

**CONSUMER CONFUSION IN LOW INVOLVEMENT PRODUCTS:
AN EMPIRICAL STUDY AMONG UNIVERSITY STUDENTS
IN D.I. YOGYAKARTA**

A Thesis

**Presented as Partial Fulfillment of the Requirement for the Degree of
Sarjana Ekonomi (S1) in International Business Management Program
Faculty of Economics
Universitas Atma Jaya Yogyakarta**



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**FACULTY OF ECONOMICS
UNIVERSITAS ATMA JAYA YOGYAKARTA**

2013

A THESIS

Faculty of Economics

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Yogyakarta, December 5th, 2013

This is to certify that the thesis entitled

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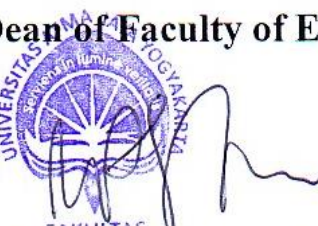
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AUTHENTICITY ACKNOWLEDGEMENT

Me, hereby the writer of this thesis research, state that I gathered this thesis by myself. I fully understand that my works does not contain others' or part (s) of others' writings, except for those that have been cited and mentioned in the references.

Yogyakarta, December 5, 2013

Stated by,

A handwritten signature in blue ink, consisting of stylized, overlapping loops and a long horizontal stroke extending to the right.

Yessa Gusti Alexander

This thesis is dedicated to

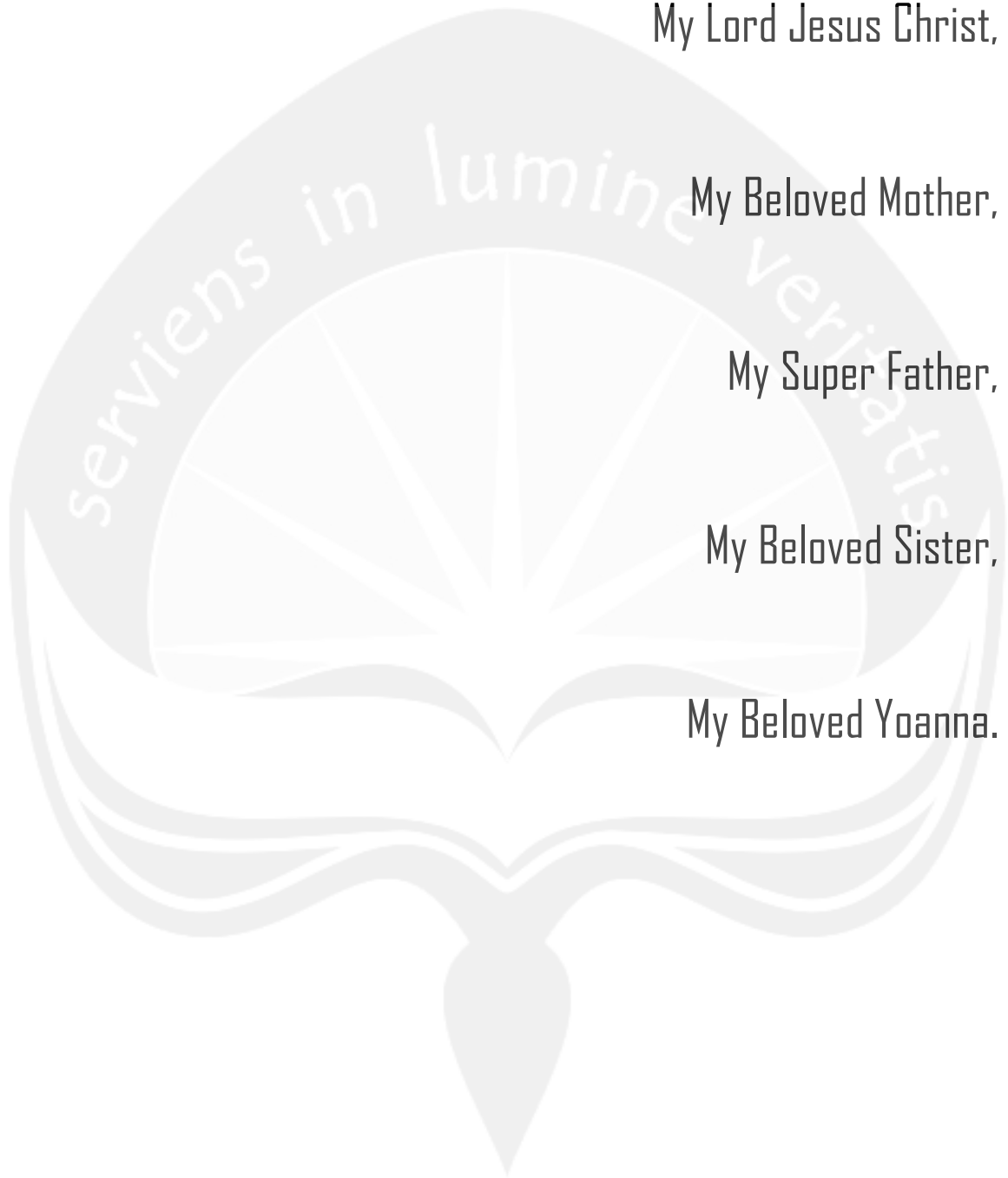
My Lord Jesus Christ,

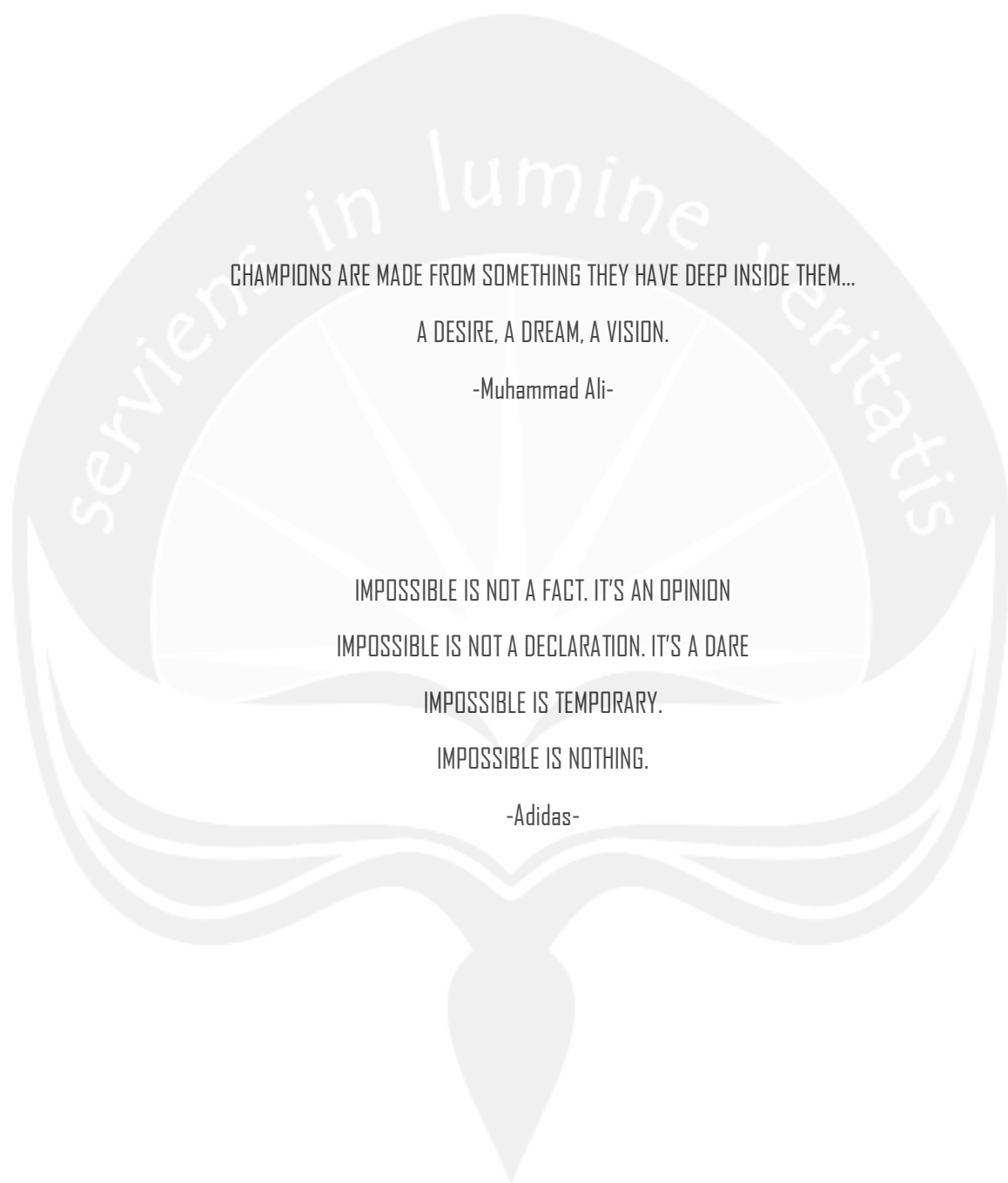
My Beloved Mother,

My Super Father,

My Beloved Sister,

My Beloved Yoanna.





CHAMPIONS ARE MADE FROM SOMETHING THEY HAVE DEEP INSIDE THEM...

A DESIRE, A DREAM, A VISION.

-Muhammad Ali-

IMPOSSIBLE IS NOT A FACT. IT'S AN OPINION

IMPOSSIBLE IS NOT A DECLARATION. IT'S A DARE

IMPOSSIBLE IS TEMPORARY.

IMPOSSIBLE IS NOTHING.

-Adidas-

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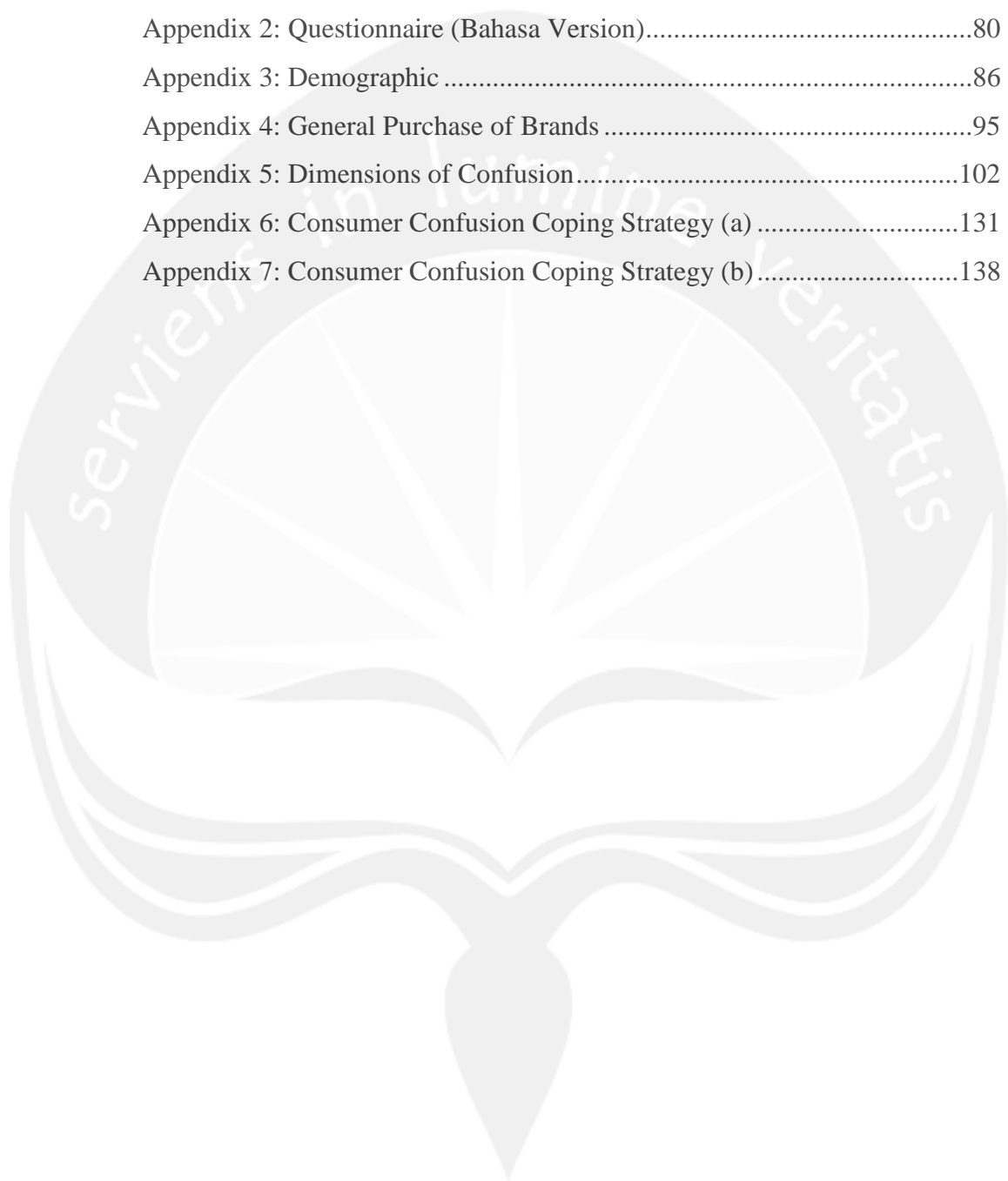


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Abstract

Purpose – This paper aims to examine what dimension of confusion that present in low involvement products in D.I. Yogyakarta.

Research Design - This study replicated a previous study by Leek and Kun (2006) who investigated a research paper of “Consumer Confusion in The Chinese Personal Computer Market”. The survey forms were distributed to 222 student samples. Even though the questionnaires were administered in Bahasa Indonesia, 22 samples cannot be used. Data analysis was used SPSS version 17.

Findings – This paper examines the student samples in D.I. Yogyakarta in three ranges: consumer confusion attributes each product category, consumers’ important source of information and what factor affecting choice of information. This study find that the student samples in D.I Yogyakarta indicated even in low involvement purchase, consumers may experience confusion, consumers feel that similarity confusion is the main problem in their buying decision. This study also finds that male respondents tend to be more struggles with all aspects of consumer confusion rather than female respondents.

Research Implications – This study faces some limitations such as the samples are students and did not represent all students who studies in D.I. Yogyakarta, because the samples were only from ten universities in D.I. Yogyakarta. Some suggestions were listed to support further research.

Keywords: Consumer Confusion, Low Involvement Context, Indonesia