



**Behaviour Analysis of Cream Cheese Individual Consumer at
PT. YUMMY FOOD UTAMA**
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The purpose of this study was to identify which product attributes the consumers liked and consider important, to analyze the characteristics of cream cheese's consumers, to evaluate the suitability of the marketing strategy to the consumers' behaviour and to make suggestion for improving the marketing strategy.

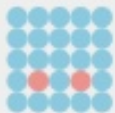
The data were collected from 50 respondents in the Bogor area who were both consumer and non-consumers of cream cheese using a convenient sampling method. Cross tabulations, Fishbein and biplot were used to analyze the data.

The results of this study showed that the most important product attribute is taste and the type of cream cheese that most of the consumers prefer is the plain cream cheese due to its usage versatility. The most potential consumers of cream cheese according to the gender are women due to their nature as the person in the house who decided the meals. However, people who are between 30-39 years old and those who have monthly income more than 4 million rupiah are also potential consumers.

According to consumer's behaviour analysis, cream cheese products have a good marketing potential. Therefore PT. YUMMY FOOD UTAMA might need to review some of the strategies such as the strategy for product, promotion and distribution in order to expand their market.

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