ABSTRACT

An Analysis of Respondent Attitude towards the Television Commercial Ad of “No Added Sugar in the Growing Up Milk Powder” and Its Influence on Purchase Intentions

Erlita Rahma Panjiwa Putri

The purpose of this study were to (1) analyse awareness about excessive added sugar in growing up milk products that currently in the market, (2) analyse level of knowledge in regard to impact of excessive added sugar for children health (3) analyse attitude and perception toward television commercial ad “No Added Sugar Growing Up Milk” and (4) analyse the factors that can influence its purchase intention.

Design on this research is descriptive method through a survey approach and in-depth interviews using a questionnaire. Data and information obtained from the research are described by objective research. The sampling method that is used in this study based on snowball sampling method. Total 105 respondents participated in this survey. Descriptive analysis, Chi-Square, Thurstone analysis, Correspondence analysis, Suharjo Split Analysis, Sign test, and Logistic Regression were used to analyze the data.

Based on Chi-Square analysis, Top Of Mind (TOM) brands is related with brand frequently used and respondent demography is not related with brand frequently used. Based on Thurstone analysis the top two respondent’s concern about consuming food for their children were sugar content and food hygiene. In regard to the health concern for the children, the top two concern based on Thurstone analysis were brain development and obesity. Based on Suharjo Split analysis, we evaluated the level of respondent’s interest and confidence against advertising in the top two boxes score. In the Suharjo Split, all ad attributes except for music that sounded in television commercial ad were met the service.

Based on survey, from 105 respondent, 97% respondent aware about excessive added sugar in growing up milk products that currently in the market. Around 94% respondent have a knowledge about the impact of excessive added sugar for children health. Based on the survey, about 52% respondents tend to have purchase intention. According to logistic regression, variable that can influence consumer purchase intention as significantly were ad awareness, attitude toward picture in television commercial ad, important nutrition required in growing up milk products and respondent perception about level of sugar in growing up milk.

Implication of Managerial in this research is to introduce a gauge that is as objective as possible as it introduces sugar calculator to provide proof will be the content of sugar in the products that can be trusted. Improving the quality of advertising where communication are delivered not only purely commercial but rather aimed to moral responsibility to the community while proving information and knowledge that is important to know the community. Thus will retain the function of advertising that provides information for educative, informative and persuasive. Improve visualization of the add and to introduce Public Service Ad (PSA – in unbranded) concerning the added sugar to support the commercial ad for growing up milk without added sugar is deeper and detailed.

Key words: Attitude, Growing Up Milk, Intent to Buy, Chi-Square, Thurstone, Suharjo Split, Correspondence, Logistic Regression