SUMMARY

PUTRI CLARISTHA VIOLETTA. The Analysis of Generation Y’s Preferences and Purchasing Behaviour on Local Fruits. Supervised by HARTOYO and NIMMI ZULBAINARNI.

Fruit consumption is the important consideration for people nowadays. Data from directorate general of horticultura showed that the most imported fruits to Indonesia are orange, pear, apple, grape, and longan and the number tends to increase every year. Four from five of the most imported fruits to Indonesia are also produced by local farmers. The increase in import number on the types of fruits that are also locally produced indicates that fruit consumer in Indonesia prefer to consume imported fruit than local fruit.

Generation was used as a criteria of market segmentation by researchers and paracticioners for several years. Generation Y is the largest generation of consumption in this moment and in the future, therefore it is necessary to study the generation Y consumption pattern, especially in its preferences and purchasing behavior toward fruit products. The lifestyle, values, and reference groups owned by generation Y have significant differences with previous generations, these things cause generation Y are likely to have develop a different shopping style compare to previous generations. The purpose of this research is to examine the influence of ethnocentrism, hedonism, and reference groups to the preferences and purchasing behaviour of fruit product by generation Y.

Data were collected using questionnaire given to 200 students of School of Bussiness and Faculty of Economics and Management Bogor Agricultural University. The data were analyzed using descriptive analysis and Structural Equation Modelling (SEM). The results showed that ethnocentrism had positive effect and had the greatest influence on generation Y’s preference for local fruit. However hedonism had negative effect generation Y’s preference on local fruit. Consumer preference had positive effect to generation Y’s purchasing behaviour on local fruit and hedonism also had negative effect to generation Y’s purchasing behaviour on local fruit. Reference group had no significant effect both to preference and purchasing behaviour of generation Y. These things showed that are necessary to build a strategy for ethnocentrism and hedonism to improve the preferences and purchasing behaviour of generation Y so the local fruit can compete with imported fruit in Indonesian fruit market.

Keywords: ethnocentrism, generation Y, hedonism, preference, purchasing behaviour, reference groups.