SUMMARY

DWI MEILIA FITRIYANI. Consumer Involvement in Oral Nutritional Supplements Purchasing Behavior. Supervised by LILIK NOOR YULIATI and MEGAWATI SIMANJUNTAK.

The concept of involvement has an important role in explaining consumer’s behavior (Mittal 1989). Consumer’s involvement is influenced by several factors, including individual factors (motivation, level of interest, interests, and values), objects or stimulus factors (different alternatives, source of communication and content of communications) and situational factors (the use of or opportunity) (Zaichkowsky 1986). Involvement is influenced by motivation, (Mittal 1989) stimulus and situation (Bloch 1982). ONS (Oral Nutritional Supplements) is commonly indicated in malnourished patients to improve nutritional status (Lochs et al. 2006). The behavior of the consumers becomes very important to note because consumers have a very strong influence in determining the occurrence of a decision of a purchase. The comprehension about the involvement and its impact on the behavior and purchase decisions is important information for the company to execute its business strategies (Mulyana 2014).

By implementing an online survey with sample size of 100, mothers of children aged 1-12 years who had ever bought ONS at least once in the last six months. A the model employed in this study is predictive relationship model and to test the hypothesis in this study the technique used is PLS-SEM (Partial Least Modeling) using software of SmartPLS.

The results of this study showed that the higher the motivation and stimulus factors provided by company to the consumer, the higher consumer involvement on ONS products so that the company can formulate marketing activities that can increase the motivation of consumers and provide the appropriate stimulus to increase consumer involvement to the ONS products. In addition, the more involved consumers to the product, the more product knowledge the consumer gets. Involvement also increases consumer purchasing behavior so it is important for companies to make consumer involved in ONS products. However, greater consumer's knowledge about the product did not improve the ONS product purchasing behavior so that solutions that can be done is to improve consumer education about the risks of not consuming ONS for the children with impaired nutritional status.

Keywords: involvement, motivation, ONS, purchasing behavior, stimulus factor