An Analysis Of Industrial Consumer’s Behaviour Toward Magazine  
(Case Study of Ayahbunda Magazine)  
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The purpose of this study was to understand the industrial consumer’s profile, to analyze the industrial consumer’s behaviour toward all kind of advertising expenditure attributes, in this case is an Ayahbunda Magazine, to understand Ayahbunda positioning compared with other similar printed media, and to understand the most important factors to persuade industrial customer in advertising expenditure’s process on a magazine. The data were collected from 50 advertiser’s company located in Jakarta. Descriptive, Thurstone and Biplot were used to analyze the data.

The result of the study described the industrial consumer’s profile and showed that the reason of why industrial consumer choosed Ayahbunda as a media to advertised is because of the readership, the circulation and the distribution. The criteria of choosing a magazine as a media to advertised are: the positioning of the magazine, the same target market, and it can built the product image. Based on perceptual mapping which visualized 5 similar printed media is: Ayahbunda has a plus point on magazine’s readership, circulation and distribution attributes. Industrial consumer are facing some factor when they want to set their advertising expenditures on a magazine. Company’s promotional budget become the main consideration from the environmental factor. Company’s mission become the main consideration from organizational factor. Interest toward magazine become the main consideration from between personal factor, and personality become the main consideration from personal factor. Meanwhile the advertising rate become the main consideration from supporting factor. The result suggested to do integrated marketing steps to support segmentation, targeting and positioning (STP) with the 4 P concept.