A Study of Characteristics and Behavior of Consumer's Yoghurt
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The purpose of the study were to identify characteristic's and behavior of consumer's yoghurt and to give marketing strategy to PT. Fajar Taurus Indonesia. The data were collected from 200 respondents from Christian University of Indonesia (UKI) a spirituality organization PERKANTAS and some households living in Jakarta. The methods used in this study were descriptive tabulation, crossing tabulation and the ideal-point model to analyze attitude and preference of yoghurt consumer. The result of the study showed that people buy yoghurt in supermarket, department store or mall. Most of them were women aged 20 - 29 years old. The consumer's education background were high school. They bought yoghurt as healthy drink and consumed not more than 200 grams a week. The consumer likes yoghurt with fruity taste or added with fruit, really concerned to the product’s expiration date, product’s taste and its material composition. Most of the consumer knew yoghurt and got the information about yoghurt from the promotion of yoghurt in supermarket/department store/mall that conducted by the yoghurt company. The consumers also got the information from the articles in newspaper or magazine and get it from their friends. Most of consumer believes that yoghurt is good and healthy. They relatively had no brand loyalty and could change their preference with chocolate, milk and Yakult when could not find the yoghurt on the store they visit. The result suggested that the yoghurt’s producer could get more consumers’ attention by giving the supermarket/department store/mall visitor their sample for tasting yoghurt. The experience could influence the consumer buying decision of yoghurt. The yoghurt producer also could tell more information how to prepare and cook yoghurt to be delicious meal. However, yoghurt was nutritious and has special quality or virtue. The yoghurt’s producer could make special television program to introduce easy recipes of yoghurt.