ABSTRACT

Consumer Preferences Analysis Toward Instant Noodles Attributes and the Implication to Marketing Strategy

The study was purposed for (a) identifying consumer characteristic and consumption preferences toward NISSIN MI instant noodles and the competitors, and also the reason for consuming instant noodles; (b) identifying the relation of NISSIN MI consumer characteristic with consumption pattern of instant noodle consumer; (c) analyzing consumer preferences toward instant noodle attributes and also identifying instant noodle brand awareness; (d) formulating marketing strategy of NISSIN MI instant noodle. Survey method with face to face interview supported with questionnaire was used in this study. Cross tabulation and Fishbein multi attribute analysis was used in order to know about consumer characteristic and consumer preferences toward instant noodle attributes. The result of this study showed that the characteristic of instant noodle respondents were as follows: age between 20-29 years old, male, high school last education background, work as private employee, having 4-6 family members, having maximum Rp. 500.000 monthly expense for food, having maximum Rp. 500.000 expense for others exclude food, having an uncertain pattern for purchase quantity, purchase period and consumption time. The reason for consuming instant noodles were as an additional meal while hungry (36.60%), as substitution for rice (20.85%), as substitution for breakfast (15.74%), to eat with rice (14.89%), as practical function (8.09%), as snack (2.55%), as gift (0.83%) and as vegetarian food (0.43%). Fishbein multi attribute analysis showed that the most important attribute in instant noodle was the taste variance (1.444), following with additional nutrition content (1.430), price (1.330), the case of cooking (1.299), cooking time (1.277), noodle weight (1.200) and its packaging (0.880).