



## ABSTRACT

### Consumer Behaviour Analysis of Ornamental Freshwater Fish

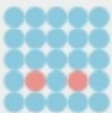
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*The purpose of this study was to identify influence attribute of consumer decision process to buy, have and care ornamental freshwater fish. The model and analysis were based on Fishbein's Multiattribute Analysis, looking for the rank of importance attribute to consumer and also the rank of nine ornamental freshwater fish groups. Results will be use as primordial data for improving the Indonesian product of ornamental freshwater fish.*

*The study shows that the rank of attribute is as followed : beautiful colour, perfect shape and good selling price, difficulty and cost during handling and maintainance, buying price, unique shape and fish rarity and the rest were followed by the breeding difficulty, fish behaviour, ability of giving a new hybrid and their image and myths in public. Fishes rank of attribute belief are such as followed: Guppy, Discus and Betta, Goldfish and Koi, Lou Han, Tetras, Small Cichllids, Big Cichlids, Amazon and river fish and Arowana fish. The feature fish in the market after Lou Han will be Guppy, Discus and Betta, Goldfish and Koi, existency in market trends depends to the attribute performance. The purposed are strategies to: Marketing in masculine taste, in the way of making colour, held a competition to get the most beautiful criteria of fish. Technology transfer will be the good way to make a better condition in fish attributes. Strategy in 4P will be held as a result of fish rank's attribute and the fish group.*

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