ABSTRACT

Consumers Perception & Behaviour Analysis toward the Dua Belibis chili sauce bottle product
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The purpose of this study is to analyse consumer perception, consumer behaviour and trying to analyse competition of Dua Belibis chili sauce bottle with ABC and Indofood chili sauce bottle. The data were collected from 90 respondents who consumed bottle sauce. Descriptive analysis, the ideal-point model, cross tabulation and chi-square method were used to analyse data. The result of the study showed that almost all respondents known the existence of bottle sauce from seeing by themselves in supermarket. From ten product attributes that has been analysed; easy to obtain, price, composition and expired date are the most important attributes according to respondent point of view.

Marketing Strategy Recommended from this analysis is to differentiate from its product, such as Original, Seafood, Oyster Sauce etc.; to maximise productivity so that Dua Belibis will be in almost every shop/market where the competitor is; to extend its market size; to redesign its label to become more attractive and eye-catching for its customer; to promote the product more aggressively by using simple promotion strategy like personal selling, food exhibition, etc.