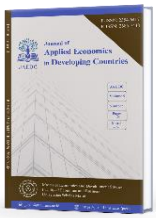

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ANALYSIS OF FACTORS INFLUENCING CONSUMER DECISIONS TO PURCHASE PRODUCTS

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ABSTRACT

Entertainment is an industry that is in great demand by humans today. The entertainment industry itself has many derivative industries accompanying its development. The toy industry is one of the derivative sectors that have become a commodity that is reasonably considered. This study aims to analyze the factors that can encourage consumers to make purchasing decisions on toy products, especially from Bandai. The analysis was conducted using independent variables in product quality, product image, price perception, income, and age of consumers. The dependent variable used is the purchase decision on Bandai's toys. The samples used in this study are those who bought or did not buy Bandai's toys and live in Surakarta. The study uses analysis methods with logistic regression. The study results show that to get a higher profit, Bandai can strengthen the image of its products. Maintaining the product image can be done with product introductions through exhibitions or advertisements. In this case, introducing the product through the screening of television series and films is more appropriate because the Bandai toys are derived from related entertainment industry products. The screenings will result in an attachment between consumers and toy products made by Bandai and are expected to encourage consumers to make purchasing decisions.

1. INTRODUCTION

The entertainment industry, a dominant force in today's economy, caters to the evolving needs of consumers seeking attention and affection (Howkins, 2002). Amidst modern pressures, entertainment provides a valuable respite, making it a lucrative business. This industry encompasses various segments, including tourism, music, events, film, and amusement parks, all designed to deliver joy to consumers. A notable derivative of the entertainment industry is the toy sector, which transforms playthings into profitable commodities. The evolution of toys reflects broader economic trends and consumer preferences, highlighting the need for a focused analysis of specific brands like Bandai in localized markets such as Surakarta. This study examines how broader entertainment industry trends impact the purchasing decisions of Bandai toy consumers in this city, thereby narrowing the scope to a more specific context.

As an industry, the entertainment business also produces derivative industries. Industries such as making musical instruments, animation studios, replicas, creating merchandise, game developers, tourism travel managers, and many more are sub-industries produced by the entertainment industry to support their production activities. Toy products are one of the products of the entertainment business sub-industry. Toys, in general, are known to the public as tools to be played or tools to play (Anonymous, 2008). The value of toys and the times has turned into a profitable commodity. The increasingly rapid development of the entertainment industry also affects the performance of the toy industry.

The data shows that there has been global sales growth every year from 2012 to 2017. This indicates that the toy industry is a growing and promising business. This can be seen through sales growth which is getting bigger every year. Toy companies show that the industry can grow to keep up with the entertainment industry. Technological developments accompanying the two drives can also influence consumer tastes. Changes in preferences that occur make consumers tend to get bored quickly. This phenomenon forces producers to innovate and develop products to keep up with changing tastes and meet consumer needs.

According to Statista (2018), the biggest toy company, Lego, comes from Europe. The Lego company is famous for its toy products in the form of arranged bricks, so they eventually form something like planes, cars, ships, and buildings and can even create a city. Lego is mighty in the global market as a toy company because its products have almost no competition. Meanwhile, there are two well-known toy manufacturers in the United States, namely Hasbro, and Mattel. The Hasbro company is known for its toy products, such as robots and characters from American pop culture, such as Star Wars, Transformers, and Marvel. Mattel itself is famous for its toy products using the Hotwheels brand. Hotwheels are toy cars that are 1:64 in scale from the size of the original vehicle or about five centimeters in length.

Toy companies are not only developing in America and Europe but also Japan. This company is famous for its toy products in the form of model kits. Model kits are a series of plastics with a particular scale compared to the original size of the related product. This product needs to be assembled and colored according to the instructions provided so that it can be according to the wishes of consumers. Model kits from Bandai are usually in the form of robots from the Gundam series, which vary considerably in size and shape. Bandai is also famous for toy products originating from Japanese pop culture. Fictional characters such as Doraemon, Godzilla, Ultraman, Kamen Rider, Digimon, and Pokemon are some of the pop culture products adapted by Bandai to be made into action figures.

The competition in the toy industry is not much different from other industries, one of which is regarding quality. Product quality is an understanding that a product belonging to a company has more value than products produced by competing companies (Supriyadi et al., 2016). The toy company continues to develop its products' quality, from the neatness of the prints, coloring, and additional accessories to the accuracy of the references. However, the quality of the product displayed is not necessarily the quality that consumers want. The quality of toys is improved through body proportions, coloring, and articulation. This increase in quality was followed by a rise in prices, which some consumers considered relatively high. This shows that high quality in appearance does not necessarily meet the needs of consumers and the market (Supriyadi et al., 2016). Therefore, toy companies must be able to present innovative, varied, and innovative products according to consumer needs.

Besides competing in terms of quality, Toy companies also compete in terms of promotion. Toy companies offer their products through television, catalogs, magazines, or social media. Today's toy companies have developed more efficient advertisements by leveraging the imagination of consumers. Toy companies work with entertainment businesses to create a fantasy world where consumers can feel attached to the fictional characters living in it. Through solid emotional attachment from consumers to fictional characters, a brand can create loyalty through repeated purchases (Sukoco & Hartawan, 2011).

One toy company that can develop products and expand its market is Bandai Namco. Ltd. Bandai is the only company from Asia that can dominate the toy industry in the world based on its brand value. Brand value is the value of the trademark and IP (Intellectual product) products linked to one company brand. BrandFinance (2018) is one organization that calculates how significant the brand value is from toy brands worldwide. Brandfinance uses the royalty relief method approach; namely, the valuation of a brand is based on the idea that the mark is owned by a holding company that licenses it to the operating company that produces the product.

Through this approach, brandfinance determines that Bandai ranks second for the value of toy brands in the world in 2018 of US$1,038 million, an increase of US$14 million from the previous year. There is a significant difference in brand value between Lego and Bandai. This is because in 2018 there was a decline in brands under Bandai management such as Yo-kai Watch, Mobile Suit Gundam, and Power Ranger. In addition, the biggest market and consumers for Bandai companies come from the Japanese domestic market, especially for consumers aged children. Therefore sales of Bandai products for children's consumers decreased in 2017, when in Japan there was a decrease in the population of children aged zero to 14 years. Although there has been a slight decline in the Number of sales within the Japanese domestic market, Bandai is still able to stay in second place because this company has strengthened sales in the global market. Bandai, by utilizing branches all over the world, aims to market its products more effectively. An example is sales results in Asian countries, which based on Bandai's 2018 financial reports, had sales results that exceeded sales at the same time in the previous year.

Bandai's product sales performance over the last ten years has shown positive growth despite experiencing a slight decline in several years. According to data from Bandai researchers, there has been an increase in 2018 compared to the previous year. In 2017 the value of revenue growth fell to -7% with a total of 193.2 million yen, an increase of 16% in 2018. The first reason is that Bandai has succeeded in strengthening sales in the global market through Bandai intellectual product (IP) products such as the Kamen Rider and Dragonball series. The popularity can last and is firmly embedded in the minds of consumers, especially in Asian countries.

Consumers make purchasing decisions for a product to get satisfaction, and so do consumers of toy products. The achievement of satisfaction from consumers of toy products is achieved through a variety of ways, starting from just using them to entertain themselves by playing with them, taking pictures of these toys or collecting and displaying them to seeking an investment from purchasing these toys. This satisfaction is achieved when product quality can convince consumers to make purchasing decisions (Mailiana, 2018). And vice versa, when product quality cannot convince consumers to make purchasing decisions, related products cannot be used by consumers to achieve satisfaction.

Based on the background that has been presented above, researchers through research entitled "Analysis of Factors Influencing Consumer Decisions to Buy Bandai Brand Toys" want to know the factors that can influence consumer decisions to choose Bandai products and then conduct an analysis of the magnitude of the influence that may result in these factors. The explanation of the background of this research produces the following hypothesis:

H1: It is suspected that product quality has a positive or negative effect on consumer decisions in purchasing Bandai brand toys.
H2: Product image is suspected of having a positive or negative effect on consumer decisions in purchasing Bandai brand toys.
H3: It is suspected that price positively or negatively affects consumer decisions in purchasing Bandai brand toys.
H4: It is suspected that consumer income has a positive or negative effect on consumer decisions in purchasing Bandai brand toys.
H5: It is suspected that consumer age has a positive or negative effect on consumer decisions in purchasing Bandai brand toys.

2. RESEARCH METHODS

The variables used in the study are divided into 2 types, namely the dependent variable and the independent variable. The dependent variable in this study is consumer purchasing decisions while the independent variables in this study consist of product quality, product image, price and consumer income. The operational definition of the research variable to be used is the dependent variable and the independent variable. The dependent variable used in this study is the purchase decision of consumers towards Bandai brand toys. Data were obtained from respondents based on questions regarding the actions of respondents who had or did not make purchases of Bandai brand toys, namely:

0 = If the respondent does not purchase Bandai brand toy products.
1 = If the respondent purchases Bandai brand toy products.

This study employs logistic regression to analyze factors influencing the purchase of Bandai brand toys. Logistic regression was chosen due to its ability to handle binary dependent variables, such as whether a consumer decides to purchase a product or not. The model specification includes product quality, product image, price perception, income, and age as independent variables. Detailed measurement approaches are as follows:

a. Product Quality (X1) : Measured by nine dimensions (form, features, performance, suitability, durability, reliability, ease of repair, style, customization), each represented by specific survey questions.
b. Product Image (X2) : Assessed through consumer perceptions of the brand and the company.
c. Price (X3) : Evaluated based on affordability, fairness, and satisfaction relative to cost.
d. Income (X4) : Measured in rupiah, including various sources like pocket money, salary, or other forms of income.
e. Age (X5) : The number of years from the respondent's birth until the research date.

For the model specification, is below:

$$\mathrm{KPM} = \log(1 - \rho i \rho i) = \beta 0 + \beta 1 \mathrm{KP} + \beta 2 \mathrm{CP} + \beta 3 \mathrm{PH} + \beta 4 \ln(\mathrm{P}) + \beta 5 \ln(\mathrm{U}) + \mathrm{e} + \beta 4 \mathrm{Income} + \beta 5 \mathrm{Age} + \epsilon$$

Where as:

a. KPM is coding for purchasing decisions for Bandai brand toys using the following notation:
   0 = If you don't buy Bandai products
   1 = If you buy Bandai products
   β0 = Constant
   β1- β9 = Regression coefficient
b. KP is coding for perceived quality of Bandai brand toy products using the following notation:
   0 = If the quality of the product is not good
   1 = If the quality of the product is good
c. CP is coding image perception of Bandai brand toy products using the following notation:
   0 = If the product image is not good
   1 = If the product image is good
d. PH is coding for perceptions of affordability of Bandai brand toy products using the following notation:
   0 = If the price is not affordable
   1 = If the price is affordable

e. Ln_P is coding for the natural logarithm of the income level of the respondent per month (Rupiah)
f. Ln_U is coding for the natural logarithm of the age of the respondent is measured using years
g. ϵ is interference error

The population in this study is the people in the city of Surakarta. According to the records of the Dispendukcapil (2019) as of 2018 the recorded population is 569,711 people, this large Number needs to use a sample to facilitate research. The sample is representative of the population studied (Arikunto, 1998). The sampling method in this study used the non-probability sampling method, namely convenience sampling. This method, according to Uma (2006), is sampling based on convenience or interpreted as best it can, which means that the respondent is any member of the population who accidentally meets the researcher and is considered capable of providing the information needed in the study. Determining the number of samples in this study uses the Slovin formula (Sugiyono, 2016) as follows:

$$n = N/1 + Ne2$$

Where as:
n = Number of samples
N = Total population
e = critical limit of research (maximum 10%)

In this study, with a population of 569,711 people and a critical limit of 10%, the number of samples used was as follows: n = 569,711/1+569,711(0.1)2 n = 99.98. From these results, it was found that the minimum number of respondents used was 99 respondents. However, to make the results more accurate, the Number is rounded to 100 respondents.

Researchers make direct contact with research objects to obtain the required data. Techniques that can be used in field research are observation and questionnaires. Observation techniques are carried out by collecting data through direct observation to obtain a clear picture of the object being studied. At the same time, the questionnaire technique was carried out by collecting written answers from respondents based on a list of questions posed by the researcher. This questionnaire is directed at respondents who have purchased Bandai products as research objects. The questionnaire proposed in this study contains questions with Likert scale answers. The Likert scale is used because it can measure the perceptions, attitudes, and opinions of respondents to a social phenomenon they face. There are five answers on the Likert scale in the following order:

a. Strongly Agree (SS) = 5
b. Agree (S) = 4
c. Neutral (N) = 3
d. Disagree (TS) = 2
e. Strongly Disagree (TSS) = 1

In research using logit regression, it is necessary to test the model to test the fitness of the model. This test is carried out so that it is known that the model used is feasible/fit with the data used in the study. The hypothesis used for testing is as follows:
Ho = The model used does not fit the data
Ha = The model used is fit with the data
Testing the feasibility of the logit regression model is done in several ways as follows:

a. L Ratio likelihood test
   This test was conducted to see the effect of the independent variables on the dependent variable simultaneously. The feasibility of the model can be seen if x^2 count > x^2 table so it can be concluded that Ho is rejected and Ha is accepted, which means that the model used is considered fit.

b. Test Hosmer and Lemeshow's Goodness of Fit Test
This test is carried out to test that there is no difference between the model and the data so that it can be declared fit. It is known that if the Hosmer and Lemeshow's test results are obtained > 0.05 then H0 can be rejected and Ha accepted. This means that goodness of fit is obtained so that the model is considered feasible and able to predict the observed value.

c. Omnibus Test of Model Coefficient
This test uses the Chi-square value measure. The model is said to be feasible if the significance value is <0.05, which means that the dependent variable used can be predicted accurately by the independent variable.
The hypothesis used in testing is:
Ho = There are no independent variables that affect the dependent variable
Ha = There is at least one independent variable that affects the dependent variable
If Ha is accepted it can be concluded that the model can be used for further analysis.

d. Test Cox and Snell's R2 and Negelkerke's R2
This test was conducted to find out how much the included independent variables could explain the dependent variable in the study. Negelkerke's R2 test is a modification of the previous test which is used to ensure that the value varies from 0 to 1. The interpretation of the Negelkerke's R2 test is the same as R2 in multiple regression.

3. RESULTS AND DISCUSSION

3.1. RESULTS

Logistic Regression Analysis

The results of the Likelihood L Ratio test can be seen in table 1 below:

Table 1. L Ratio Likelihood Test

Information	-2 Likelihood L Ratio
Block 0	130,684
Block 1	99,591

Source: Processed data, 2019

The value of -2 likelihood ratio in Block 1 is 99.591. Degree of Freedom (DF) of N-number of independent variables -1 (100-5-1 = 94) . The Chi-Square ($\chi 2$) table value at DF 94 and a probability of 0.1 is 111.944. $\chi 2$ Calculate < $\chi 2$ Table (99.591 < 111.944) So that it accepts Ho. This shows that the model after the inclusion of the independent variables is fit with the data.

Hosmer Test and Lemeshow Test

The goodness of fit model is declared good if the calculated Chi-Square value < Chi-Square Table. The Hosmer and Lemeshow test shows a calculated Chi-square value of 4.019, this value is smaller than the Chi-square table for DF 4 at a significance level of 10% which is 7.779 or with a sig. value of 0.855 which is greater than the significant level of 0 ,05. Therefore H0 is rejected and the goodness of fit model is declared good. This means that the model made is feasible for use in further analysis. This is because the dependent variable in the model used can be predicted precisely by the independent variable.

Omnibus Test

The results of this test are an overall test which can prove that the independent variables jointly have an influence on the dependent variable. It shows that the resulting significance value is 0.000 <0.05, which means that there is at least one independent variable that can explain the dependent variable.

Test Cox and Snell's R2 and Nagelkerke's R2

The test results yield a significance value for Cox and Snell's R square of 0.267 and for Nagelkerke R square of 0.366. This shows that the independent variable can explain the dependent variable by 36.6%.

Data Significance Test

This stage uses the t test to show the variables that have a significant effect on the purchasing decision variable. This test is carried out by paying attention to the probability displayed by the output results in table 2 below:

Table 2. Logistic Regression Output Results

Variable	coefficient	std. Error	z-Statistics	Prob.	Odds Ratio
Constant	-12.0157	5.0801	-2.3653	0.0180	0.0000
Product Quality (KP)	-0.3560	0.6626	-0.5373	0.5911	0.7000
Product Image (CP)	3.0035	0.8097	3.7093	0.0002	20.1950
Perceived Price (PH)	-0.7080	0.6305	-1.1228	0.2615	0.4920
Revenue(Ln_P)	0.4462	0.3229	1.3821	0.1669	1.5630
Age(Ln_U)	1.4509	1.1780	1.2316	0.2181	4.2710

Source: Processed data, 2019

Based on the output table 2, it shows that the product image variable has a significant effect. The other four independent variables consisting of product quality, perceived price, income and age of consumers are stated to have no significant effect. These results indicate hypothesis testing which can be interpreted as follows:

a. The product quality variable has a coefficient value of -0.3560 which means it has a negative effect and a probability value of 0.5911 > α = 0.1 (the probability value is greater than the significant level) which proves the product quality variable has no significant effect, so hypothesis 1 is rejected .
b. The product image variable has a coefficient value of 3.0035 which means it has a positive effect and a probability value of 0.0002 <α = 0.1 (probability value is smaller than the significant level) which proves the product image variable has a significant effect, so hypothesis 2 is accepted.
c. The price perception variable has a coefficient value of -0.7080 which means it has a negative effect and a probability value of 0.2615 > α = 0.1 (the probability value is greater than the significant level), so the price perception variable is declared insignificant, so hypothesis 3 is rejected.
d. The income variable has a coefficient value of 0.4462 which means it has a positive effect and a probability value of 0.1669 > α = 0.1 (the probability value is greater than the significant level), so the income variable is declared insignificant, so hypothesis 4 is rejected.
e. The age variable has a coefficient value of 1.4509 which means it has a positive effect and a probability value of 0.2181 > α = 0.1 (the probability value is greater than the significant level), so the age variable is declared insignificant, so hypothesis 5 is rejected.

The regression model formed based on table 2 is as follows:

KPM = -12.016 – 0.356KP + 3.004CP – 0.708PH + 0.446LN_P + 1.451LN_U + e

Odds Ratio Interpretation

The results of the odds ratio interpretation can be used to determine which independent variable has the strongest effect on the dependent variable through the magnitude of the resulting influence. The following table 3 shows the results of calculating the odds ratio:

Table 3. Odds Ratio Calculation Results

Variable	Coefficient (β)	Odds Ratio
Constant	-12.01571	0.000
Product Quality (KP)	-0.356011	0.700
Product Image (CP)	3.003519	20,195
Perceived Price (PH)	-0.708001	0.492
Revenue(Ln_P)	0.446245	1,563
Age(Ln_U)	1.450913	4,271

Source: Processed data, 2019

Based on the calculation results in table 3, the Odds ratio value can be interpreted that the product image variable (CP) has an odds ratio of 20.195 with positive parameters. This means that when consumers perceive the image of Bandai brand toys to be good, it will increase the likelihood of purchasing decisions for Bandai brand toys by 20.195 times than when consumers perceive the image of Bandai brand toys to be bad. While the variables of product quality, price perception, income and age of consumers have no effect on purchasing decisions of Bandai brand toys.

3.2. DISCUSSION

Based on the significance test, the product quality variable (KP) has a probability value of 0.591 above a significant level of 0.1, so this variable has no significant effect on purchasing decisions. These results prove that good quality toy products will not necessarily encourage purchases of Bandai brand toy products. The reason is because toys are a product of the creative economy where people in general do not necessarily need them, so there is a tendency not to make purchases even though there has been an increase in product quality. The general public also does not have the knowledge to distinguish good quality toys from poor quality toys due to a lack of references.

The product image variable (CP) based on the significance test has a probability value of 0.0002 below a significant level of 0.1, so that this variable is stated to have a significant effect on purchasing decisions. The coefficient value is 3.004 and the odds ratio value is 20.195 indicating that the influence given by the product image variable is positive. These results can be interpreted that if the image of Bandai brand toy products is considered good then the possibility of purchasing decisions for Bandai brand toys increases 20.195 times than vice versa. The role of product image in the creative economy is very important because the better the product image displayed, the more consumers believe in the product concerned. The more consumers feel confident, the higher the possibility of consumers to make purchasing decisions. Through this research, Bandai is proven to be able to display a good product image. Product image is usually related to consumer confidence in the quality of products from related brands, but Bandai in this case convinces consumers beyond the quality of their products. Bandai tries to convince consumers that they will get the goods they want, feel nostalgic and feel accomplished when consuming Bandai brand toy products. This means that Bandai is able to convince consumers on the feeling that will be obtained from owning a Bandai brand toy, not on the functional benefits obtained from the related product. This is in accordance with research from Rawung et al. (2015) which explains that product image has a significant effect on determining purchasing decisions because consumers are sure of the brands of the goods they buy.

The price perception variable (PH) based on the significance test has a probability value of 0.2615 which is above the real level of 0.1 so that it can be stated that it has no significant effect on purchasing decisions. This proves that the affordability of toy product prices does not necessarily encourage purchases of Bandai brand toy products. This is because ordinary people generally do not have the knowledge to determine the price of a toy that is affordable or not due to a lack of references, so that the price difference between toys is not very visible to them.

Price perception will be a consideration in purchasing decisions when respondents have an interest in toy products. This is because they have knowledge that can be used to assess whether or not the price of a toy is affordable. There are also differences of opinion from each individual in responding to the affordability of a toy product, because toy products are usually not only valued from their material or function but also from the representation displayed by the related toy product.

Influence of Respondents' Income Variables on Purchasing Decisions Income variable (Ln_P) based on the significance test has a probability value of 0.1669 which is above the real level of 0.1 so that it can be stated that it has no significant effect. This shows that high income does not necessarily encourage purchases of Bandai brand toys. The reason is because Bandai brand toys are not the only goods that can be a medium of entertainment for consumers, so consumers can choose other products to be used as entertainment media. Therefore, it depends on the consumer's interest in toy products for the purchase decision to occur. As long as there is interest, consumers with low or high incomes will tend to make purchases of Bandai brand toy products. Conversely, if there is no interest in toy products, purchases tend not to occur. The insignificant effect of the income variable on purchasing decisions is in accordance with Khasan's research (2018) where the respondents in the study did not consider their income because the related product was considered relatively cheap so it did not affect expenses.

The Effect of Respondent's Age Variable on Purchasing Decisions The age variable (Ln_U) has a probability value of 0.2181 which is above the significance level of 0.1 so that it can be stated that it has no significant effect. Based on the results of the questionnaire, it can be seen that respondents who choose to purchase the Bandai brand come from all age groups, or it can be interpreted that Bandai brand toys can be enjoyed without being influenced by old or young age. The significance of the age variable on purchasing decisions is in accordance with the research conducted by Utami (2015) which states that age has no significant effect on purchasing decisions.

4. CONCLUSION

This research was conducted to observe the effect of product quality, product image, price perception, consumer income, and consumer age on purchasing decisions for Bandai brand toys in Surakarta in 2019. Based on the results of the analysis in this study, several conclusions can be drawn. First, product quality has no significant effect on purchasing decisions for Bandai brand toys (0.591 > 0.1), rejecting the first hypothesis. The reason for the insignificant impact of product quality is that Bandai brand toy products are not essential goods for the general public. This means that any changes, whether an increase or decrease in the quality of Bandai brand toy products, are not a primary concern for consumers. Second, the product image variable significantly influences purchasing decisions for Bandai brand toys (0.0002 < 0.1), accepting the second hypothesis. These results indicate that Bandai toy manufacturers can convince consumers to make purchases. Bandai successfully assures its customers by promising feelings of pleasure, satisfaction, achievement, and nostalgia from consuming Bandai brand toys.

Third, the price perception variable has no significant effect on purchasing decisions (0.2615 > 0.1), rejecting the third hypothesis. The general public does not have sufficient knowledge to assess whether a toy product is affordably priced. Consequently, price differences in toys are not very noticeable or impactful to consumers. Fourth, the consumer income variable has no significant effect on purchasing decisions (0.1669 > 0.1), rejecting the fourth hypothesis.

This finding is because Bandai brand toys are not the sole entertainment goods available to consumers. When consumers experience changes in income, they can choose other products for entertainment. Thus, consumer income, regardless of its level, does not necessarily drive purchasing decisions for Bandai toys. Finally, the consumer age variable has no significant effect on purchasing decisions (0.2181 > 0.1), rejecting the fifth hypothesis. The buyers of Bandai brand toys span all age groups, indicating that these toys are not restricted by age. This means that the age of the consumer, whether older or younger, does not significantly influence the likelihood of purchasing Bandai brand toys.

To enhance the practical relevance of the study and provide actionable insights for Bandai and other stakeholders, the following recommendations are suggested based on the research outcomes. First, enhancing the product image should be a priority. Bandai can invest in marketing campaigns that emphasize the emotional and nostalgic value of its toys, highlighting stories and experiences that resonate with consumers' childhood memories and their sense of achievement. Collaborating with popular media franchises and influencers can also boost the brand image and create a stronger emotional connection with the target audience. Second, consumer education on pricing is essential. Providing clear and detailed information about the pricing of Bandai toys, explaining the value and quality that justify the price, can help consumers better understand and appreciate the pricing, potentially influencing their purchasing decisions. Additionally, introducing promotional offers and discounts can make the toys more appealing to price-sensitive consumers, thereby enhancing their perception of price fairness and affordability.

Third, diversifying product offerings can ensure that Bandai toys remain appealing and relevant to a wide range of age groups. Developing and promoting age-inclusive products, along with regularly introducing new and innovative toy designs, can maintain consumer interest and engagement, regardless of age or income levels. Fourth, engaging with the community can foster a sense of connection and loyalty among consumers. Actively seeking and incorporating customer feedback to continuously improve product offerings and address any concerns related to product quality or pricing is vital. Participating in local events and exhibitions can also increase brand visibility and directly engage with the community in Surakarta. Finally, implementing income-related strategies can make Bandai toys accessible to a broader audience. Emphasizing the long-term value and entertainment provided by Bandai toys, especially during times of economic fluctuation, can encourage purchases regardless of income changes. Introducing a range of products at different price points can cater to varying income levels, ensuring that Bandai toys remain within reach for more consumers.

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