need to understand the importance of the personality concept on the product one of which is based on the color. Vespa product especially Primavera, in this case, must be able to choose and combine the right color on the product. Vespa Primavera marketers should really notice and know the product color being marketed because each color represents a certain personality. In fact, the young consumers not only associate their personalities with the product features or services provided but also in certain colors. The Vespa Primavera marketers should be able to keep updating the information that related to the trend colors among the potential markets from one region to another because those colors can affect the perception of a product based on the consumer's personality. This can be done with some qualitative measurement techniques such as observation, focus groups, and depth interviews.

Conclusions and Suggestion

Conclusion

This study shows that young consumers who have the purchasing intention of Primavera Vespa products are dominated by men with age, education, work, and monthly income vary. Other research findings that differences of Primavera Vespa products color have a significant influence on the perception formed against the product. This study also found the colors of Primavera Vespa products such as azzuro marechiaro, blue midnight, montebianco, and nero volcano type have a significant influence on the product purchasing intention. While the rosso dragon color of Primavera Vespa type has no significant influence on the purchasing intention.

Suggestion

This research is expected to be used as the reference for the further researcher in studying consumer behavior, especially the concept of brand personality and color. The Researchers also hope that next research can find new things for further research development.

In addition, for the Primavera Vespa marketers can make this study result as a reference in determining the appropriate marketing strategy, primarily in the effort progress to increase the customer satisfaction and loyalty.

REFERENCES

Alma, Buchari. 2005. *Manajemen Pemasaran dan Pemasaran Jasa.* Cetakan 5. Bandung: CV Alfabeta.

American Marketing Association. 2016. *American Marketing Association Dictionaryi.* Viewed 20 Maret 2016. <https://www.ama.org /resources/Pages/Dictionary.aspx?dLetter=B>

Arikunto, Suharsimi. 2010. *Metodologi Penelitian.* Penerbit PT. Rineka Cipta. Jakarta.

Babin, BB. J., Hardesty, D. M., & Suter, T. A. 2003. 'Color And Shopping Intentions: The Intervening Effect Of Price Fairness And Perceived Affect. Journal of Business Research. vol 56. pp 541-551.

Detik Oto. 2013. Pecinta Vespa di Indonesia Terbanyak Kedua Setelah Italia. Viewed 17 April 2016. <https://oto.detik.com/komunitas-motor/2316498/pecinta-vespa-di-indonesia-terbanyak-kedua-setelah-italia>

Engel, J.F., Blackwell, R.D., and Miniard, P.W. 2005. *Consumer Behavior 10th Edition.* South-Western College Pub, Amerika Serikat.

Ferrell and Hartline, M.D. 2011. *Marketing Strategy, Fifth Edition.* South-Western. Cengage Learning

Ghozali, Imam. 2006. *Aplikasi Analisis Multivariate dengan SPSS, Cetakan Keempat.* Semarang: Badan Penerbit Universitas Diponegoro.

Ghozali, Imam. 2011. *Aplikasi Analisis Multivariate Dengan Program IBMSPSS 19 (edisi kelima).* Semarang: Badan Penerbit Universitas Diponogoro.

Hawkins, Del & Mothersbaugh, David. 2010. *Consumer Behavior: Building Marketing Strategy, Eleventh Edition.* United States: McGraw-Hill.

Martin, Andreas. 2014. *Vespa Dan Sejarah*, media re-

lease 30 Oktober 2014. Kompasiana. Viewed 14 April 2016. <http://www.kompasiana.com/andreasmartin/vespa-dan-sejarah_54f3fac4745513992b6c84b1>

Kotler, Philip & Armstrong, Gary. 2012. *Principles of Marketing, 14th Edition*. Pearson Education, London.

Kotler, Philip & Keller, Kevin. 2012. *Marketing Management, 14th Edition*. New Jersey USA: Pearson.

Jalil, N. Ab., Yunus, R. M., & Normahdiah, S. S. 2013. 'Student' Color Perception and Preference: An Empirical Analysis of Its Relationship'. Procedia Social And Behavioral Sciences. No 90. pp 575-582.

Magnini, V. P. & Kim, S. 2016. 'The Influences Of Restaurant Menu Font Style, Background Color, And Physical Weight On Consumer's Perceptions'. International Journal Of Hospitality Management. no 53. pp 42-48

Neolaka, Amos. 2014. *Metode Penelitian dan Statistik*. Bandung: Remaja Rosdakarya.

Paul & Donnelly, James. 2011. *Marketing Management: knowledge and skill, 10th Edition*. New York: Mc Graw Hill.

Peter & Olson. 2010. *Consumer Behavior And Marketing Strategy. Ninth Edition.* United States: McGraw-Hill.

Risso, P., Maggioni, E., Olivero, N., & Gallace, A. 2015. 'The Association Between The Colour Of A Container And The Liquid Inside: An Experimental Study On Consumers' Perception, Expectations And Choices Regarding Mineral Water'. Food And Quality Preference. vol 44. pp 17-25.

Schiffman, Leon G. & Kanuk, Leslie L. 2008. *Consumer Behaviour 7th Edition. (Perilaku Konsumen).* Jakarta : PT. Indeks.

Sekaran, uma. 2006. *Metodologi Peneltian Untuk Bisnis* Edisi 4 buku 1. Salemba empat, Jakarta.

. 2006. *Metodologi Peneltian Untuk Bisnis* Edisi 4 buku 2. Salemba empat, Jakarta.

Singarimbun, Masri & Effendi, Sofian. 2008. *Metode Penelitian Survai*. Jakarta: PT Pusataka LP3ES.

Sliburyte, L. & Skreyte, I. 2014. 'What We Know About Consumer' Color Perception'. Procedia Social And Behavioral Sciences. vol 156. pp 468-472.

Solomon, Michael R. 2011. *Consumer Behaviour: Buying, Having, And Being*. New Jersey. Pearson Edication, Inc

Sugiyono. 2010. *Metode Penelitian Bisnis*: *Pendekatan Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.

----_____. 2012. *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.

_____. 2014. *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.

Tjiptono, Fandy. 2011. *Pemasaran Jasa*. Jakarta : Bayumedia Publishing.

Umar, Husein. 2009. *Riset Pemasaran dan Perilaku Konsumen*. Jakarta: PT Gramedia.

Vespa Indonesia. 2016. *Vespa Indonesia Magazine*. Viewed 12 April 2016. http://www.id.vespa. com/en/magazine/pdashion

Vespa Indonesia. 2016. *Vespa Indonesia Primavera*. Viewed 12 April 2016.<http://www.id.vespa. com/en/primavera-configurator>

Vespa Indonesia. 2016. *Vespa Indonesia Primavera*. Viewed 12 April 2016.<http://www.id.vespa. com/en/primavera-made>

Vespa Indonesia. 2016. *Vespa Indonesia Primavera*. Viewed 13 April 2016.<http://www.id.vespa. com/en/primavera-feature>

Vespa Indonesia. 2016. *Vespa Indonesia Primavera*. Viewed 13 April 2016.<http://www.id.vespa. com/en/primavera-gallery>

Vespa Indonesia. 2016. *Vespa Indonesia Primavera*. Viewed 13 April 2016.<http://www.id.vespa. com/en/primavera-accessories>