An Analysis Consumers' Behavior of Instant Food AUO and the Implication toward Marketing Strategy (Case Study PT. Rajawali Nusindo)

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Being the innovation product that has no competitor in the same product, the consumer behavior knowledge of the fast food especially the consumer preferences becomes the consideration in building the effective marketing strategies. The methods, which are used in this research, are the case studies method and the consumer observation method. The result of Fishbein and Biplot analyzing in the consumer observation has shown that the AUO Instant Food can fulfill the consumer need in easy serving and sort of food. Both of the attributes are important for the consumer, and the taste of the consumer as the primary priority in choosing food is not the priority of buying from AUO's. According to the internal and external company environmental analyzing counting, we find the unique product, the practical laid out and the distribution network become the primary strength of AUO product. Somehow, the low assumption of the society about the Instant food and still there is no R&D, become the weak point of AUO product. For the external environment, the biggest threat which could influence the product sales is the technology development of the food processing and the other food as the substitution products. The opportunity that can be achieved is the lifestyle of the modern society, which is more practical and simple. Increasing the promotion frequency by the product demonstration, discount, giving a bonus and putting the advertisement in the market place, is expected to increase the product sales which is followed by the product's taste improvement, so that it can fulfill the taste of consumer.