An Analysis of Consumers’ Preference towards Product Attributes of Milk Powder for Children Aged 3 - 6 years: a Case of Product Attributes Reformulation at PT. Mead Johnson Indonesia

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The objectives of this study are to evaluate consumer acceptance of product attributes mixing and the usage of Sustagen Kid’s New formula and current formula and to analyse the implication of consumers’ acceptance evaluation towards marketing strategy of milk powder product. Data were collected from 200 respondents living in Jakarta. The respondents are mothers aged 21 – 39 years with children aged 3 - 6 years. 50% of the respondents are Sustagen Kid users and 50% users of other agreed brands. The research was designed in which each respondent tried and evaluated one product only. On the first visit, mothers were asked to try and evaluate the product prior to product placement. After three days, with quantitative in-home placement, information of product usage and acceptance were collected. The result of the study indicates that overall attributes (aroma, color, sweetness, creaminess, consistency and aftertaste) liking and intensity is not significantly different between new and current formula as well as purchase interest. The results suggested that the new formulation of Sustagen Kid is able to launch without modification. The recommended marketing mix, with three objectives: internal promotion, exposing consumers to the new formulation of Sustagen Kid, and strengthening the Sustagen brand linkage. This strategy is implemented through above the line and below the line activities. Promotion alternatives evaluation has to consider the resources the company has with comprehensive cost-benefit analysis. As long as benefit incremental is higher than cost incremental, the promotion is feasible to implement.