

Analisis studi kasus customer perceived value konsumen dewasa muda Indonesia terhadap merk Muji = Study case analysis Indonesian young adult consumer's customer perceived value to Muji

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Abstrak

[ABSTRAK
MUJI. Toko retail dari Jepang yang merupakan kasus yang menarik untuk dikaji yang

memiliki indikasi berbenturan nilai antara nilai dari merk (brand value) dengan kebiasaan dan perilaku konsumen Indonesia. MUJI yang seharusnya merupakan barang yang murah namun berkualitas tinggi di negara negara asalnya, ternyata di Indonesia barang barang yang dijual di MUJI tergolong cukup mahal, tokonya pun hanya ada di mall-mall ternama, di jakarta seperti Grand Indonesia, Pondok Indah Mall, dsb.MUJI merupakan salah stau kasus marketing yang menarik dimana MUJI mengklaim merknya sebagai merk tanpa label. Analisis studi kasus MUJI terhadap konsumen dewasa muda indonesia akan menjabarkan dan mencari tahu customer perceived value yang diterima.<hr>

ABSTRACT

MUJI, a japanese retail store is one of unique examples of brand that competing with other brands in the market. MUJI, a brand with no brand, had a very different values from their (consumers) own values. In which indonesian consumers are more brand oriented, a product with a tag on it. In Indonesia, MUJI's product is sell at a very high price for household products. It also only located only in major shopping malls like Grand Indonesia, Pondok Indah Mall, Plaza Indonesia, PVJ, etc. MUJI's high end image in Indonesia is a marketing paradox along with its own values and philosophy : a brand with no brand. This study aims to investigate the customer perceived value, what the young adult indonesian consumers actually get from buying MUJI's product from both sides brand perspective and consumer perspective. To gain consumer insight why MUJI was survive the indonesian market., MUJI, a japanese retail store is one of unique examples of brand that competing with other brands in the market. MUJI, a brand with no brand, had a very different values from their (consumers) own values. In which indonesian consumers are more brand oriented, a product with a tag on it. In Indonesia, MUJI's product is sell at a very high price for household products. It also only located only in major shopping malls like Grand Indonesia, Pondok Indah Mall, Plaza Indonesia, PVJ, etc. MUJI's high end image in Indonesia is a marketing paradox along with its own values and philosophy : a brand with no brand. This study aims to investigate the customer perceived value, what the young adult indonesian consumers actually get from buying MUJI's product from both sides brand perspective and consumer perspective. To gain consumer insight why MUJI was survive the indonesian market.]