ABSTRACT

The Analysis of Bogor Consumer Behavior Towards Honey and Its Implication on Product Attributes Improvement

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The aim of this research were to: (1) analyze the consumer's characteristic based on psychography and demography profile, (2) analyze the consumer behavior in honey consumption, (3) analyze factors influencing consumer's preference in honey consumption based on their desirable attributes, and (4) formulate strategies to improve product attributes of honey. Using description method by survey with convenience sampling method, respondents participate this research were those who are located in Bogor with the amount of 90 respondents. The analysis used in this research are data tabulation, cluster analysis, biplot analysis, crosstab analysis, thurstone analysis, and correspondence analysis.

The result of this research shows that consumers can be divided into three segments i.e. segment 1 (45.6%), segment 2 (37.8%) and segment 3 (16.7%). The attribute that are considered to be very important, in general, are: originality, the composition of nutrition, utility, and hygiene. The attribute based on consumer's preference are: package in the shape of fairish bottle 250 ml-500 ml with recognized brand, few kind of honey which consist of royal jelly, pollen, and a few of randu honey. Most consumer's like colour of honey is brown with the taste of sweet and jell. Consumer prefer to buy honey at the supermarket. The information that need to be informed in the package according to consumer point of views are; production time, expire date, the benefit of honey, the composition of nutrition, and the type of honey.