ABSTRACT

The Analysis of Consumers' Behaviors in Selecting Formula Milk at The Hospital Ibu dan Anak Hermina-Jatinegara

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The purposes of the study are to identify consumers' behaviors in selecting formula milk for their infants and to analyze the impact of doctors' advices in formula milk selection. The study was done through the sources of 200 women respondents having infants less than 12 months and 30 specialist doctors of infants working in Hermina Hospital Group. The study analyzed some factors influencing customers to select formula milk that could be categorized into three priorities. The first is related to nutrition contents, completeness and appropriateness for infants. The second is related to doctor recommendations and market distribution. The third is related to some physical product features such as brand name, packing size and product price. The result of analysis shows that some respondents tend to select the product brand name due to doctor recommendations. The relation of brand awareness analysis shows that top of mind products would not ensure to be selected whereas brand switching would occur due to infant healthiness disorder. For those infants having no healthiness disorder, the respondents would keep select the product. The study also shows that some of the doctors realize the advertisement of formula milk is prohibited by law. The doctors, as a reference group, would recommend the product base on the infant conditions concerning nutrition contents and acceptable price for the customers.