ABSTRACT

Consumer Behaviour Analysis for Lipovitan Marketing Strategy
(Study Case In PT. Taisho Indonesia)

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The purpose of this study were to identify the best characteristic of attribute product for energy drink and to evaluate performance of Lipovitan’s attributes from consumer perception. Lipovitan’s attributes will be evaluated from two sides. First, from their performance compared with the best characteristic attribute, and then with their competitor’s performance.

Data for this study was collected from 209 respondents living in Bogor, Jakarta and Tangerang. Frequency analysis, cross tabulation analysis, rank average analysis and multidimensional scaling were used.

The results of the study showed that consumers prefer to consume energy drink with special characteristics: liquid, in the glass bottle, with taste between sour and sweet, yellow colour, lemon aroma, with price between Rp 2,000,00 and 2,500,00 per bottle, to recover tired, immediatly reaction, and can found at small shop.

Lipovitan is excellent in safety attribute, but weak in availability and advertisement attribute. From the whole attribute, Lipovitan has the same quadrant and very close with Extra Joss and Hemaviton (in multidimensional scaling analysis). It means, consumers are indefference in looking at the three brands. Kratingdaeng has the best ranking and far from the others competitors.