

TABLE OF CONTENTS

TITLE	i
BACHELOR THESIS APPROVAL	ii
THESIS COMPLETION APPROVAL	iii
DECLARATION OF ORIGINALITY	iv
MOTTO	v
ABSTRACT	vi
ABSTRAK	vii
ACKNOWLEDGEMENT	viii
TABLE OF CONTENTS	x
LIST OF TABLES	xii
LIST OF FIGURES	xiii
CHAPTER I	1
INTRODUCTION	1
1.1 Research Background	1
1.2 Problem Statement	4
1.3 Research Questions	5
1.4 Research Objectives	6
1.5 Research Benefits	7
1.6 Systematic Framework	7
CHAPTER II	10
LITERATURE REVIEW	10
2.1 Theoretical Basis and Previous Research	10
2.1.1 4Ps Theory	10
2.1.2 Hofstede’s Cultural Dimensions	12
2.1.3 Customer Culture Theory	15
2.1.4 SWOT Analysis	16
2.2 Theoretical Framework	18
2.3 Conceptual Framework	19
CHAPTER III	20
RESEARCH METHOD	20

3.1 Literature Study Strategy Design	20
3.2 Literature Study Criteria	21
3.3 Literature Study Stages	22
CHAPTER IV	23
RESEARCH FINDINGS AND DISCUSSION	23
4.1 Literature Study Results from Articles and Journals	23
4.2 Literature Study Results from Websites	27
4.2.1 Comparison Table	27
4.2.2 Product Features Comparative Analysis	28
4.2.3 Philips shaving products’ main competitors in Japan	35
4.3 Result Discussion	37
4.3.1 Analysis of theories	37
4.3.2 SWOT Analysis	43
CHAPTER V	46
CONCLUSION, LIMITATION, AND RECOMMENDATION	46
5.1 Conclusion	46
5.2 Theoretical Implications	47
5.3 Managerial Implications	47
5.4 Limitation	48
5.5 Recommendations	49
REFERENCES	51