ABSTRACT

Consumer Perception on Rice Supplement PT. Bina Tani Nusantara Raos Brand and Its Implication on Marketing Mix

The aims of this research are to analyze consumer perception on product attributes of rice supplement Raos brand, to analyze the outstanding and the weaknesses of this product and to conceive a concept of marketing mix for the product based on consumer perception. Research conducted in order to evaluate consumer perception due to the newness of product and according to Kotler (1997), a competitive company is a company that could give satisfaction to their customer.

Tools that used to obtain the objectives are Fishbein’s attitude-toward-object model that evaluate seven product attributes, Price sensitivity meter, chi-square and cross tabulation. Segmentation made on four demographic variables (marital status, job, educational background and monthly consumption expenditure) and targeting on married consumer, house wife, junior high school alumna which had monthly consumption expenditure less than Rp. 500,000,-. Positioning can be made from outstanding attributes. Marketing mix alternatives obtained from this research are improvement on product, promotion increasing, widen distribution and adjusting price to target market.

Those recommendations needs evaluations for each step and recommendation may need change when the evaluation result differ than market condition predicted.