

Consumer Motivation of Having a Black-Color Car in Surabaya Area

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Abstract – In Indonesia, especially Surabaya, the trend of purchasing a passenger car has increased in respect to the country overall growth. Many things had constructed the option in passenger cars such as brand, models, budget and color preferences. Black-color car had been dominantly chosen by the consumer for such a long-time and still until now becomes the top color choices. Controversially, black-color car also becomes the worst color car to be taken care of by the owner itself. This paper will explore about the consumer motivation of how is their motivation to have a black-color car despite of the extra effort needed using Vroom's Expectancy theory. Results shows that consumer perceived extra benefit from black-color car such as reflecting personal status, better 2nd hand sellback prices, etc that out weight the effort needed to have a black-color car. The results in the end can be used as information towards the marketing management team to have a better understanding in its consumer behavior.

Keywords: consumer motivation, Victor Vroom's Expectancy Theory, black-color car

Abstrak – Di Indonesia khususnya Surabaya, tren dalam pembelian mobil penumpang telah meningkat seiring dengan pertumbuhan negara secara keseluruhan. Banyak hal yang membentuk sebuah pilihan pada mobil penumpang seperti merek, model, alokasi biaya dan pemilihan warna. Mobil berwarna hitam telah menjadi pilihan para konsumen secara dominan untuk waktu yang sangat lama dan sampai sekarang masih menjadi pilihan warna teratas. Secara kontroversial, mobil berwarna hitam juga menjadi warna mobil yang paling susah untuk dirawat oleh pemilik mobil itu tersendiri. Karya ilmiah ini akan mencari tahu tentang motivasi konsumen tentang motivasinya untuk mempunyai mobil berwarna hitam meskipun banyak usaha ekstra yang dibutuhkan dengan menggunakan teori ekspektansi Vroom. Hasil menunjukkan bahwa konsumen mendapatkan keuntungan lebih dari mobil warna hitam seperti mencerminkan status personalnya, harga jual kembali yang lebih baik, dll yang jauh melebihi usaha yang dibutuhkan untuk mempunyai mobil berwarna hitam. Penemuan ini pada akhirnya dapat digunakan sebagai informasi oleh tim marketing untuk mendapatkan pemahaman yang lebih baik dalam perilaku konsumen.

Kata Kunci: motivasi konsumen, Victor Vroom's Expectancy Theory, mobil berwarna hitam

INTRODUCTION

Indonesia, one of the emerging countries in ASEAN region shows good economic performance that can be seen with its gross domestic product (GDP) growth rate as one of its indicator. In the year 2013, where *World Bank* forecast that the average GDP growth rate for all countries are 2.4% only, Indonesia had note an astonishing 5.62% growth in their total economic output (Kawa, 2013). Higher private consumption sector plays an important role in boosting the growth itself by contributing almost half of the GDP growth by expenditure method (Asean Development Bank, 2013).

One of the private consumption sectors that keeps on growing and contribute towards the strong economic growth is the automotives consumption sector (Kompas, 2008). Data from *Badan Pusat Statistik Indonesia* shows us that passenger cars and motorcycles are having a great increment from the last 5 years results in which the total are growing around 50% from 2008 to 2012. This significant growth of passenger cars makes the fact that passenger cars are still strongly demanded by the society (Meryana, 2014). Moreover, Frost & Sullivan, a business-consulting firm in Indonesia predicts that in 2014, Indonesia will note a phenomenal 6.5% growth in vehicles sold with 1,31 million units where passenger cars become the primary automotives sector growth driving force (Hutajulu, 2014).

When the researcher talks about the amount of passenger cars that has explained before, it has been constructed from lots of different thing but regardless of each brand and each type's uniqueness, there are always different colors that accompanying the passenger cars and become the absolute choice offered when purchased by the consumer. Understanding this color choice had become an important consideration as lots of academic researchers (Akçay *et al*, 2012 & Kates, 2009) has researched the importance of color in product choice and relating it towards consumer preferences and motivation.

Cleveland.com online vote regarding favorite car color indicates that currently black becomes the top favorite car color picked by the society with the result of 260 voters out of 1223. Otomotif Antaraneews (2013) also gives the same information on the most favorite colors in Indonesia which are black, silver and white regardless of what brand and model it is. So with the fact that already given, it can be generalized that black colored car still becomes the top choices color by the consumer when consumers are purchasing either brand-new or used-cars in Surabaya or/and in the others region. Despite the data that black car color is still favorable and becomes the top tier color chosen by most of the consumer when they are purchasing brand-new or used-car, it is also becomes the most difficult car color to be maintain and taken care off (SVTPerformance, 2009). This phenomenon needs to be investigated further on why consumers are willing to spend extra effort to maintain a black-color car and still many had choose the black-color itself.

As motivation refers to a process that makes people behave as they do (Shcheglova, 2009), researching towards the motivation of having black-color car is necessary in explaining the phenomenon that had been described earlier especially in Surabaya, where the research will take place. Relating it with the theory of Victor Vroom's motivation theory (Lee, 2007), findings on the motivation behind having a black-color car can be revealed. Also later on, the researcher will generalized each respondent's motivation to provide insights towards the phenomenon and try to answer the research question of how is the consumer motivation behind the act of having a black-color car in Surabaya area using 3 Vroom's component which are expectancy, instrumentality and valence.

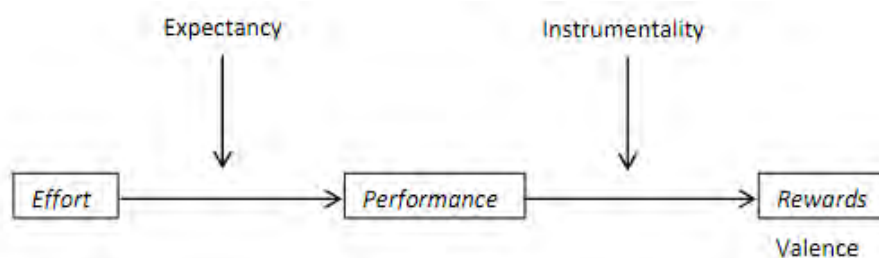


Figure 1. Vroom's Expectancy Theory

Sources: Lee(2007)

From the major research question which is how is the consumer motivation of having a black-color car in Surabaya area, this research question can be further break down into 3 minor research question based on Vroom's Expectancy Theory which are:

MRQ₁: How is the expectancy of the consumer by having a black-color car?

MRQ₂: How is the instrumentality element of the consumer who have a black-color car?

MRQ₃: How is the valence element that the consumer perceive by having a black-color car?

RESEARCH METHODOLOGY

This research use an exploratory research in qualitative approach based on the phenomenon that black car is still favorable and top-picked color despite it is also the worst car color to keep up, which will be conducted at Surabaya, Indonesia. This research have the aim to reveal the motivation of Surabaya citizens which will become the respondents later on to gather the information on explaining why they are having a black-color car instead of the other colors available.

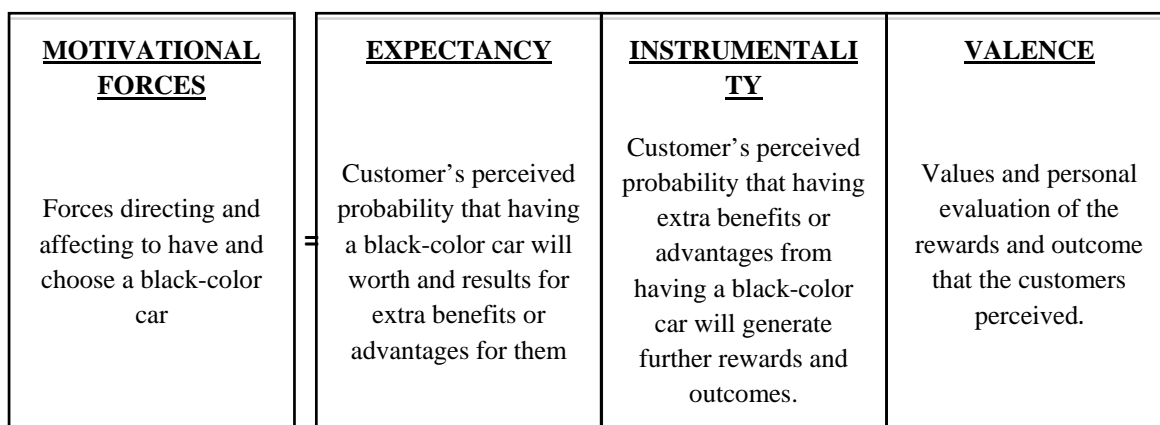


Figure 2. Having Black Car Motivation Expectancy Model

This research use the Victor Vroom's Expectancy Theory in which it is constructed from the 3 core elements which are the expectancy, instrumentality and valence that results in the motivational force element. Expectancy is operationalized as the consumer's perceived probability or motives that buying a black-color car will results and generates extra benefits or advantages for them that can't be achieved through purchasing other car colors. Instrumentality is operationalized as the consumer's perceived probability or motives that having the extra benefits or advantages from purchasing a black-color car will generate and results in specific rewards, outcomes, privileges, achievements and personal preferences that the user of the black-color car needs. Valence is operationalized as the consumer's value and personal evaluation on the specific rewards, outcomes, privileges, achievements and personal preferences that the consumers of the black-color car received through the benefits or advantages of having a black-color car.

This research will be using in-depth interview to explore and find out the information needed by the researcher in order to answer the research question. Below is the guideline to prepare and conducting an interview section:

1. Prepare the tools that might be needed during the interview such as pen, voice recorder, laptop and etc
2. Search for qualified interviewee or respondent
3. Arranging schedule with the interviewee to conduct the interview section
4. Prepare the interview guideline
5. Explaining the research objectives to the respondents before the interview section begin
6. Conduct the interview session
7. Collecting information and create the transcript of the interview
8. Interpret and process it as the researcher's needs

This research uses the judgmental sampling technique in order to find the informants. The judgmental characteristics will be based on the sights of the research by the following:

1. He/She has to be 20-60 years old
2. The decision maker of purchasing a black-color car
3. Having the experience of having a black-color car minimum once (currently or in the past)
4. At least graduated from high school or equalized

In order to validate and ensure the reliability and validity characteristics, a data analysis strategy by Strauss & Corbin will be used and implemented. When the researcher had finished with collecting the information and data needed, it will then be processed to be primed for the analysis period by using the data analysis processed strategy that had been developed by Strauss & Corbin. The data that had been gathered will be simultaneously processed through the three main phases. These phases are open coding phase, axial coding phase and the selective coding phase. These three coding phase will breakdown the interviewee responses and reveal the relationship amongst the important variables.

In order to minimize the bias of the information that already been gathered, a triangulation process and member checking process is applied. The triangulation process will be applied through the multiple data collection methods that derived from the interview process and the non-participant observation process. Information which gathered from the data collection process will further be compared to the theory that the researcher use in order to ensure its reliability, similarity, objectivity and the consistency of the information.

RESULTS AND DISCUSSION

The 8 male informants that the researcher had interview have the age range from 22 to 39 which mostly (5 out of 8) are age 22. Their occupation varies from student, businessman, modifcator, insurance agent and medical doctor

which mostly are student. The researcher finds out that all the informant that had successfully founded by the researcher is male informants. The researcher in the informant seeking process didn't find any female that is suitable and eligible to become the informants for this research as the researcher finds there are none amongst those potential female informants who become the decision maker of having her black-color car in the time where the researcher try to find the informants. By knowing the situation, the researcher then presumes with the current situation and continues to have the informants to be all male informants. It is also supported with the findings below for the reasons why this situation happens.

From 8 informants that had been interviewed by the researcher and according to Victor Vroom's 3 main component of expectancy theory, the findings of the result from the in-depth interview process can be shown as at the table 1 in the next page where the data already been through the process of open, axial and selective coding and then later on been evaluated further with the non-participant observation process.

Table 1. Results Table After Coding Process

Name	Expectancy	Instrumentality	Valence
Raymond	<p>Expecting a better looks from a black color car in comparison with the silver color.</p> <p>Expecting a luxurious and elegant looks from a black color car in addition with the matching of the car type.</p> <p>Expecting a manly looks from a black color car. These manly looks including both the manly traits itself and the macho keywords.</p> <p>Expecting a better 2nd hand demand. Reselling the black color car will be easier than other color which imply a better market demand for 2nd hand black color car.</p>	<p>Instrumenting gender status by reflecting own gender and wanted to be seen straight through having a manly looks and luxurious and elegant looks by having a black color car.</p> <p>Instrumenting to show his personal identity through the better looks and manly looks that perceived by purchasing a black-color car.</p> <p>Instrumenting to have a better 2nd hand sell back prices by having a better 2nd hand demand for reselling a black-color car.</p>	<p>Valencing to reflect his own personality and status by having personal comfort as black represent his own gender status.</p> <p>Valencing to show his self evaluation of self satisfaction and self achievement reflecting his personal identity through having a black-color car</p> <p>Valencing to have an anticipation and planning of changing car in the future by having a beter 2nd hand sell back prices of a black-color car.</p>
Kevin	<p>Expecting a luxurious and elegant looks by purchasing a black color car. Luxurous and elegant looks in Kevin's point of</p>	<p>Instrumenting his passion in car by having respected as true car lover by having a black-color car.</p> <p>Instrumenting to be attention</p>	<p>Valencing an escapement from daily routine as a busy medical doctor by having passion in maintaining a black color car.</p>

Continue from Table 1

	<p>view is all about being classy and having a luxurious looks.</p> <p>Expecting prestige in purchasing a black-color car. Prestige in Kevin's point of view is all about having a high class taste.</p> <p>Expecting to be respected by purchasing a black color car in regards as a true car lover for it's difficulties in maintaining the color itself.</p> <p>Expecting to have a character reflection by purchasing a black color car. Kevin wants to have his own character reflected in his car.</p>	<p>grabber which comprise of seeking appreciation through the luxurious and elegant looks and prestige in purchasing a black-color car.</p> <p>Instrumenting to show his personal identity which he seek through his car which refelcted upon the chracter reflection that he gets from the black-color car itself.</p>	<p>Valencing a reflection of personality and status which were totality in doing anything, ambitious and a perfectionist man. This traits were reflected through his show of personal identity and becoming an attention grabber by having a black-color car.</p>
<p>Grady</p>	<p>Expecting to have an exclusivity by purchasing a black color car. The traits of exclusive itself and the aspect of standout is really needed by Grady as black really gives him these.</p> <p>Expecting luxurious and elegant looks by having a black color car. Wants to have a luxurious impression in his car.</p> <p>Expecting to have a common color by having a black color car.</p>	<p>Instrumenting to have a better 2nd hand sell back prices by having a common color car to that it is easier to be sell back later.</p> <p>Instrumenting to be an attention grabber by seeking attention through the exclusivity and the luxurious looks that he gets form having a black-color car.</p>	<p>Valencing profession matter as having an attention graber traits as a car modifcator. Together with the appreciation and recognition seeker, Grady need to have a black-color car as it really help them to accomplish what he want.</p> <p>Valencing an anticipation or planning in changing car as he expect a better 2nd hand sell back prices for having a black-color car. This will aid the habbit of his</p>

Continue from Table 1

	This in turn will help him to resell it again in the future.		family for changing their car every 5 years.
Mr. Richard	<p>Expecting luxurious and elegant looks by purchasing a black color car. Both luxurious looks and elegants looks are included.</p> <p>Expecting a timeless color in black by purchasing a black color car. Through his personal experience that this statement is said.</p> <p>Expecting better 2nd hand demand in having a black color car. The other color as he said is not easy to be sold as black.</p> <p>Expecting a manly looks from purchasing a black-color car.</p>	<p>Instrumenting to reflect gender status as it represent his gender itself through the manly looks that perceived within the black-color car itself.</p> <p>Instrumenting a more expensive color looks through the luxurious and elegant looks and timeless color that he gets from purchasing a black-color car.</p> <p>Instrumenting to be attention grabber and respected by the others by having luxurious and elegant looks of a black-color car.</p> <p>Instrumenting to have better 2nd hand sell back prices by having a better 2nd hand demand for having a black-color car.</p>	<p>Valencing to reflect his own personality status as Mr. Richard doesn't want to be seen as deviating gender and wants to reflect his own social status as black reflect his own gender status and produce more expensive looks. Also he is an easy to get bored man, so he need black in order to overcome this problem.</p> <p>Valencing a self evaluation process as he represent his personal self achievement through the attention grabber and respected instrumentality which gives him elegant and luxurious looks.</p> <p>Valencing an appreciation and recognition seeker as he purchase a black-color car as a attention grabber purposes.</p>
Ogie	<p>Expecting luxurious and elegant looks by purchasing a black color car. An elegant looks is really needed by Ogie so that it really becomes one of his main expectancy.</p>	<p>Instrumenting to be an attention grabber by having a recognition by others through the factor of luxurious elegant looks and prestige factors that received by purchasing a black-color car.</p>	<p>Valencing to reflect his own personality and status as being perfectionist for car and representing his own personal identity by becoming an attention grabber for having a black-color</p>

Continue from Table 1

	<p>Expecting to receive prestige factor by having a black-color car.</p> <p>Expecting to have a better 2nd hand demand factor by purchasing a black-color car. Easier to sell back and the black color is more demanded become Ogie's expectation when buying a black color car and it's proven with his personal experience himself.</p>	<p>Instrumenting to have better 2nd hand sell back prices through having a better 2nd hand demand of having a black-color car.</p>	<p>car. Yet he also valencing to seek appreciation and recognition by having the attention grabber instrumentality.</p> <p>Valencing an anticipation and planning of changing car by having a better 2nd hand sell back prices because Ogie oftenly changes car.</p>
Steven	<p>Expecting to have a better looks by purchasing a black-color car. Better looks in Steven's point of view is having a cool looks reflected in his car.</p> <p>Expecting a dark mysterious color in purchasing a black color car. Both mysterious looks and gothics looks is really important to Steven's consideration.</p> <p>Expecting a manly looks in purchasing a black-color car. Manly looks in Steven's point of view is having a masculine looks in his car.</p> <p>Expecting better 2nd hand</p>	<p>Instrumenting a better 2nd hand sell back prices by having a better 2nd hand demand for purchasing a black-color car.</p> <p>Instrumenting to show personal identity by showing his self characteristic and own identity with respect to the dark mysterious color that is perceived by the black color car.</p> <p>Instrumenting to show gender status by having manly looks and better looks in his black color car.</p>	<p>Valencing of anticipation or planning of changing car by having a better 2nd hand sell back prices as Steven really concern when his car broke.</p> <p>Valencing a reflection of personality and status by black is Steven's trademark and he doesn't want to be seen as deviating gender as his personal identity and gender status can be reflected through a black color car.</p>

Continue from Table 1

	market demand in purchasing a black-color car.		
Bobby	<p>Expecting to have a security concern by purchasing a black-color car. Bobby's point of view of security concern were reflected in the form of safety and governmental agencies color which provides him safety and security concern.</p> <p>Expecting to have a better 2nd hand demand for having a black-color car.</p>	<p>Instrumenting to gives security by having security concern of having a black color car especially the business security for him.</p> <p>Instrumenting to have a better 2nd hand sell back prices by having a better 2nd hand demand for having a black color car.</p>	<p>Valencing the importance of delivering high value business resources by having the security that a black-color gives.</p> <p>Valencing to anticipate or planning of changing car by having a better 2nd hand sell back prices. This is due to Bobby's history of oftenly changing car.</p>
Julian	<p>Expecting luxurious and elegant looks by purchasing a black color car.</p> <p>Expecting a better looks by purchasing a black-color car in comparison with the white color car.</p> <p>Expecting a manly looks by purchasing a black-color car by expecting a strong looks in his black car.</p>	<p>Instrumenting to have a gender status by having a manly looks by having a black-color car.</p> <p>Instrumenting to be an attention grabber by having more luxurious & elegant looks and better looks by having a black color car.</p>	<p>Valencing to have reflect his own personality and status by having a gender status reflected and becomes an attention grabber.</p>

Sources: Deep Interview Process (2014)

To maintain the objectivity, the researcher also apply the non-observation process in order to have the check and balances process. The non-participant observation that the researcher conducts takes place in several automobile saloon in Surabaya especially the car detailing saloon. The researcher finds out in the non-observation process that none of the user of the black-car that is using the auto saloon services comes from the female gender that drive by her own, while some female is spotted came out from a black-color car but together with a male driver who the researcher presumes is her friend or relative that made the researcher think that she is not the one who decided to have the black-color car by herself. It is also founded by the researcher that most of the car that comes to auto saloon to use it's services have the color of black in which it mean the effort to maintain a black-color car is more than the other color.

Based on Victor Vroom's Expectancy theory, researcher can see that all of the informants have the positive motivation towards purchasing a black-color car. Therefore in respect to Victor Vroom's theory, all of the informants have the value of 1 towards their expectancy and instrumentality and a +1 value of valence which all contributes to the product of their motivational force. All of these positive values including the expectancy, instrumentality and the valence of each informant will then becomes the multiplier factors of each Victor Vroom's Expectancy theory elements as his theory use the multiplier effect which mean if one factors is greater than the result will be positively correlated.

When the researcher relate it with the data that had been gathered, it implies that the greater the consumer expectation, instrumentality or valence it will greatly becomes a catalyst to increase the overall motivation to buy a black-color car. With this theory assumption been correlated with the field data that had been gathered by the researcher itself, the researcher argue that all of the decision to purchase or choose a black-color car, based on the informant's gathered data shows a critical analysis and conscious decision that will maximize their outcomes from purchasing or choosing a black-color car rather than the other color which is shown at the results table.

SUMMARY AND RECOMMENDATION

There are 12 consumer expectancies of having a black-color car that had been successfully recorded by the researcher. Having better looks, luxurious elegant looks, manly looks, better 2nd hand demand, prestige factor, respected, having character reflection, exclusivity, common color, timeless color, dark mysterious color and security concern. These expectancies generally come from two sectors in which one comes from personal driver and the other comes from market driver.

There are 7 consumer instrumentalities of having a black-color car that had been successfully recorded by the researcher. Reflecting gender status, showing personal identity, having better 2nd hand sell back price, having passion in car, becoming attention grabber, perceiving more expensive color and gives security. All of these instrumentalities come from the development of consumer each own unique expectancy.

There are 7 consumer valences of having a black-color car that had been successfully recorded by the researcher. Reflecting own personality, having self evaluation, anticipation or planning of changing car, escapement from daily routines, profession matter, appreciation recognition grabber and importance of delivering high value resources. Each unique consumer valence comes from his or her background of buying or choosing a black-color car itself and therefore the valences itself reflects most portion of the motivational force.

After the researcher had finished his own research, the researcher realize that there are some limitations occurs in this research which may be exploited and overcome by further research done by other researcher in the future. Below is the researcher recommendation for further research:

1. Since the researcher only research about the Surabaya people, therefore for broader and more comprehensive understanding of

consumer motivation for having a black-color car, the research scope must be expand into two or more cities in Indonesia or other.

2. Since all of the informants that the researcher finds out are male, therefore for future research, a female informant can be included so that it can add the perspective from a different gender that will enrich the understanding of the consumer motivaton for having a black-color car in Surabaya Area better.
3. Future research about consumer motivation of having a black-color car can use the other theory besides Victor Vroom's Expectancy Theory that had been used by the researcher in this research to create a new understanding or supporting findings of the issue.
4. Future research might use different research design besides exploratory approach that the researcher use in this research in order to create more comprehensive understanding about the phenomenon itself such as causal relationship or explanatory approaches.

Understanding consumer behavior especially its motivation is crucial and therefore, with the data had ben gathered and researched, the researcher argue that color preferences and the color chosen by the consumer within a product can shape what the consumer think. Therefore the marketing management team of a company or for a certain product needs to think about a way to execute the color offering to the consumer for the product wisely and correctly. Black as the example here may give a great benefit and impression towards a passenger car that the researcher use as the research object which then will add the value that the consumer perceived within the same product offering which also will be beneficial towards the company itself. In the long term it will create a customer lifetime value and many other beneficial things for the company and a win-win solution for both parties

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