



Analysis Of Consumer Behavior In Decision To Consumption Of AFA Chocolate In Jember Regency, Indonesia

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Abstract

This study aim to determine consumer behavior in making decision for the consumption of Afa Chocolate. Research location and respondents were purposively determined. There were 60 respondents selected. The research was conducted on January to March 2023. Data used were primary and secondary information. This research used Chi Square method to analyze the data. The research results showed that the taste quality, price, product quality, and job status, have significant effect to decision for the consumption of Afa chocolate base on the values of X^2 count $>$ X^2 table. The taste quality had the value of $12.1 > 9.49$, the price had value of $44.8 > 9.49$, the product quality had value of $55.6 > 9.49$, the job status had value of $39.72 > 9.49$. On the other hand the type of chocolate had no significant effect to decision for the consumption of Afa chocolate that it shown values of X^2 count $<$ X^2 table, analysis shows that the value is $1,8 < 9.49$.

KeyWords: Consumer, behavior, consumption, decision making, chocolate

A. Background

According to Kumar et.al (2022), consumer buying behavior can be divided into four types on the basis of products they go for buying: 1). Complex buying behavior which is visible when a consumer needs to buy an expensive product. In this type involvement of buyer is very high as risk is high because of big amount involved. Buyer goes for proper scrutiny of information and does lot of research work; 2). Dissonancereducing buying behavior. Here also buyer shows high involvement but has to choose from limited choices because of scarcity of the product and not much alternatives available; 3). Habitual buying behavior is seen when consumer goes for buying products of routine nature. He does not go for high involvement and chooses the best from those available. He goes for convenience as products here are of low value; 4). Variety seeking behavior is noticed in low priced products purchase where large variety is available with very less difference. Here consumer makes small comparison among the products available and buys the one which is more economical. Loyalty for a particular brand does not exist and consumer keeps changing his preference depending on the offers available.

Further Kumar et.al (2022) state thar consumer decision making process involves 5 major steps: 1). Need recognition: It is the first step where the consumer recognizes that there is an unsatisfied need and he goes for exploring means to satisfy it and get satisfaction. The need recognition occurs due to internal and external stimuli; 2). Information search: On the basis of the existence of need consumer starts searching for the products which can fulfil his requirement. He collects the information from different sources friends, relatives, groups, advertisements, internet and any source he can access. Social; 3). Evaluation of alternatives: After collecting the information the consumer evaluates the products on the basis of their attributes and benefits and ranks them on a priority list of their need satisfying capacity. The attributes evaluated consist of price, guarantee, services provided, goodwill of the company manufacturing it, credit facility provided, additional benefits, and many more; 4). Purchase decision: After evaluating the products on all parameters, consumer formulates opinion to buy the product and takes decisions like the quantity to be bought, choice of dealer, mode of payment and when to make the purchase; and 5). Post purchase decision: This is the most crucial phase which moulds the consumer behavior for future buying decisions. After buying the product consumer

Categorically consumer behavior can divide to five factors as Kumar et.al (2022); 1). Personal factors consisting of age, income, personality, lifestyle and the occupation the person is in; 2). Psychological factors include learning, attitude, perception, motive, reliance and lifestyle; 3). Social factors comprise of influence coming from family, social groups, reference groups and status the consumer has in society; 4). Cultural factors play a dominant role as these are the beliefs and value system of an individual which he had inculcated in him over the years. There are many customs which the person has been following over the years and they have an impact on his thinking and; 5). Economic factors like personal income, family income, expected income, government policies and liquid assets Though everyone knows that these are the parameters which impact a consumer behavior but still it is difficult to predict consumer behavior as consumer as a human being and his behavior changes with changed environmental conditions. He is impacted the most by the external stimuli which can be; Marketing stimuli consisting of the type of product or service being offered, its features, price quoted for the product or service, convenience of channel of distribution or promotional efforts initiated by the marketer. Environmental factors like natural, demographic, economical, technological, political or cultural. All these factors help in developing the perception and attitude which motivates the consumer to proceed to buying process through the medium

of knowledge acquired. The results are seen in the form choice of a product over other options available. In other words, we can say it is not essential that a consumer behavior is always due to his need for a product but sometimes external stimuli convert the desire into need and the consumer takes buying decision and moves in that direction.

The influence of social media on consumer purchasing behaviour has significantly transformed the way people shop. In the past, the buying process was straightforward, involving the identification of a need, gathering information from family, friends, television, newspapers, and magazines, and finally making a purchase. However, with the advent of digitization, the process has become more complex. Consumers now have access to a plethora of information sources, including various websites, Amazon, Google, Yahoo, Instagram, Facebook, and more. The abundance of information sources has resulted in confusion and dissatisfaction among consumers. With too much information available, consumers often feel like they have overlooked something important, leading to post-purchase dissatisfaction. In such a scenario, post-purchase surveys conducted by marketers can be highly beneficial in ensuring customer satisfaction. Consumer behaviour is influenced by various factors, such as market environment, country's economy, financial condition, and availability of products, among others. It is therefore essential for marketers to remain interactive with consumers and keep a close watch on the factors influencing their behaviour. To succeed in the competitive market, it is crucial to understand consumer behaviour patterns and strive to satisfy them to gain their loyalty.

B. Literature review

Based on consumer behavior and preferences it can be monitored and analyzed more accurately. Monitored data is very important in all businesses, especially online businesses [3 Fu et. al. (2020)]. Various sensors can be attached to products and devices to monitor the health of multiple buying activity. With the use of modern newly developed sensors such as eye tracking, Sensor technology allows us to closely track and monitor consumer behavior when buying online. Additionally, the data collected by the sensors may be sent to the cloud and processed by major companies.

Karjol, Holla, and Abhilash (2017),[9] proposed in their work a system that can select the nearest route. In addition, the additional function "Cart to Cart" is enabled communication helps customers share their buying lists with other buyers. This function facilitate parallel buying with two or more buying carts. Fu et al. (2020)[3] study the intelligent decision-making process of online shopping behavior. IoT technology. They studied the use of grip strength and eye-tracking sensors to detect search behavior of online consumers when reading online reviews. When comparing the degree of fixation. Hamed Khazaei et al. (2020) (His application of IoT to consumer behavior and decision making) We described the time participants spent in areas of interest (AOIs), their cognitive activities and their content. Participants' visual attention. They also claimed that the grip strength test influenced test results. Unconscious activities bring us closer to the perception of the respondent. In another study, Renart et al. (2017)[11] proposed a program that helps applications identify data-driven, location- and resource-aware processing of data streams. Specifically, the program provides A model that specifies where and how a data stream is processed according to its spatial, content, and spatial characteristics temporal nature. We also provided a way to implement the framework in an event-driven way. It does so by describing events associatively. Suggested and presented by Sohaib, Lu and Hussain (2017) [12].

Wadawan & Seth, (2018), study to understand and explore current consumer trends behaviors and attitudes when purchasing of products, explain the impact of COVID-19 on the products industry is very significant. It is investigated how COVID-19 is impacting consumer behavior in products industry. One of the key reasons why the product industry was chosen was: professional interest in consumer buying behavior and how in the products industry why consumers do certain things, what appeals most to them, and the benefits to use this research for job/career as a sales person in the products industry. discover how when consumers buy products, they focus on what suits their needs. This is especially valuable for sellers in the industry, given the impact COVID-19 has had on both online and offline markets.

The importance of color in marketing and branding cannot be over emphasized. That is the impact on consumer behavior is well documented by numerous studies.

Color has the power to evoke emotions, change moods and shape perceptions. It can play an important role in purchasing decision, companies have been using this for years. Use color strategically to attract and retain customers and perceive it as a key factor of their success. Rathee and Rajain (2019), found that color has a direct impact on marketing and branding, and have impact on consumer perceptions and purchasing behavior. Studies have shown that color have greatly influence on consumer perceptions of quality, price and value. Certain colors, such as black and blue are often associated with high quality, and other colors such as brown and beige are also often associated with high quality. It leads to quality deterioration. This is important information for brands to consider develop a marketing and branding strategy as the colors that choose can play a role impact on how their products are perceived by consumers.

Rambabu and Porika (2020) similarly researched, conclude that color can also affect consumer perceptions of the price. For example, colors like gold and silver are often associated with higher prices. On the other hand, colors such as white and green are associated with lower prices. It found that by choosing colors that match the perceived value of the product. Products and brands can develop marketing strategies that effectively communicate quality. value of the product to the

consumer. It is also important to consider the effect of color. The impact on consumer behavior may vary due to cultural differences and personal preferences. Therefore, brands should consider cultural context and target audience when making choices. Dash (2018) conducted research and found that the emotional and psychological impact of color can be traced back to brands. Develop marketing strategies that effectively engage with consumers and drive purchases behavior. Color has a significant impact on consumer behavior and can vary by product category. Color can evoke emotions and affect consumer perceptions this can influence purchasing decisions. Brands need to carefully consider emotional aspects, the psychological impact of color in developing marketing and branding strategies. One. An area where color can play an important role is the fashion industry.

Ozkul et al. (2019) Explore how brands in the fashion industry can use this information Take advantage of that by choosing colors that match consumer preferences for a particular product. Seasons, product categories, etc. Another industry where color plays an important role is the food industry packing. Food package color can affect consumer taste food quality inside. For example, studies show that consumers associate this with: red represents sweet and juicy flavors, while green is associated with fresh, healthy food. Spence and Velasco (2019) explored their use by brands in the food industry. Favor associations by choosing colors that match consumer perceptions. product taste and quality. Color can also affect consumer perceptions of brands. Studies have shown that certain colors can evoke certain emotions and influence consumers. awareness of the brand. For example, blue is often associated with trust and safety. Green is associated with health and sustainability. Broeder & Scherp (2018) found that brands can take advantage of these associations color selection.

1. Customer Relationship Management (CRM)

It had been identified that factors were built on laddering dialogues. To evaluate the interrelation and connotation test was administered to customers. The proposed framework's periphery settings that were accountable for diverse types of services were investigated, Sustainability and the display of the diverse repurchase customers' behaviors was uneven, in the sectors (Paek, et.al. 2013). Hence, there was a need for upgrading the knowledge for this. These were the study's significant findings, which could help marketers, in the long run, to manage CRM efficiently. In the context of the retail sector backdrop, preceding studies could decisively signify the best equilibrium of human and digital services. The study analyzed the challenges faced by consumers during their contact with technically sound retail companies' in-store services. The service channels' determinants that had driven the human and digital touch points affirmed its crucial role in shaping the consumers' preferences in the context of alternatives for in-store retail settings. It further entailed a better understanding of the disruptive transformation on retail by highlighting the innovative and game-changing initiatives, and integrating machine and human touch points, to offer better services to consumers (Vannucci , et.al. 2019). Japan's retail and services sectors examined that managing efficient customer relationships had a great impression on the loyalty of customers, client retention, employee convenience, and the effective implementation of client relations that are reliant on the adoption of information technology (Minami, 2008). Therefore, managing well-organized client relations depended on adopting advanced technology and commitment, to deliver efficient services. Moreover, managing relationships with customers is critical, and in today's scenario, return on value is influenced by CRM practices which need to be further explored (Minami, 2008).

2. Consumer Services

In the research that have been done it was explained that venders were tirelessly making efforts to enhance physical in-store purchasing for their buying wherein the consumer preparations' convenience and physical shop endorsement approaches developed purchasing convenience, irrespective of the ongoing situation in the emerging markets (Carbonell et.al. 2012). A study based on buyers gauging their capabilities and necessities, was conducted in the culinary management segment in the service industry context. The four countries, namely Latvia, Poland, Ukraine, and Lithuania, were studied, in order to review clients and purchaser practices (Renko, S et.al. 2011). The examination was a combination plan that stated how buyers reacted towards issues motivating their attentions, inversely. Buyers and users were divided on using cooking channels and community platforms for influencing their buying patterns (Renko, S et.al. 2011). In the cooking services related to local businesses, these valuations furthermore concerned the developments of culinary businesses. The previous investigation revealed that the concern for expression was extraordinary in Asia and other continents. The critical incident technique (CIT) was used in service environments to identify customer behaviors in culinary management. Some researchers discovered the different forms of customers' positive and negative responses towards the service quality. It was observed that there was a need for a detailed probing on the ways of handling consumer service encountered challenges across the service settings, empirically (Zhang, et.al. 2010).

3. Consumer Behavior and Customer Satisfaction

A behavioral study, based on consumers, examined that the degree of changes in consumer behaviors was dependent on their overall satisfaction level. Thus, during the service involvement, consumer acquisition and retention strategies could be modified, intensified, and co-existing. For example, consumers revealed that a better service quality changed consumers' traits and buying preferences which further shaped their buying experiences, resulting in the enhancement of the levels of customer satisfaction (Greer, et.al. 2015). Therefore, retailers could utilize this understanding of consumers in framing their marketing strategies, to ignite the buying eagerness among consumers (El-Bassiouny, et.al. 2011). A

similar study also revealed that consumers were generally assessed by the quality of the services offered by the companies before making any buying decision. However, Word of Mouth (WOM) explored that shoppers' expectations were influenced by helpful information, based on the intention of buyers, the source authenticity, etc (Yi, et.al. 2020). Moreover, the trustworthiness and authenticity of the recommendations and reviews could affect the consumers conduct for the commerce sites. Further, website popularity was influenced by the quality of the services, delivery, and the E-commerce platform's product suggestions (Fileri, et.al. 2018). Ease of buying and flexibility in using E-commerce platforms was observed among consumers who altered their buying decision-making process. Satisfied customers shared better comments and positive feedback about their overall buying experiences, which further acted as a supporting tool for creating WoM, by advertising the Ecommerce platforms digitally (Zolkepli, et.al. 2020). In the present scenario, the advent of new technology and smartphones has turned into an advanced lifestyle. Limited studies are available on the role of new technology in influencing consumer behaviors. In virtual settings, consumer buying behaviors are intruded upon by various factors, such as reviews, comments, website popularity, and ease of buying. Additionally, consumer conduct was examined using the behavioral perspective model (Jeswani, et.al. 2020). Organizations brainstormed how to make product designing more appealing and eco-friendly, to make customers feel good. In the same line, study was conducted to understand and uncover the various insights related to consumer behaviors and product design, on their environmental impacts. It disclosed the significance of the improvements in product designing for a better growth perspective. This would further help in boosting the carbon footprint. It was concluded that different consumer behaviors and design innovations acted as key players in addressing and balancing the global environmental issues in utility products (Jeswani, et.al. 2020). In consumer behaviors, the scarcity of resources has been broadly recognized as a catalyst in determining the demand levels, leading to decreased customer satisfaction. A further study projected that scarcity should increase the evaluation and subsequent advancement of communication in the perspective of consumer behaviors (Park et.al. 2018; Shareef, et.al. 2023; & Wang, et.al. 2020). Research that have been done explored that the faithfulness of clients tended to be higher among service sector consumers. In the service sector, customers generally have better service experiences, resulting in higher customer loyalty (Chang, et.al. 2011). There is a direct association between consumers' conduct and buying habits in an offline retail setting, with regards to their utilitarian motivation. As per the study, a higher level of excitement led to the buyer's utilitarian motivation. Various factors of customers' convenience and customer satisfaction was combined into all kinds of service settings, to understand consumer behaviors (Chang, et.al. 2011).

4. Brand Impact on Consumer Behaviors

Brand impact and brand trust are positively associated with the perceived ethicality, on the behavior of consumers. Brand trust is a stimulus to brand impact and denotes a positive association with brand faithfulness and plays an important role in influencing the behaviors of consumers. An ethical and socially responsible brand image is anticipated by the mounting numbers of corporate branding activities, which is witnessed with the growth in ethical consumerism, resulting in shaping overall consumer behaviors. Conversely, the questions continue unanswered in the context of different cultures and countries, whether a corporate brand has its impact on the resulting variables of interest for its products' brand or not (Singh, et.al.

2012). Research based on consumer behaviors identified that consumers' loyalty and anticipation, and perception towards brands were highly impacted by positive word of mouth communications. Corporations could control these brand communications through memorable brand experiences, by influencing consumers through brand names and psychological thinking (Salinas, et.al. 2010). However, the repurchase intention of the brand was influenced by word of mouth and its associations with factors and numerous trade supervision types. To establish consumers expectations, measured communications and brand names played a meaningful role. Consequently, it influenced customers' satisfaction and attitudes towards the brand orientation. Moreover, in all types of administration scenarios, promoting a corporate brand in the market is challenging as consumers' characteristics change drastically, making corporation's job difficult to influence them using branding exercises (Singh, et.al. 2012). However, detailed investigations on how brands influence consumer behaviors could be more helpful to marketers in enhancing the overall consumer experiences through better service quality.

5. Service Guarantee and Consumer Experiences

The assurance of the quality of services greatly influence customer loyalty and consumer experiences in the service industry that act as a trust-building mechanism towards the brand image (Szopiński, et.al. 2016). Brands that have been offering guaranteed services to their customers attain a competitive advantage over existing players. In addition, service guarantees ensure better consumer experiences, resulting in developing more confidence in the brand while making buying decisions. Prior studies pointed out that consumer commitments towards brands played an intermediating role with service reliability, consumer attitudinal loyalty, and service assurance. In conclusion, consumer attitudinal loyalty through customer commitment had direct and indirect relations with service reliability. In the context of the hospitality sector, a model was formed which revealed the extent of the consumer experiences' impact over the perceived value of consumers, with the formation of consumer experiences (Szopiński, et.al. 2016 & Walls, A.R.2013). The publicized results of this study concluded that there was a significant and constructive association of the perceived value with human and physical environment linkages, which further affected the stay of guests in hotels, apart from the social stimulus impact. In the aggressive global business environment of the service sector, companies offered an exceptional quality of

goods and services, which resulted in matchless customer experiences. However, the biggest obstacle was to offer memorable and unique consumer experiences. Hence, it became crucial to comprehend how to influenced consumers' perceived values. Therefore, customer loyalty was not affected directly by a service guarantee. A similar finding was found by researchers, in which they attempted to understand the overall impact on consumer experiences, and they found that customer loyalty was not directly linked with service assurance (Walls, A.R.2013).

C. Problem formulation

The role of consumers in decision making regarding consumption of product in the Afa chocolate is influenced by several factors such is: taste quality, price, product quality, job status, and type of chocolate. It is not yet clear which of these various factors is dominant and superior in terms of influencing consumers in making decisions about consuming Afa chocolate products.

D. Research Method

Respondents to this research were 60 respondent which is consumers of Afa chocolate product. The respondent is survey regarding decision to consume Afa chocolate products in a correlation research. According to Gay (1976) in Consuelo (1993), 60 subjects were used to identify respondents based on the type of correlation study. This research was conducted from January to March 2023. This location was specifically chosen in view of the fact that the location of Afa Chocolate is the largest producer of processed chocolate products in the city of Jember, which allows researcher to conduct research in accordance with the research objectives.

Formula For Chi-Square Test :

$$X^2 = (Fo-Fe)^2/Fe$$

Where

Fo = Observed Value

Fe = Expected Value

The degrees of freedom in a statistical calculation represent the number of variables that can vary in a calculation. The degrees of freedom can be calculated to ensure that chi-square tests are statistically valid. These tests are frequently used to compare observed data with data that would be expected to be obtained if a particular hypothesis were true.

E. Data Types and Sources

The data collected in this research are primary and secondary data. The primary data for this research were obtained directly from the respondents by the researchers by asking structured questions in questionnaires, interviews, and field observations. Secondary data were obtained from various government agencies and various professional literatures relevant to this research. The analysis used in this research is the chi-square method. Chi-square allows to test descriptive hypotheses of a sample or variable that consists of two or more categories. Additionally, it can be used to test comparison hypotheses of two samples or two variables on a nominal scale (Wijayanto, 2009).

F. Result and Discussion 1. Taste Quality

The Afa Chocolate branch already has about 5 types of processed chocolate. The products of this domestic industry are chocolate in various flavors (Mind, Chili, Chess, Wafer, Ginger, and Coffee), and shapes (bars, lollipops, boxes, and bowls), sold directly to consumers.

The product of Afa chocolate is marketing in Afa Chocolate branches, or selling directly to consumers in their own stores. Consumers come directly to the branch, the nearest souvenir shop and sometimes the Afa Chocolate branch at the price set outdoors. Consumer behavior towards consumer taste components with respect to taste quality. Consumer tastes are closely related to fashion and have a significant impact on demand for products and services. As consumer demand for products and services increases, so does the number of requests for products and services. Consumer preferences are one of the most influential factors when an industry launches new products and gains market share. Because preferences differ from consumer to consumer, diversity of consumer tastes refers to the industry's creativity to create different components of unique new products to appeal to consumer tastes. One of them concerns the quality of taste.

Table 1. Analysis of the impact of consumer preferences on the quality of taste of Afa chocolate products industry from January to March 2023

quality of taste	Fe	Fo	Fo-Fe	(Fo-Fe) ²	(Fo-Fe) ² /Fe
very Good ordinary not good	20	40	20	400	20
	20	18	-2	4	0,1
	20	2	-18	324	8,1
Total	60	30	0	728	12,1

Source : P rimary data After processing 2023

Based on analytical results shown in Table 1. The calculated X^2 value (12.1) is large compared to the X^2 table (9.49) with an alpha value of 0.05. This means that consumer behavior influences taste quality. Therefore, H_0 is rejected and H_1 confirms that consumer behavior on taste quality factors shows a significant relationship.

2. Price

Consumer Behavior on price elements of Afa chocolate products are priced according to the size offered to consumers. The same applies to the Afa Chocolate. The industry offers a wide variety of processed chocolate products at relatively affordable prices to match the quality offered. Consumers are undoubtedly looking for satisfaction in high-quality fabricated chocolate products. In order to satisfy consumers when choosing processed chocolate products, the focus not only on price, but also on the quality of processed chocolate products.

Table 2. Analysis of the impact of consumer preferences on the Price of Afa chocolate products from January to March 2023

Price	Fe	Fo	Fo-Fe	(Fo-Fe) ²	(Fo-Fe) ² /Fe
Cheap ordinary Expensive	20	44	24	576	28,8
	20	12	-8	64	3,2
	20	4	-16	256	12,8
Total	60	60	0	896	44,8

Source : Primary data After processing 2023

Based on analytical results shown in Table 2. The calculated X^2 value (44.8) is large compared to the X^2 table (9.49) with an alpha value of 0.05. This means that consumer behavior influences prices. Therefore, H_0 is rejected and H_1 confirms that consumer behavior shows a significant relationship with the price factor.

3. Quality of Product

Consumer behavior towards quality product is closely relation. The term quality is often seen as a measure of the relative goodness of a product. Design quality is a function of product specifications, whereas conformance is a measure of how well a product meets specified requirements or quality specifications. So far, consumers rate the quality of Afa chocolate products as good. These consumers rate: packaged according to factory standards, expired limit listed, tested by POM and MUI, high quality raw materials used.

Table 3. Analysis of the impact of consumer preferences on the quality of Product Afa chocolate products from January to March 2023

the quality of Product	Fe	Fo	Fo-Fe	(Fo-Fe) ²	(Fo-Fe) ² /Fe
Good	20	46	26	676	33,80
Ordinary	20	14	-6	36	1,8
Bad	20	-	-20	400	20
Total	60	30	0	1.112	55,6

Source: Primary data After processing 2023

Based on analytical results shown in Table 3. The calculated X^2 value (55,6) is large compared to the X^2 table (9.49) with an alpha value of 0.05. This means that consumer behavior affects quality. Therefore, H_0 is rejected and H_1 confirms that consumer behavior shows significant association with quality factors.

4. Job Status

Consumer behavior related to job status components In fact, purchasing decisions are also influenced by individual characteristics. Several recent studies have identified stages of the psychological life cycle. A person's economic situation influences the choice of products. A person's economic status consists of income, savings, and spending on wealth. A person's lifestyle is the pattern of living in the world, expressed through his activities, interests and opinions.

Table 4. Analysis of the impact of consumer preferences on Job Status of Afa chocolate products industry from January to March 2023

Job	Fe	Fo	Fo-Fe	(Fo-Fe) ²	(Fo-Fe) ² /Fe
Student	15	36	21	441	29,4
Employer	15	10	5	25	1,66
Civil Servant	15	8	-7	49	3,26
Entrepreneur	15	6	-9	81	5,40
Total	60	60	0	596	39,72

Source : P rimary data After processing 2023

Based on analytical results shown in Table 4. The computed X^2 value (39.72) is large compared to the X^2 table (9.49) with an alpha value of 0.05. This means that consumer behavior influences job status. Therefore, H_0 was rejected and H_1 confirmed that consumer behavior shows significant relevance with respect to factors of job status.

5. Type of Chocolate

Consumer behavior of decision to consume product chocolate is have relation with type of chocolate. The types of Afa chocolate products sold by Afa Chocolate branches vary according to choice and needs. Based on Table 5, it can be seen that the above chocolates are produced by Afa Chocolate, are generally preferred and sold directly to consumers.

Table 5. Analysis of the impact of consumer preferences on Type of Afa chocolate products industry from January to March 2023

Type of	Fe	Fo	Fo-Fe	(Fo-Fe) ²	(Fo-Fe) ² /Fe
Mind	10	12	2	4	0,4
Chili	10	12	2	4	0,4
Chess	10	8	-2	4	0,4
Wafer	10	8	-2	4	0,4
Ginger	10	11	1	1	0,1
Coffee	10	9	-1	1	0,1
Total	60	60	0	18	1,8

Source : Primary data After processing 2023

Based on analytical results shown in Table 5. The value obtained from X^2 count (1,8) is small compared to X^2 -table (9.49) with an alpha value of 0.05. This means that consumer behavior not influences by type of chocolate. Therefore, H_0 was confirmed and H_1 is rejected that consumer behavior shows have not significant relevance with respect to factors of type of chocolate.

Most influential component research results show that the values of five factors that influence consumer behavior are very important. Five component in Afa chocolate are of course has one of the most important component that consumers who prefer Afa chocolate choose. The components that have most important effect to consumer behavior to choose the Afa chocolate are shown in Table 6.

Table 6. Analysis Result of Chi Square of five Component Afa Chocolate Product 2023

Component	$\sum X$
Taste Quality	12,1
Price	44,8
Product Quality	55,6
Job Status	39,72
Type of Chocolate	1,8

Source : Primary data After processing 2023

2

Because X^2 count < X^2 In the table, the four influential components show that the most influential component is product quality. To test this, we can compute the chance coefficient. This aims to identify the most influential components.

G. Conclusion

Based on the results of research and analysis conducted with the aim of analyzing consumer behavior in decision making regarding the consumption of Afa chocolate products, the largest consumers of Afa chocolate products are employees. It was concluded that there is that; Their favorite types of chocolate include mind, chili, chess, wafer, ginger and coffee. In their opinion, the taste quality of Afa chocolate products is delicious. So far the quality of Afa Chocolate products is good. This is shown for each value X count > X table 1. Consumers value quality of taste (8, > 9.49), price (22.4 > 9.49), quality (27.8 > 9.49), job status (19.8 > 9.49;5), and Type (6 < 9.49) had no significant effect.

H. Recommendation

Based on this study, the Afa chocolate is recommended to provide consumers with Afa chocolate products to improve and maintain quality in terms of taste, price and quality. Afa Chocolate products that have already been sold will continue to be sold. However, in order to attract more consumers from different strata, more creative efforts are needed to make the packaging more appealing and add some new flavor breakthroughs to the Afa chocolate product range. Ideas need to be developed.

Declaratiion of Confliicting Intereests

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