Abstract

Analysis of Consumer responses to Attributes of Fish Food retailer and its implications in Marketing Strategy Development
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This study was carried out to analyse attributes shown by retailers which are influencing consumer responses in choosing retailer, to analyse competition among retailers of fish food, and recommend appropriate marketing strategy of retailer in increasing the sale. The study is done in the surrounding area of Cirata dam, zone III, Cianjur. The data were collected from 99 farmers, and five retailers of fish food. The data obtained was processed employing Multiattribute Fishbein and Industrial environment analysis. The result shown that from the seven attributes of retailer, attribute of payment system is the most important, while attributes of : price, reputation and honesty, and location are considered important, and three other attributes i.e. brand variation, fingerling fish provision and product buying are not important. From five retailers, c.v. Jangari perdana has the highest response from consumer, followed by c.v. Kharisma, c.v. Sinar kencana, c.v. Sinar baru, and c.v. Anggun pratama respectively. Marketing strategy recommended is to set different price based on different on payment time, to set lower price compared to another retailer, to fulfill the detention and comply the agreement with consumer; to choose/move location close to farmer place, to buy the farmer product with competitive price, and to provide fish food with selective brand.