ABSTRACT

Factor Analysis of Group Reference Influence to Brand Awareness and Its Role in Brand Selection of Infant Formula Product

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The purpose of this study was to identified professional group reference influence (Health Care Professional and Health Institution) on selection of infant formula brand and also identified other group reference that more influence on selection of infant formula brand. This study also tries to find out the role of brand awareness of Infant Formula Product in influencing the decision making process of brand selection on Infant Formula Product. The 200 data was collected from respondents interview from Mother that has baby 0-6 month old who using Infant Formula product, scattered in Hospital, Midwive Private Practice and Health Centre in Jakarta, Bogor, Tangerang, Bekasi and Depok. This study using Survey method with convenience sampling as a sampling method. The data was analyze by descriptive quantitative and also using SEM (Structural Equation Modeling) as a main tools of analysis. The result of study shown that their alternative pre purchase of Infant Formula product had no brand alternatives in place. Its product first time they got majority from Health Care Profession or Health Institution. In term of brand satisfaction, they feel very satisfied for using current brand, that shown on high percentage (92%) of respondents that stated his/her fulfillment of expectation can perform by current brand. High loyalty on this brand category also shown in the result of this study. Its shown that 84% of respondents was not changing the brand after first time usage. In term of factors that influencing brand awareness of this product category, the result of study by SEM analysis shown no significant influence of advertising, group reference of Health Care Profession and Health Institution, group reference social and other factors (product display, labeling, packaging, promotion, SPG). Furthermore, brand awareness also shown not significant influence in decision making process of brand selection of Infant Formula Product. In another hand, reference group of Health Care Profession and Health Institution and also other factors have significant influence in direct connection with decision making process of brand selection of Infant Formula Product, while another factors is not significant. Its mean, decision making process of brand selection of Infant Formula Product is influenced directly by reference group of Health Care Profession and Health Institution and also other factors without building brand awareness first.