Abstract

Analysis on Consumer Behavior and Market Segmentation for High-Calcium Milk Product

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The purpose of this study was to identify the factors influencing consumer behavior in buying and consuming High-Calcium Milk (HCM) product and to analyze the consumer segmentation based on the psychographic aspect. The data was conducted in July-October 2004 in Jakarta. The method of study was survey through direct interview and purposive non-probability sampling with questionnaires. There were 150 respondents, whom 120 of them consumed HCM product and 30 respondents did not. The method of analysis used were descriptive analysis, cross-tabulation analysis, cluster and CHAID analysis, Thurstone analysis, Conjoint analysis, and Cochran analysis.

The result of study showed that the consumers consuming HCM product in order to prevent from getting osteoporosis to fulfill high-calcium need as the age becoming older. Usually, consumers consumed High-Calcium Milk Powder product in cartoon pack. Based on the cross-tabulation analysis, it was found out that the type of HCM product consumed had no positive correlation with the type of consumer occupation, the type of packing had also no positive correlation with the consumer income, presented by the amount of expenditure per month, the taste of HCM product consumed had no correlation with the gender of consumer. However, the cross tabulation between HCM brand and the buying place showed positive correlation. The result of Thurstone analysis showed that the attributes preferred by consumer were taste, calcium content per serving, aroma and price. Meanwhile, the result of Conjoint analysis showed that the combination of HCM most preferred by consumer were the chocolate flavor in cartoon pack with the weight of 400–800 grams. And based on the psychographic aspect, HCM consumers were divided into 3 segments, i.e. Follower, Affluent and Loners.

The result suggested that to increase the sales were providing education on the importance of bone health and setting the price optimally, improving the distribution channel and communicating intensively the product benefits.