

CONSUMER DECISION ANALYSIS AND PERCEPTUAL MAPPING OF COFFEE IN JAKARTA

Wahyudian

The purpose of this study was to identify the influence factors of consumer decision's process to buy and consume coffee, to model and analyze of their decision based on Engel's consumer decision model, describing consumer perceptual by attributes, and making market implementation related the data. The data were analyzed from 190 respondents in Jakarta. Linear regression and biplot were used to analyze the data.

The result of this study showed that previous process did not influence next process except for the buying process. Generally, consumer's age, other information, and enviroment influenced the processes. Consumer's expenditure did not influence enough to the process. Indocafe and Nescafe have similar attributes as well as Kapal Api and another brand. The main attribute of Nescafe is its frequent advertisement on TV. The main attribute of Kapal Api and another brand are frequent consumptions.

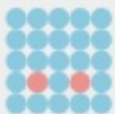
Coffee producers will compete with each other to get their coffee consumer in Jakarta. Producers should make market penetration strategy by age and sex. Producers can produce coffee with other variant or coffee without caffeine. Sachet is still usable because its practical, preserve the taste and the smell of the coffee. Cutting price strategy is not effective because price was predicted not elastic enough.

The treat for coffee industry comes from ciggarete consumption. Smoking and coffee consuming has significant relation. However, consumer knowledge about caffeine is not a threat for this industry.



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