ABSTRACT

Buying Behaviour Analysis of Yoghurt Healty Drinking and The Implication to Marketing Mix Strategy (Case Study of Consumer at DKI Jakarta)

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The goals of this Study are: (1) to analyze consumers attitude that influence the decision making processes of yoghurt healty drinking buying interlaced to product attribute, (2) to formulated the yoghurt marketing mix strategy fitting of consumer behaviour analysis. This study are using the descriptives methode, Biplot analysis, and Citra analysis methode. Based on the analysis result, we found that market segmentation from each brand are: Fajar Taurus, Yogo, Nice, and King’s are made for consumer with bachelor degree background. Mella was prefered by consumer with academic background. Consumer segmentation based on sex is not too different for each brand. Age segmentation are 26-35 years prefered to Fajar Taurus, Nice, and King’s, 17-25 years are prefered to Yogo and Nice. Fitting to kind of job, Fajar Taurus and Yogo are chosen by non government employee, Mella is prefer by the opposite, meanwhile the students or college student like Nice and King’s. Including to analysis based on expenses are consumer with expenses around Rp.750.000-Rp.1.000.000 range are prefer to Fajar Taurus, consumer with expenses range about Rp.300.000-Rp.450.000 prefer to Yogo and King’s, consumer with expenses range on Rp.450.000-Rp.600.000 prefer to Nice, and consumer with expenses range on Rp.300.000 are prefer to Mella. To increase market share and competitive main, the alternative marketing mix strategy are: improvement the product quality fit to consumer need, formulated new pricing strategy, add the distribution chanel, and repeatedly the promotion with focuced on consumer segmentation goals.