ABSTRACT

Perceptions and Preferences Analysis of Chicken Frozen Food Product Consumer in Bogor

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Frozen food is a product which is processed and packed in such a manner and stored in the freezer. In the present day, people’s lifestyle has been changed from conventional to modern, demands of food supply which is practical, hygienic, and easy to present. Some examples of this product are chicken nugget, smoked beef, sausage, karrage, and so forth. This study has been conducted to indentify the perceptions and preferences of the consumers about processed of chicken frozen food products, such as chicken nugget and sausage chicken. The study includes the analysis of consumer segmentation which is discussed descriptively, consumer’s perceptions, preference, and knowledge of product attributes are also viewed with respect to the product attributes. Product attributes have influenced with the consumer’s loyalty, which is considerably used by the consumers to choose and buy the frozen food products from brand loyalty point of view. Biplot and Thurstone analysis indicates that these attributes significantly differs the products in each brand and consumer’s priority is the taste the product itself.

Keyword : chicken frozen food, perception and preference, segmentation, attribute, loyalty, product