SUMMARY

SHIDIQ TUNGGA PRAMANA. Analysis Of In Home Ice Cream Market Segmentation And Consumer Behavior. Supervised by BUDI SUHARJO and KIRBRANDOKO.

There are various brands and types of ice cream available in Indonesia. The type of ice cream available are out of home, in the home, artisanal, and frozen yogurt. Although the type of ice cream that available in Indonesia are vary, but when compared to neighboring countries such as Malaysia and Thailand, the level of consumption of ice cream in Indonesia is still low. In 2008, Indonesian per capita consumption of ice cream was only 0.2 liters per capita per year, in 2012 Indonesian per capita consumption of ice cream was 1.4 liters per capita per year. It means that within 4 years the consumption multiple up to 7 times. However, compared to neighboring countries such as Malaysia and Thailand, Indonesia consumption per capita of ice cream is still low. It shows the potential of the Indonesian market is still big.

Wall’s ice cream as a market leader in Indonesia has the largest market share for the type of out of home and in home, with a market share of respectively 70.6% and 57.6%. To further dominate the Indonesian market, Wall’s ice cream needs to increase in home ice cream market share to the same level with its out of home market share by acquired competitor user, new user and maintaining Wall’s existing consumer as well. To do that we need to know which the potential market and how their behavior. Also company need to know what is the consumer perception of in home ice cream brands toward product’s attribute.

Diamond brand strong in affordable price attribute. Campina strong in varied sizes attribute. Meanwhile, according to the respondents Wall’s strong in attribute of several flavors in one package, products are easy to obtain and there has frequent promotion program. Baskin Robbins attributes strong in good taste, lots of flavor, attractive packaging and the brand already popular. Meanwhile, according to the respondents Haagen Dasz strong in good taste attribute.

K-means cluster analysis is used to segment the in home ice cream market. Formed 3 segments based on VALS attributes Framework. Biplot analysis is used to see the proximity between segments and psychographic attributes. Biplot analysis shows the interpretation results of segment 1 as value seeking ice cream buyer segment, segment 2 as standard ice cream buyer segment, and segment 3 as quality seeking ice cream buyer segment. User segment value seeking, standard buyer, and non user segment value seeking, standard buyer and quality seeking are set as targets for acquisition. Non user segment quality seeking is the segment that need to be maintain.

Majority of the in home ice cream consumer buy spontaneously when he or she is inside the store. Favorite type of store to buy in home ice cream is at the hypermarket and then minimarket. Favorite time to consume in home ice cream is on Saturday and Sunday.

Keywords: Cluster Analysis, Consumer Behavior, Ice Cream, In Home Ice Cream, Segmentation