ABSTRACT

ZEFFRY ALAMSYAH. Analysis of influencing factors in choosing soft-drink for various consumption situation and its implication on marketing strategy. Supervised by UJANG SUMARWAN, HARTOYO, and EVA Z. YUSUF

The objectives of this research were (1) to determine consumer behavior in soft-drink consumption, (2) to analyze factors that influence consumers in choosing soft-drink, and (3) to utilize the understanding of the factors for developing marketing strategy. The research was conducted in DKI Jakarta involving 400 respondents aged 12 to 40 years old, who were multistage-randomly selected. The research design was explorative study and confirmatory to measure influence and relation among variables. Data were collected in September 2009 and analyzed with multinomial logit method using statistical computer software package. The research has shown that consumer used different set of consideration to choose type of soft-drink in different situation of consumption, as preference toward soft-drink type might be different in each situation. Age, education level, household expenditure, respondent psychographic, frequency of sport, frequency of hang-out, involvement to soft-drink, price, product availability, taste, aroma, perceived benefit, hygienic aspect of packaging, product quality, halal label, information on expiry date, popularity of brand, content of packaging, attractiveness of advertising, manufacturer reputation, attractiveness of product display, ambience at place of consumption, and choice of other consumer at the same outlet; are among factors that influence consumer choice. An effective marketing strategy could be developed to influence consumer choice of soft-drink in different situation by utilizing factors that are considered important by consumer during their evaluation process.

Keywords: Beverages, biplot, cluster, consumer behavior, consumption situation, correspondence, involvement, lifestyle, marketing strategy, multinomial logit psychographic segmentation.