The Analysis Of Consumer Behavior In Consumption Of Squalene Food Supplement And Implication In The Marketing Strategies of PT. XYZ

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ABSTRACT

The objective of this research is to identify the behavior of consumers in consumption of food supplement, especially Squalene and hopefully that the results can be used in the implementation of the strategies in marketing of the companies that produce Squalene in Indonesia especially PT. XYZ. This research was conducted in Jakarta from August to October 2001. There were 100 samples taken by systematic sampling procedure from 5 white pages Jakarta area telephone books as sampling frames and 30 samples chosen purposively from agencies who sold food supplements including Squalene. The samples were considering as an adult who lives in Jakarta, have telephone number and has already 21th years old, and willing to give responses to the interview held by phone or give responses when visiting their homes or offices purposively, also the purposive respondents who willing to response the questionnaires of the survey which were prepared specially for this research. The analysis of multi attribute Fishbein indicates that consumers have most favorable attitudes toward food supplements which supply more information on the label, followed that the benefit in curing of the Squalene is the most important aspect that attract the respondents to consume Squalene. The awareness of country of origin, the awareness of packaging, and the awareness of the brands are the third attributes that have the lowest range subsequently resulted.