

MSC THESIS REPORT

Determinants of the purchase intention of a new snack product : The relative importance of taste, appearance, convenience and price.

Student Name: Marlinda Emmadita

Student Registration Number: 930502223040

Education Program: MSc Food Technology

Specialization: Food Innovation and Management

Supervisors: Dr. Gerben van der Velde, Dr. Herman Kok

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ABSTRACT

This research is a case study of a new snack product in Indonesia. As it is commonly recognized, snack food is one of many categories in food product that is favored by many people in the world. The importance of greater consumer involvement in the product development process has long been recognised and it has become essential that food product developers acknowledge and apply in practice to put the consumer at the start of the 'food chain'. On that basis, the interest in involving consumer's voice in the new product development process and evaluating the product after launching has drawn a lot of attention from the industry.

However, sometimes the development of a new product that is performed by companies does not always meet consumers' acceptance and thus it often leads to failure in the market. According to (Linnemann et al., 2006), as markets become saturated, successful sales nowadays require a consumer-oriented approach; it means that only if a product satisfies consumer's demand, a product is most likely to be successful in the market. Hence, it's important to understand what the consumers value as important characteristics in snack products to develop a more successful product. To date, yet there is still no research that specifically studies about snack product and consumers' response towards it, especially in Indonesia.

It still remains unclear what consumers really value when they choose a particular product. There are many factors that influence consumers' decision making when they decide to buy a product. Therefore, this research aims to gain insights of Indonesian consumers towards a new snack product that can better help the snack industry to develop new products and target a suitable group of consumers. The general research question is : What are the determinants of commercial success of a snack product according to Indonesian consumers?

The method used in this research is conjoint analysis. Conjoint analysis is the most commonly used method by marketers to determine the most valued attributes and it is an efficient method for marketing research. The finding of this research implied that taste is the most important attribute in a snack product. The finding of this research will give more insights to food companies, especially for local companies to understand their market and focus on the most important attribute when developing a new product. Moreover, the finding can also help food companies to target a suitable group of consumers based on their sociodemographic factors.

Keywords : snack products, Indonesian consumers, important attributes, new product, conjoint analysis

TABLE OF CONTENTS

MSc Thesis Report	0
Abstract.....	1
List of Tables	4
List of Figures	5
1 Introduction	6
2 Conceptual Research Design	7
2.1 Objective :.....	7
2.2 General Research Question	7
2.3 Sub Research Questions	7
2.4 Research Framework	8
3 Literature Review.....	9
3.1 The determinants of success in a new food product	9
3.2 The intrinsic and extrinsic characteristics of a snack product.....	10
3.3 Taste as an important factor in a food product	11
3.4 Appearance as an important factor in a food product.....	12
3.5 Convenience as an important factor in a food product	13
3.6 The importance of price as an extrinsic factor in a food product	14
3.7 The influence of socio-demographic factors towards consumers' perception of a snack product.....	14
3.8 First-time buyers and repeated buyers of a food product.....	16
4 Methodology	19
4.1 Background of the study.....	19
4.2 Analysis Strategy and Sampling Procedure	19
4.3 The Method – Conjoint Analysis.....	20
5 Results and Discussion.....	22
5.1 Sample Description based on their sociodemographic information.....	22
5.2 The overall relative importance of intrinsic product characteristics	23
5.3 The influence of sociodemographic factors towards all mentioned attributes.....	25
5.4 The difference on the determinants of purchasing decision between first time buyers and repeated buyers.....	29
6 Conclusion and Recommendation for Further Research	30
7 Problems and Limitations	32
8 References	33

9	Appendix.....	37
9.1	The Questionnaire	37

LIST OF TABLES

Table 1 the attributes from the reviewed papers	21
Table 2 Sample Description	22
Table 3 Averaged importance score of overall result.....	23
Table 4 Results Based on importance values	25
Table 5 Results of the importance values based on age	26
Table 6 Results of the importance values based on disposable income	27
Table 7 Results of the importance values based on numbers of purchase.....	29

LIST OF FIGURES

Figure 1 Research Framework	8
Figure 2 Rasalokal products	19
Figure 3 Rasalokal products	38

1 INTRODUCTION

Food industry is a dynamic business and that results to a continuous development and innovation in order to fulfil consumers' demands and acceptance. The launching of a new product is a way for a company to catch up with competitors and bring innovation into practice. While talking about a new product, the success of a new product is determined by many factors, involving the firms and the market. In traditional way, the success of a product has been measured only in financial terms, while some researchers like Maidique and Zirger (1985) pointed out that while financial return is one of the most apparent quantifiable parameter, it is clearly not the only important one. For instance, a new product might achieve a limited financial return, yet still be considered as a great success because it gave a major impact to the society or opened up a new opportunity for the firm to develop further (Cooper & Kleinschmidt, 1987). Apparently, the success of a product innovation can be measured in multiple ways.

Consumers play a great role in the food chain, as supported by some researchers like Knox and Mitchell (2003). The importance of greater consumer involvement in the product development process has long been recognised and it has become essential that food product developers acknowledge and apply in practice to put the consumer at the start of the 'food chain' (Costa et al., 2006; Lord, 1999; Moscovitz, 1994; Saguy & Moskowit, 1999). On that basis, the interest in involving consumer's voice in the new product development process and evaluating the product after launching has drawn a lot of attention from the industry.

In a study done by Forbes et al. (2012), the factors that influence choices in a food product has been extensively reviewed. There are numerous intrinsic and extrinsic characteristics of a food product that may be evaluated by consumers when making snack food purchasing decisions. When a product is able to satisfy consumers by fulfilling their needs and meeting their expectations, the product is more likely to be successful in the market.

The focus on the consumer in product development is important for the industry to target the right market. According to Gerbens-Leenes et al. (2002) and McGill, (2009), several socio-economic factors like culture, personal preference, price, availability, convenience and environmental, social or health concerns have a strong influence on diet choice. As people in the society are dynamic, their behaviour in food choice also change from time to time.

Snack food is one of many categories in food products that can be found easily anywhere in the market. This research studies about a new launched snack product in Indonesia. According to Chaplin and Smith (2011), snacking is defined as the consumption of food between the traditional three times meal a day. Based on this definition, there are various kinds of food products that can be categorized as a snack. The habit of snacking can be a great opportunity for food firms to make a continuous development or create a new market in snack product. As the fourth biggest population in the world (U.S Cencus Bureau), Indonesia can offer a good opportunity for food industry to develop and enter the market.

Several researchers like (Kleinschmidt & Cooper, 1995; Suwannaporn & Speece, 2010) have been studying about factors that influence the success of a new product. However, the research are still lacking in involving consumers to study the success factors of a new product and the influence of consumers' socio-demographic factors towards their perception of food product. This research aims

to find out the determinants of success of a new snack product and the relative importance of the attributes from consumers' point of view. The scientific relevance of this study may help to better understand the snack product features, improve understanding about product characteristics and better understand the relative importance of attributes in snack product. The business relevance of this study may be applicable for business case in snack industries, give insights for other snack industries in developing a new product that may have a great potential to succeed and meet the demand of certain consumer segments.

2 CONCEPTUAL RESEARCH DESIGN

2.1 Objective :

To gain insights on the relative importance of product characteristics of a snack product perceived by Indonesian consumers

2.2 General Research Question :

What are the determinants of commercial success of a snack product according to Indonesian consumers?

2.3 Sub Research Questions :

1. What are determinants of commercial success of a new food product based on the literature? [**Literature review – Theoretical Phase**]
2. What are the relative importance of intrinsic product characteristics (taste, appearance, and convenience) of a snack product that influence the purchasing intention of Indonesian consumers?
3. What is the relative importance of price as an extrinsic product characteristics of a snack product that influence the purchasing intention of Indonesian consumers?
4. How do the sociodemographic factors like age, gender and financial situation of Indonesian consumers influence the relative importance of the snack attributes?
5. What is the difference between first time buyers and repeated buyers in terms of the determinants of purchasing decision?

2.4 Research Framework

The research framework used in this research is divided into four phases, as can be seen in Figure 1. The first phase started from theoretical phase that consisted of literature review about the determinants of commercial success in food product in general, the intrinsic and extrinsic characteristics about food product, the influence of sociodemographic factors in food choice, and the theory of first time and repeated buyers. Afterwards, the research process continued to empirical phase, which was data collection phase. The researcher used primary data collection process by conducting a questionnaire based on conjoint analysis model for consumers in Indonesia. The case study used in this research was a case of new snack product 'rasalokal'. The third phase was data analysis using SPSS Statistics according to conjoint analysis method. The results were presented as importance values that later being discussed in the results and discussion part. The conclusion part of this research covers the discussion about the findings and conclusion of the research questions.

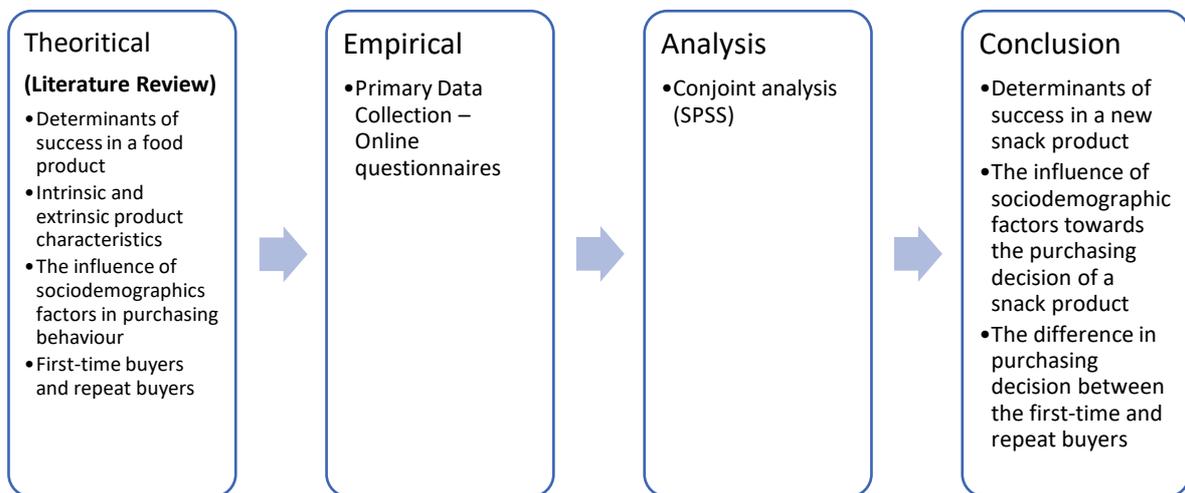


FIGURE 1 RESEARCH FRAMEWORK

3 LITERATURE REVIEW

3.1 The determinants of success in a new food product

The topic of success factors in new product development (NPD) has been discussed extensively, and a continuous flow in new products is necessary to increase competitiveness for many industries (Suwannaporn & Speece, 2010). Moreover, Suwannaporn & Speece (2010) also implied that it is important for food companies to understand the important factors that play a role in new product success, so they can perform better focus on applying these success factors. Another important aspect for the success of a new product also comes from the consumers, Stewart and Martinez (2002) stated that the use of consumer information helps improving the success rate of new product introduction. Also, a systematic use of consumer information throughout the new product development (NPD) process can improve NPD performance. The first part of the literature review will discuss about the factors that are involved in a success of a new product.

There are many factors that influence an individual's purchase decision of a food product. A research done by Neumark-Sztainer et al. (1999) discussed about several reasons that influence adolescents' decision in choosing a particular food product. The research resulted in three levels of general categories on important factors that influence food choice. The first level is about factors that are considered as the most important, including fulfilling hunger/food cravings, appeal of food, time consideration, and convenience. Those factors are described further as follows (Neumark-Sztainer et al., 1999): a.) **Hunger and food cravings:** It is an important factor to consider whether the food is satiating and fulfil people's cravings; b.) **Appeal of food:** taste, familiarity, appearance, smell, how the food is prepared or served, temperature of food, and variety are the characteristics that influence the appeal of food. Taste and appearance are the two factors that are considered as crucial factors in making decisions of food choices and has been discussed most frequently and extensively; c.) **Time consideration:** the amount of time needed to eat or prepare a particular food; d.) **Convenience:** convenience in food product includes easiness to prepare or find, easy to carry, and the low level of effort needed to clean-up after eating.

The second level is about factors that are considered as secondary importance, including availability, parent influence, perceived benefits and situation of consumption. The secondary level factors are further described as follows: a.) **Availability:** food that is available/served in a nearby region where the consumers live; b.) **Parent influence:** what parents buy or not, the rules of eating given by parents. This factor is involved since the respondents are adolescents whose decisions are still influenced by parents; c.) **Perceived benefits:** whether the food gives health benefits, contributes to health, or gives energy after consumption; d.) **The situation and time of consumption:** whether the food is suitable to consume at certain occasion or moment, enjoyable to consume with other people, or place of consumption.

The third level is about factors that are considered as less important, but could be very important for some group of people. The third level is more from the consumers' subjective preference, such as mood, habit, body image, cost, media, and vegetarian lifestyle.

Another researcher like Wangcharoen et al. (2005) discussed about the properties of a good snack based on a survey of Thai consumers. The properties of a good snack are : clean, tasty, low in

price, crispy, convenient, nutritious, fresh, not greasy, not rancid, smells good, not dirty to hand, low in fat, no or minimum in artificial additives, and has a suitable size. Furthermore, the writers also discussed about factors affecting the purchase of a new snack, those are: advertising, appearance (shape, colour, size, etc), price, attractive packaging, word of mouth, nutrition or health benefits, and promotion.

Forbes et al., 2012 stated that it is important to note that there are intrinsic and extrinsic product characteristics that influence consumers' evaluation. The intrinsic product characteristics are those embedded within a product, whereas extrinsic product characteristics are those coming from outside of the product. A research done by Mueller & Szolnoki (2010) and Deliza & MacFie (1996) on sensory consumer research confirmed that extrinsic product cues influence how consumers evaluate food products. Moreover, the writers also emphasized that it is important for researchers and practitioners to understand the connection between sensory and non-sensory attributes and to optimize both properties so that the product can be successful in the market. Some researchers also agreed that extrinsic characteristics can either increase or decrease consumer acceptance of a product that is well liked in blind conditions (Combris et al., 2009; Lange et al., 2002; Stefani et al., 2006). The intrinsic and extrinsic product characteristics will be explained further in the second part of the literature review.

3.2 The intrinsic and extrinsic characteristics of a snack product

In a paper written by Forbes et al. (2012), the factors that are used to evaluate a snack product has been extensively reviewed. The writers implied that there are numerous intrinsic and extrinsic characteristics of food product that may be evaluated by consumers when making snack food purchasing decisions. Intrinsic factors are factors that are originating in the product itself, including taste or flavour, texture, nutrition, and satiety. According to Olson and Jacoby (1972), intrinsic attributes are specific to each product, disappear when it is consumed and cannot be altered without changing the nature of the product itself. Bernue et al. (2003) defined intrinsic attributes as those related to the physical aspects of a product such as colour, texture, appearance, taste etc.

Extrinsic factors are factors outside the product but influence the product itself. Extrinsic attributes are the characteristics that are related to the product but are not physically part of it. They are different from the product itself but strongly influence the evaluation of a product (Fandos & Flavián, 2006). Advertising or promotions, price, country of origins, claims, labels, brand name, and product packaging are the examples of extrinsic factors.

Some other researchers like Babicz et al (1994); Glanz et al. (1998); Zbib et al. (2010) suggested that taste or flavour is the most important factor for consumers in making a snack food purchase decision. Chaplin and Smith (2011) stated that "being tasty" was the single most important characteristic of a snack to consumers, while "being good for me", "fills me up", "easy to eat on the go", and "easy to carry" were also other important attributes. Texture is one attribute that may influence the sensory perception to consumers. Some group of consumers may find nutrition in a product as an important factor to be considered when making a purchasing decision. Not only to fulfil the cravings, but they consider to eat snacks that may give health benefits to their body. Satiety refers to being full or the state of feeling satisfied (Forbes et. al, 2012).

Price is one of important extrinsic attributes that is evaluated by consumers. Researchers like (French et al., 2001; Salvy et al., 2012) have studied the impact of price manipulation in healthy and unhealthy snacks. Both studies reported that the sales of unhealthy snack products decreased as the price increased. In relation to that, price manipulation can help to promote healthy snacking. Previous study done by Mace (2012) reported that 26% of Australian consumers considered price as their biggest influencer when making food purchase decisions. Advertising is a way to promote and influence consumers through persuasive techniques that can stimulate their desire. Several studies about the effect of advertising on children and the influence that children have on parental food choice have been done by (Bridget et al., 2010; Ferguson et al., 2012; Schmitt et al., 2007). The outcome of the studies suggested that children were easily influenced by food advertising. Furthermore, it is likely that not only children who were influenced by advertising, but people at any age might be influenced as well.

A product's country of origin is another extrinsic attribute that consumers use to determine product quality. Zbib et al. (2010) stated that the country of origin labels on food products are getting more attention as the demand for healthy food and product safety increase. In emerging markets, there is a tendency for consumers to perceive that the product originating from countries that are more superior than their country will in general, have a better quality. It is of course a subjective assessment and judgement made by consumers.

Convenience is an important attribute for consumers as well as applicable for snack food products (Forbes et. al, 2012). A study done by McGill and Appleton (2009) reported that convenience was an important attribute evaluated by consumers when they make a snack food purchasing decision. Moreover, males and people with single household aged between 26-40 years on that study gave higher rating for convenience. In contrast, another study done by Babicz et al. (1994) on American consumers resulted that consumers did not rate convenience as an important factor influencing their snack food choice.

Packaging is also one of the determining extrinsic attributes. According to Coles (1990), packaging innovations are driven by consumer demand, distribution needs and new materials. Packaging innovations have been quickly accepted by food manufacturers as well as consumers. For food manufacturers, packaging innovation can reduce production cost. For consumers, packaging innovation can add attractiveness on supermarket shelves hence it can influence the purchasing decision of consumers.

It is clear from the literature that some previous work has sought to analyse the importance of the various intrinsic and extrinsic attributes that are evaluated by consumers when purchasing a snack food product.

3.3 Taste as an important factor in a food product

Taste is said to be the most important attribute in a food product. Clark (1998) stated that in a society where food supply, safety and nutrition are sufficiently provided by most major manufacturers, other aspects regarding to the importance of consumers' preference or food choice has grown respectively. Consumers want to find enjoyment on their food. Moreover, Clark (1998) also

implied that sensory characteristics of food, specifically the taste and flavour, gives a very specific impact on consumers' food choice. It is widely acceptable that the sensory attributes can be seen as key factors for food manufacturers to develop and differentiate their products. When people consume the food and experience the sensory characteristics under conscious or subconscious condition, then they are able to make a decision whether they like the food or not.

The sensory characteristics like taste, appearance, aroma, and texture of a food product will influence consumer's decision to a less or greater extend. If food manufacturers can optimize the sensory attributes of a food product to meet consumer's liking, much possibility that it will increase its perceived value among consumers (Clark, 1998). Studies on consumer expectations conducted by Cadotte et al. (1987); Cardello & Sawyer (1992) have implied that there is a strong correlation between consumer's expectation of a food product with their perception of liking. The writers stated that this is an important area of which food manufacturers should be aware of. If there is already an expectation of a product but yet it's not fulfilled by company, it would cost them quite much. Moreover, the writers implied that understanding why consumers prefer one food over another is the most important to food producers in 'real life' situations of marketing, advertising, and new product development.

Another research done by Glanz et al. (1998) about Americans' dietary pattern found that during the past few decades, food marketers and health professionals have tried to understand why people choose to eat particular foods. There are two main theme of what marketers are interested in, first is to develop and produce foods that consumer will buy, and second is to create successful advertising and promotional campaigns to get higher sales and generate successful brand-name products. In the literature that studies about food choice, taste has often been found to be a key factor for food and drinks consumption. Moreover, the writer also implied that demographic factors of consumers were significant predictors in evaluating taste, nutrition, cost, and convenience. People are most likely to consume foods that they evaluate as tasty. Taste therefore can be considered as a minimal standard for food consumption.

3.4 Appearance as an important factor in a food product

Visual appearance/presentation of food dispenses considerable information such as its palatability which can impact eating behavior (Burger, Cornier, Ingebrigtsen, & Johnson, 2011). Palatability is described as the hedonic reward like pleasure or mouthfeel provided by foods or drinks, which often varies between individuals relative to the homeostatic satisfaction of nutritional, water, or energy needs (Friedman, 1976). As reported by Burger et al. (2011), there are various factors that influence a person's food intake, such as visual food appearance, the hedonic value of food, and a person's hunger state. In today' s society, consumers are presented with continuous flow of visual food cues. Images of foods appear in printed media, on screen advertisement, and visually presented when other people are eating. By simply seeing food, one is aware of its availability and potential palatability of food that may influence the initiation of food intake.

A study done by Rolls, Morris, & Roe (2002) implied that modifying the visual aspects of food, for example like portion size and visibility/visual appearance can increase food intake. This finding is also supported by a conclusion of the study done by Burger et al. (2011) that food appeal and desire

to eat were correlated. McCrickerd & Forde (2016) stated that visual cues offer a sensory interaction with food before its consumption. The appearance of the food is strong enough to trigger meal initiation, and food producers carefully assess how the appearance of their products can maximally appeal their potential consumers. Overall, McCrickerd & Forde (2016) emphasized that visual food cue is an important determinant of a person's food intake and selection.

3.5 Convenience as an important factor in a food product

Many researchers have tried to define convenience. Convenience itself is a multidimensional concept (Scholderer & Grunert, 2005). Researchers have not dealt with a single definition of convenience from consumer's perspective and have not examined the relative nature of convenience. For example, consumers may see a product/service as convenient at one time or place, but not in another. In many studies reviewed, convenience is seen as a characteristic of a product or service. Brown & McEnally (1993) emphasized that there are three major resources that consumers need to spend in order to use, acquire or dispose a product or service: money, time, and energy. One of the most obvious aspect of convenience is time saving issue, and many researches regarding convenience have considered this element of time. In the paper written by Candel (2001); Darian & Cohen (1995) the term convenience food product is defined as the product that helps consumers to minimize time as well as physical and mental effort required to prepare, consume, and clean up food. Buckley & Cowan (2006) implied that convenience foods enable the consumers to save time and effort in food activities, related to shopping, preparing and cooking meals, meal consumption and post-meal activities.

The changing lifestyles of today's society such as technological advancements, changing household structures, changing social norms and values, and multicultural societies have influenced the shifting demands of consumer goods. Buckley & Cowan (2006) have observed deeper about the time pressures in relation to food-related activities experienced by British consumers. The authors found that food-related activities are influenced by time consideration and saving time effort. However, authors like Gofton and Marshall (1988) implied that convenience involves more than just the quality of time-saving in food-related activities. Other researchers like Man and Fullerton (1990) dug deeper on the physical and mental effort associated with food-specific activities. They have recognized that convenience involves more than just saving time, it includes minimizing physical and mental effort in relation to planning and preparing meals. Kaufman and Lane (1996) proposed that the allocation of such resources as time and energy between individuals differ based on their own preferences and abilities. Furthermore, the authors implied that it is a trade-off between less valued resources with those of which the consumers want to conserve. Thus, at last Buckley & Cowan (2006) defined convenience as something that is associated with reducing the required input of consumers in all food consumption activities including food shopping, preparation, cooking, and cleaning up after meal. Furthermore, convenience is defined in terms of the saving of time, physical energy and mental effort offered to consumers in all food-related activities.

There are various factors that influence and drive the needs of convenience. As mentioned by (Brown & McEnally, 1993), there are many factors such as demographic changes, increased time pressure, role overload in a household, changes in consumption pattern, and a wider variety of

lifestyles that accelerate and drive the demand for convenience. A research done by Anderson (1969) implied that family socioeconomic status was a significant discriminator of convenience. The author hypothesized that the lifestyles, demographics, and consumer values of cost-oriented consumers would be different from those of convenience-oriented consumers. Anderson (1969) defined the convenience-oriented consumer as the one who seeks to accomplish a task in the shortest time possible with the least spending of human energy while a cost-oriented consumer is the one who base their selection on maximizing the use of money. This supported a finding by Morganosky (1986), the author defined the convenience-oriented consumer as one who wanted to minimize the expenditure of time and human energy.

Swoboda & Morschett (2001) found that convenience-oriented shoppers were less price sensitive compared to the non-convenience-oriented shoppers. The convenience-oriented shoppers seem more willing to pay extra for the convenience they seek. Furthermore, Brown & McEnally (1993) explained that although a consumer can interchange money with time and energy resources, one does not need to have plenty of monetary resources in order to be interested in convenience. For example, a person who has low income may still be interested in a product that doesn't require a lot of time or energy to acquire or use. As a final statement, Brown & McEnally (1993) defined convenience as a reduction of the amount of time or energy required to use, acquire, and dispose a product or service relative to the time and energy required by other products/service that falls within the same product/service category.

3.6 The importance of price as an extrinsic factor in a food product

From consumers' standpoint, price is a sacrifice in order to obtain a product (Zeithaml, 1988). Jacoby and Olson (1977) make a distinction between objective price and perceived price. Objective price is the actual price of the product, while perceived price is the price encoded by consumers. For example, the price of a chip snack is €1.5, that is the objective price of the product while some consumers may not remember the exact price of the product, and what they remember is only "cheap" or "expensive". Studies done by Dickson & Sawyer (1985); Zeithaml (1982) reveal that consumers do not always know or remember the actual prices of product. Instead, they encode the prices in ways that are meaningful for them.

Another study done by Zeithaml & Berry (1987) also implied that price awareness differs among different demographic groups. Moreover, Zeithaml & Berry (1987) also mentioned that more than 90 studies in the past 30 years have been designed to prove the general fact that price and quality are positively related. As mentioned by Lambert (1972), price reliance is a general tendency for some people to rely on price as an important cue to quality. Olson (1977) on his writing summarized that a general price-perceived quality does exist.

3.7 The influence of socio-demographic factors towards consumers' perception of a snack product

The focus on consumer in product development has impacted the industry to put more detailed attention about the market. According to Gerbens-Leenes et al. (2002); McGill (2009), several

socio-economic factors like culture, personal preference, price, availability, convenience and environmental, social or health concerns have a strong influence on diet composition. As people also develop, their behaviour also changes from time to time. According to Falguera (2012), people eat not only to fulfil their basic biological needs, but also as an expression of self-esteem and to improve their psychological wellbeing. Focus on health and fitness, cultural and ethical views, animal welfare concerns, or political and moral standpoints are some examples of the reasons that influence people's behaviour toward food selection. Falguera (2012) also stated that one of the main reasons of the changes in consumers' demand is due to the increasing and more accessible knowledge and information about all these areas that is linked to one another in the food system. Boller et al. (2004) suggested that consumer's attention about the quality of certain products can be divided into four kinds of quality : product quality (including food safety), production quality (including ecological concern and animal welfare), ethical quality and social quality.

A study about factors affecting food selection in Canadian population done by Ree et al. (2008) emphasized how certain factors of consumers lead to differences in their food selection. The first finding was about how age affected a healthier food choice. The result stated that 70% of adolescent participants reported to choose foods regardless of their health benefit; they were not concerned with several serious diseases like heart disease, cancer and osteoporosis as compared to the other older age groups. The second finding was about education, regardless of their income, individuals that have higher level of education were more likely to make healthier food choices compared to the lower-educated ones.

Another finding of a research done by Ricciuto et al. (2006) also reported that people with higher income and higher levels of education are more likely to make healthier food choices compared to the less educated and lower income consumers. An interesting finding suggested by Trudeau et al. (1998) implied that having higher degree of education was associated with higher vegetable intake. Literacy and nutritional information obtained through food labels are major important aspects of education that influence food choices. Another important factor is gender. Different genders appeared to play an important role in determining food choices. The data from Canadian consumers research from Ree et al. (2008) suggested that women are approximately 60% more likely to concern about health and food content in making food choices. Women tend to be more aware about health concern, hence women are more prone to make a healthier food choices. Moreover, women are more concerned about body weight compared to men. As a result, women pay more attention to fat content of food products than men do.

The conclusion of the research on Canadian consumers clearly stated that education, income, gender, age, disease state and physical activity, may play a role in food choices due to health concern and food content. The writer also suggested that media like television programmes, news programmes, documentaries, newspaper and magazine articles, public workshops/seminars and health claims on food products play an important role to encourage consumers to make healthier and better food choices.

3.8 First-time buyers and repeated buyers of a food product

Customer satisfaction has long been studied and considered as the central of marketing concept (Liechty and Churchill, 1979) and it is one of the most widely studied concept in marketing (Peterson and Wilson, 1992). There is a difference between the first-time buyers and repeat-purchase consumers. Both consumers may have different drivers and reasons regarding their purchase behaviour. Simintiras and Ferriday (1997) implied that understanding the first-time buyers' behaviour is important for industry's marketing strategy since first-time buyers are potential repeat purchasers and loyal customers.

A study done by Simintiras and Ferriday (1997) implied that pre-purchase satisfaction is a driver to purchase decision, consumers can have positive emotional feelings towards some products before they make a purchase decision. Ray et al. (1973) stated that consumers may choose a particular brand or product on the basis of simple reasons such as price, packaging, brand awareness, etc. and then evaluate the product after purchase. the repeat-purchase action is much dependent on the post-purchase satisfaction.

Janiszewski (1989) suggested that familiarity leads to greater liking, though this is an individual's subjective decision. A study done by Smith and Swinyard (1983) also stated that consumers form a strong brand affect after a product trial experience. Jacoby and Kyner (1973) implied that a preference towards a particular brand or product may results from a post-purchase evaluation of product performance, when consumers perceive that the brand/product is more satisfying than existing alternatives or exceed their pre-purchase expectation. Based on these literatures, hypothetically, there is a difference in the determinants of purchase decision towards a snack product between first-time buyers and repeat buyers.

Sub Research Question 1 : What are determinants of commercial success of a new food product based on the literature? [Literature review – Theoretical Phase]

The answer of the first sub research question (**What are determinants of commercial success of a new food product based on the literature?**) will be discussed in this theoretical phase. Based on several literatures that have been reviewed, it can be concluded that there is a distinction between intrinsic and extrinsic factors of a food product, that influence its perceived quality and purchasing decision of consumers. As mentioned by Olson and Jacoby (1972), intrinsic attributes are specific to each product, disappear when it is consumed and cannot be altered without changing the nature of the product itself. Another researcher like Bernue et al. (2003) defined intrinsic attributes as those related to the physical aspects of a product such as colour, texture, appearance, taste etc. Among many intrinsic factors that have been mentioned, this research specifically discuss three most important attributes for snack product such as taste, convenience and appearance, based on the review of several papers that have explored the attributes of snack products. Further explanation about the process to come up with three most mentioned attributes will be further explained in the methodology part.

Extrinsic factors also play important role in food products. Extrinsic factors are factors outside the product but influence the product itself. Extrinsic attributes are the characteristics that are related to the product but are not physically part of it. They are different from the product itself but strongly influence the evaluation of a product (Fandos & Flavián, 2006). The examples of extrinsic products are advertising or promotions, price, country of origins, claims, labels, brand name, and product packaging. In this research, only one extrinsic factor that will be tested due to the limitation of the methodology used. There is a limit of factors that can be included in this research because the questionnaire was designed using conjoint analysis method. After reviewing several studies that mentioned extrinsic attributes, the most mentioned factor is price. Hence, price was selected as the extrinsic factor in this study and its relative importance in snack product will be discussed. Furthermore, by choosing price as the extrinsic attribute enables the researcher in this study to explore the relative importance of the intrinsic attributes compared to price.

Researchers like Zeithaml (1988) and Steenkamp (1990) defined the perceived product quality by incorporating these intrinsic and extrinsic attributes. Zeithaml (1988) defined perceived quality as “the result of an overall process of evaluation of a product (high-level abstraction) that integrates the information provided by a set of objective attributes of the product and whose importance, as informative inputs in the evaluation process, is given by a set of factors that are situational (situation prior to purchase or act of consumption) and personal (e.g. motivation or experience). These attributes are not perceived in the same way by all consumers.” Meanwhile, Steenkamp (1990) explained the definition of perceived product quality as “an idiosyncratic value judgment with respect to the fitness for consumption, which is based upon the conscious and/or unconscious processing of quality cues in relation to relevant quality attributes within the context of significant personal and situational variables”.

To conclude, there are intrinsic and extrinsic product characteristics that may be evaluated by consumers and influence their perception as well as purchasing decision of a snack product. Intrinsic characteristics are those embedded in the product itself and cannot be changed without altering the product itself. Extrinsic characteristics are those related to the product but are not physically part of

it. It is important to note the differences between intrinsic and extrinsic product characteristics, but both of them are important to determine the objective and perceived product quality.

4 METHODOLOGY

4.1 Background of the study

This research is an exploratory and also a case study. The researcher decided to choose Indonesian consumers as the sample. The writer chose Indonesia because Indonesia is the fourth biggest country by population (U.S Census Bureau), and the writer has the interest to study about emerging market. The case study for this research is a snack product made by an Indonesian local firm called 'rasalokal'. Recently, this new firm has developed some new snack products and one of its first product, the 'sambal matah' flavor has gained a lot of attention from local Indonesian people. This new snack product can be representative to study about consumers' perception towards snack products in general.

'Rasalokal' is a savory chips snack made of cassava that comes with a traditional Balinese dipping sauce 'sambal matah' in one package. 'Sambal matah' flavour is their first launched product while nowadays more new flavours are coming up, but this research was done during their initial launch while it was only first three flavours launched to the market. Bali is famous of its local and traditional style spicy sauce 'sambal matah', and people from outside Bali know this local food as well. The producer of 'rasalokal' began this idea from their interest to strengthen traditional Indonesian culinary and bring it into a ready-to-go packaged food (rasalokal.id). The example of 'rasalokal' product can be seen in figure 2 below.



FIGURE 2 RASALOKAL PRODUCTS

4.2 Analysis Strategy and Sampling Procedure

The data collected in this research was primary data. The primary data collection was conducted by spreading an online questionnaire. The target respondents for this study were Indonesian residents who live in Indonesia, aged between 17-40 years old, both male and female.

The writer chose this target group because it was assumed that people in this age are literate, more updated with new products, and familiar with internet-based questionnaire. The questionnaire was specifically designed for people who have tried the 'rasalokal' snack.

The data collection started in the second week of February 2018, and lasted until the first week of March 2018. The writer did the data collection for about a month. The sampling method used in this research is a random sampling procedure, and spread by snowball sampling method. There are some advantages of conducting an online questionnaire: 1.) the procedure is efficient, low cost and fast; 2.) the outcome of the questionnaire can be collected and saved in digital form, made it faster for the analysis. 3.) the total of responses can be tracked easily, enabling the researcher to keep track of the data collection. However, there are also some disadvantages of internet based questionnaire, which some of them are: 1.) may exclude the illiterate, the elderly, or other people who are not exposed to the internet; 2.) it's quite difficult to avoid double responses from the same person or the ineligible respondents.

The method used in this research was conjoint analysis and the result was analysed using IBM SPSS software. The quantitative outcome of the analysis is discussed in the result and discussion part. In order to answer sub research questions 2-5, the question about sociodemographic information like age, gender, financial situation, and whether the respondents are the first-time buyers or repeated buyers were included in the first part of the questionnaire. The second part of the questionnaire was designed with 9 profiles that consisted of four attributes in each profiles to determine how consumers make trade offs between the presented attributes. The questionnaire was conducted in English and translated to Bahasa Indonesia.

4.3 The Method – Conjoint Analysis

Conjoint analysis is often used in the design of new products or product line extensions. It allows the marketers to determine the features and attributes of a product that contribute to consumers' overall preferences. Conjoint studies are popular for several reasons. First, they simulate an element of consumers' decision-making process. Second, the data collection is straightforward and easy to do for the participants. Third, once the data is collected, it is easy to analyse (Iacobucci, 2015).

Conjoint analysis is used to study how consumers make trade-offs. In a conjoint study, the consumers are presented with several choices of products with different combination of attributes that are of interest, and they have to make the rank of which combination is the most preferred, second preferred and so forth until the least preferred combination. In studying trade-offs in consumer decision making, conjoint analysis help marketers to find out which attributes are most valued, it can also help in determining the relative importance of certain attributes. For example, the relative importance of brand to price, or the relative importance of taste to price, and etc. These insights are helpful in designing new products, it enables companies to find out which combination are likely to pay off. Conjoint analysis allow marketers to get insights and help in making decision prior to product launch based on consumer data (Iacobucci, 2015).

The steps in designing a conjoint study for this research :

1. Selection of features or attributes that will be included in the study. In this case study, seven papers that discussed important attributes for food product have been reviewed, and the four most mentioned attributes were included in the questionnaire. The attributes mentioned in the reviewed papers is presented in Table 1 below. It is important to restrict the number of attributes and level to ensure fewer profiles to be generated for the data collection. If consumers are presented with too many combination, the outcome will likely result many bias
2. Determine the levels of attributes in the study. For the selected attributes, each attribute is presented with three levels of importance. In this case, the levels are 'not important', 'moderately important', and 'very important'
3. Create the stimuli. The different combination of features in one product was presented as the stimuli, in this case it 9 profiles were generated as the stimuli, and the respondents were asked to rank the profile they prefer the most until the profile that they prefer the least. The design of the questionnaire can be found in appendix part.
4. Distribute the questionnaire online by snowballing method and collect the response
5. Analyse the data using IBM SPSS Statistics according to conjoint analysis method.

TABLE 1 THE ATTRIBUTES FROM THE REVIEWED PAPERS

Attributes	# of times mentioned
Crispiness / texture	3
Flavour/taste	4
Convenience	3
Appearance/appeal of food	3
Satiety	2
Price	3
Packaging	2

The attributes mentioned in table one are based on a review of seven papers by Chaplin & Smith, (2011); Cross, Babicz, & Cushman, (1994); Forbes, Kahiya, & Balderstone, (2016); Neumark-Sztainer, Story, Perry & Casey, (1999); Wangcharoen et al., (2005).

5 RESULTS AND DISCUSSION

5.1 Sample Description based on their sociodemographic information

TABLE 2 SAMPLE DESCRIPTION

Total Respondents	146 people	
	Number	Percentage (%)
1 Gender		
Male	59	40,41%
Female	87	59,59%
2 Age		
Under 20 years old	42	28,77%
Between 20-30 years old	96	65,75%
Between 30-40 years old	8	5,48%
3 Disposable Income		
Less than IDR 5 million	99	67,81%
Between IDR 5-10 million	29	19,86%
Above IDR 10 million	18	12,33%
4 Numbers of Purchase		
Once	100	31,51%
More than once	46	68,49%

The first part of the questionnaire was designed to get the sociodemographic information about the respondents. The respondents were asked to fill in their gender, age, disposable income and whether they have purchased rasalokal for one time or more than once. The summary of respondents' sociodemographic information can be seen in table 2 above. Respondents' sociodemographic information is described as follows :

A. Gender

From the total 146 valid respondents, 59 of them are male (40% of the total population), while 87 people (60%) of the respondents are female.

B. Age

The age category in the questionnaire was limited to people from 17-40 years old, assuming that people in this age group are more familiar to internet-based questionnaire and more updated with a new product in their surroundings. Three age groups were defined; those below 20 years old, those between 20-30 years old, and those between 30-40 years old. Among the total 146 people, 42 of them are under 20 years old, that is 28,77% of the population. The majority of them are people aged 20-30 years old, with the total of 99 people (67,81%) and the rest are people from age 30-40 years old as many as 8 people (5,48%)

C. Disposable income

This question was included to get a rough picture of financial status of each individuals. Disposable income is defined as the amount of remaining income after deduction of federal, state, and local taxes, available to be spent or saved as one wish. Those who get disposable income less than IDR 5 million were categorized as middle class. Those who get between IDR 5-10 million belong to middle-high income class and those who get more than IDR 10 million can be categorized as well off group. The majority of the respondents, with 99 people (67,81%) belong to medium-low income. There are 29 people who belong to medium-high income group, and the rest 18 people belong to well-off group.

D. Numbers of purchase

The last question from the first part was about whether the consumers have tried 'rasalokal' for more than once or only 1 time. This question was included to see if there's any difference in the attribute they value the most for the consumers who do repeated buying.

5.2 The overall relative importance of intrinsic product characteristics

TABLE 3 AVERAGED IMPORTANCE SCORE OF OVERALL RESULT

Attributes	Averaged Importance Values
Flavour	29,144
Convenience	25,325
Appearance	23,596
Price	21,935

The first conjoint analysis outcome is presented as importance values of each attributes from the whole overall respondents, as described in table 3 above. The values are presented in numbers ranging from 0 to 100, and the sum of the values from all attributes is always 100. These value can also be seen as percentage. The higher the score is, the more important the attribute is. The overall respondents result shows that taste has the highest importance score, with the value of 29,144. The second most important attribute is convenience, with importance score of

25,325. Appearance is in the third place with the importance value of 23,596. The least important attribute among these four attributes is the price, with the importance value of 21,935.

To answer the second sub research question (**What are the relative importance of intrinsic product characteristics (taste, appearance, and convenience) of a snack that influence the purchasing intention of Indonesian consumers?**), we can refer to the values presented in table 3 above. Based on the result from the overall analysis, it is found that flavour/taste is the most important attribute for consumers when they make a purchase decision for a snack product, with importance value of 29,144. This value accounts for the highest valued attribute among other mentioned attributes. This result proves and supports the finding by Clark (1998) that stated taste is the most important factor in a food product. Moreover, this result also supports the argument stated by Clark (1988) that sensory characteristics of food, especially flavour and taste gives a very specific impact on consumers' food choice. This finding is also in line with the studies done by some researchers like Babicz et al. (1994); Glanz et al. (1998); Zbib et al. (2010) who suggested that taste or flavour is the most important factor for consumers in making a snack food purchase decision. From this finding it can be concluded that taste/flavour will be the first cue that consumers will pay attention to when they decide to purchase a snack product.

The second most important attribute was convenience, with the relative importance value of 25,325. As it has been mentioned before, convenience itself is a multidimensional concept (Scholderer & Grunert, 2005). Candel (2001); Darian & Cohen (1995) defined the term convenience food product as the product that helps consumers to minimize time as well as physical and mental effort required to prepare, consume, and clean up food. In the case of snack product, it is very likely that the consumers relate convenience to time saving issue and practicality when they consume the product. As mentioned before by (Buckley & Cowan, 2006), convenience is associated with reducing the required input of consumers in all food consumption activities including food shopping, preparation, cooking, and cleaning up after meal. Furthermore, convenience is defined in terms of the saving of time, physical energy and mental effort offered to consumers in all food-related activities. From the result of overall consumer it can be summarized that consumers value convenience over appearance.

The third most important attribute was appearance, with the importance value of 23,596. From this result it can be concluded that among three intrinsic attributes mentioned in the questionnaire, consumers value appearance as the least important. However, appearance in this case can be perceived differently from one consumer to another. Some people may perceive appearance as the outer look of the food product like packaging, or the advertisement that they see. Some may also perceive appearance as the visual appearance of the product. In this case, the real product is not clearly exposed, therefore consumers rely on the visual appearance of the product that is included in the packaging.

The third sub research question (**What is the relative importance of price as an extrinsic product characteristics of rasalokal snack that influence the purchasing intention of Indonesian consumers?**) can be answered as well by looking at the price importance value mentioned in table 3 above. The finding of this study presents that price is the least important attribute among other attributes for the consumers of snack product. With the importance value 21,856, respondents of this research think that price is the least important when they decide to buy snack products. This

result proves that the consumers value intrinsic attributes more important than the extrinsic attributes, specifically price in this case. Consumers think that what is inside the product is more important. As it has been mentioned before by Zeithaml (1982), price is a sacrifice in order to obtain a product if it's seen from consumers' standpoint. Seeing from the result, it can be concluded that in this case, the price of the snack product is not that valuable for consumers to trade off intrinsic characteristics with lower price. Moreover, the respondents of this study were people who already can afford to buy the snack product, and it gives stronger reason to support the argument that they have agreed to sacrifice the price that they have to pay in order to get this product.

5.3 The influence of sociodemographic factors towards all mentioned attributes

In this part of the result, the data of different importance values based on the sociodemographic factors are be presented.

TABLE 4 RESULTS BASED ON IMPORTANCE VALUES

Attributes	Averaged Importance Values	
	Female	Male
Flavour	27,291	31,875
Convenience	26,810	23,134
Appearance	24,042	22,938
Price	21,856	22,052

Table 4 above presents the result of averaged importance score of each attributes based on the gender of the respondents. The result from female respondents shows that taste has the highest importance score, which is 27,291. The second most important attribute is convenience, with the score of 26,810. Appearance accounts for the third most important attribute with the score 24,042 and the least important is price with the score 21,856. The result from the male respondents shows no difference in terms of the order of the rank, only the score is different. For male, it is also similar with the female respondents result that taste is the most important attribute with the importance score 31,875. This value is higher compared to the result from the female respondents, meaning that the males value taste higher than women. The second most important attribute is convenience, with the score of 23,134, followed by appearance with the score of 22,938 and the least important is price with the importance score of 22,052. There is only little score difference between appearance and price.

TABLE 5 RESULTS OF THE IMPORTANCE VALUES BASED ON AGE

Age	Attributes	Averaged Importance Values
Under 20 years old	Flavour	31,088
	Convenience	25,339
	Appearance	21,612
	Price	21,961
20-30 years old	Flavour	28,374
	Convenience	25,610
	Appearance	24,099
	Price	21,917
30-40 years old	Flavour	28,173
	Convenience	21,828
	Appearance	27,985
	Price	22,014

Table 5 shows the outcome of the questionnaire based on the age of the respondents. There were three age categories, between 17 – 20 years old (written as under 20 years old in the table), 20-30 years old, and 30-40 years old. All the three age groups value flavour as the most important attribute, with the highest score of 31,088 from under 20 years age group, while it is 28,374 and 28,173 for 20-30 years old age group and the latter for 30-40 years old age group. Based on this result it can be seen that the younger the people are, the more they value flavour as an important attribute. The second most important attribute for the people under 20 years old is convenience, the same result as the overall outcome with a score of 25,339. Price accounts in the third place and appearance is the least important with a slight difference in the value between price and appearance, which is 21,961 and the latter is 21,612.

The people from the age group between 20-30 years old value convenience as the second most important attribute, with the importance value of 25,610. Appearance follows as the third most important attribute with the value of 24,099, and the last attribute is price, with the importance value of 21,917. The last age group, that is between 30-40 years old value appearance as the second most important attribute with the score of 27,985. This result is different with the other age groups, while the other age groups value convenience as the second most important. The third most important attribute is price with the score of 22,014, and the least important is convenience, with the score 21,828 that is slightly different with price.

TABLE 6 RESULTS OF THE IMPORTANCE VALUES BASED ON DISPOSABLE INCOME

Disposable income	Attributes	Averaged Importance Values
Less than IDR 5 million	Flavour	30,626
	Convenience	25,563
	Appearance	22,547
	Price	21,265
Between IDR 5-10 million	Flavour	25,734
	Convenience	24,518
	Appearance	25,365
	Price	24,383
More than IDR 10 million	Flavour	26,486
	Convenience	25,316
	Appearance	26,521
	Price	21,677

Table 6 above shows the result of the importance values based on the respondents' disposable income. There were three category groups, which were less than IDR 5 million, between IDR 5-10 million, and more than IDR 10 million. People with disposable income more than IDR 5 million are assumed to have more freedom on their spending and considered to care less about the price compared to people who earn less. However, the result shows that the people who belong to 'less than IDR 5 million' group value price as the least important attribute, with the importance score 21,265. They value flavour as the most important attribute with the score 30,626, followed by convenience as high as 25,563, and appearance with the score 22,547.

The people in the second group, who earn between IDR 5-10 million value flavour as the most important attribute with the score 25,734. The second most important attribute was appearance, followed by convenience, and the least important attribute was price. For people who belong to the third group, who have their disposable income more than IDR 10 million, they value appearance as the most important attribute, followed by flavour at the second place with the score slightly less than appearance importance score. The third most important attribute is convenience, and price remains as the least important attribute.

To answer the fourth sub research question (**How do the socio-demographic factors like age, gender, and financial situation of Indonesian consumers influence the perception towards rasalokal snack?**), we can refer to the results shown in table 4, 5, and 6 above. In this part of discussion, the sociodemographic factors that might affect the purchasing intention will be

discussed. The first sociodemographic factor is about gender. Based on gender, both females and males think that taste is the most important factor, but the males value taste higher than female with the importance value for flavour 31,875 while for females the importance value is 27,291. From the result based on gender, it is observed that males and females have the same result in the case of the rank. Both genders value taste as the most important attribute, as mentioned in the overall result part above. This finding supports that flavour/taste is the most valued attribute in snack product (Clark, 1998). The finding of this result can also support the finding by Ree et al. (2008) who stated that females are more health conscious than males, while males tend to eat the food that they think taste good. This statement indicated that for males, they value taste as very important. Both male and female rank convenience as the second most important attribute, although female rank convenience higher than male. The third most important attribute is appearance, and the least important is price. Based on the result by gender, it can be concluded that gender doesn't really make the difference in purchasing decision, except for taste. The result is presented in Table 4 above in the result part.

The second category is based on the age of the respondents. The respondents were divided in three age groups. The result shown in Table 5 shows a variative outcome from each age groups. All the respondents from all age groups value taste as the most important, but the rest of the result is different. The people under 20 years old gave the highest score for taste compared to the other age groups with the score 31,088. People aged under 20 years old and from 20 until 30 years old value convenience as the second most important, while for people aged 30-40, they value appearance as the second most important. This is an interesting finding, with a high importance value 27,985, appearance is considered more important after taste. From this result it can be concluded that the older people value appearance more important than younger people and the younger people value taste/flavour more than the others.

The third sociodemographic factor is their disposable income. Based on their disposable income, taste is not perceived as the most important attribute for all people. The score difference between all attributes can be clearly observed in the group of people with disposable income less than IDR 5 million. For people who have disposable income less than 5 million, the result shows that taste has the highest importance value compared to the other 2 groups as high as 30,626. This result is the same with the overall result, and in line with the statement by Clark (1988) about the importance of taste in food product. This can also happen because this group represent the majority of the respondents, therefore the result represent the overall result. However, for the group of people with disposable income between IDR 5 – 10 million, the importance value between 4 attributes are small. It can be concluded that for these people, they value all the attributes as almost equal. For the people in well off group, the difference between three intrinsic attributes is small, but the result shows that price has the lowest score. The low importance score for price is also in line with the result from the overall score.

However, the analysis method that was used can't be used to give information whether the difference between attributes is significant or not. Hence, the result can show the rank of importance values of all attributes but it can't be used to tell the significant differences between the presented attributes. To conclude, conjoint analysis cannot show the significance difference between the results from all the sociodemographic information involved.

5.4 The difference on the determinants of purchasing decision between first time buyers and repeated buyers

TABLE 7 RESULTS OF THE IMPORTANCE VALUES BASED ON NUMBERS OF PURCHASE

Attributes	Averaged Importance Values	
	More than Once	Once
Flavour	30,111	28,699
Convenience	24,579	25,668
Appearance	23,850	23,480
Price	21,461	22,154

The last result is represented by Table 7, the importance values based on numbers of purchase. From the result above it can be concluded that both consumer groups who have tried the product for the first time and the ones who have tried for more than once value flavour as the most important attribute. For consumers who have tried 'rasaloka' for more than once, they value flavour more than the consumers who have tried only once. Convenience follows as the second most important attribute for both groups. Appearance accounts as the third most important and the least important one is price, the same result with the other sociodemographic factors.

To answer the last sub research question (**What is the difference between first time buyers and repeated buyers in terms of the determinants of purchasing decision?**), we can refer to table 7 above that shows the result about the difference between the relative importance score for all the attributes in snack product for the first time buyers and repeated buyers. The result in shows that flavour is still the most important attribute for both groups. The rank of the four attributes are still the same between the first buyers and the repeated buyers. However, for the repeated buyers, they value taste even more than the first buyers. This result indicates that taste is important to influence whether they will purchase the same product for the second time or not. This finding is in line with the finding by Ray et al. (1973) who stated that consumers may choose a particular brand or product on the basis of simple reasons such as price, packaging, brand awareness, etc. and then evaluate the product after purchase. The repeat-purchase action is much dependent on the post-purchase satisfaction. In this case, the first impression that determines the next purchase decision is the taste of the product.

6 CONCLUSION AND RECOMMENDATION FOR FURTHER RESEARCH

The first part of the discussion in this research started with the theoretical phase about the determinants of commercial success of a new food product based on the literature. The answer was explained in the last part of the literature review that there are intrinsic and extrinsic factors that influence a food product. The intrinsic factors are those embedded in the product and cannot be changed without altering the properties of the product, while extrinsic factors are those outside the product but play an important role and influence consumers' purchasing decision. The first part of result and discussion started with the sample description that contains information about the number of respondents and their sociodemographic information. The sociodemographic factors included in this research are gender, age, disposable income, and there was extra question whether the respondents have tried 'rasalokal' once or more than once.

The second sub research question was about the relative importance of intrinsic product characteristics (taste, appearance, and convenience) of a snack product for Indonesian consumers. Based on the result from the overall analysis, it is proven that taste is the most important attribute to evaluate when consumers make a purchasing decision of snack product. The finding is in line with some literatures written by Clark (1988); Babicz et al. (1994); Glanz et al. (1998); Zbib et al. (2010), who suggested that taste is the most important attribute for consumers. This finding can be relevant for food industries, not only snack producers but may be applicable for many food producers to focus on taste when developing a product, as it is one of the most important attribute for consumers.

The third sub question was about the relative importance of price as an extrinsic factor for Indonesian consumers towards a snack product. The result of the analysis has shown that intrinsic factors are relatively more important than price. The respondents of this research gave the smallest value for price compared to other attributes. It can be concluded that in this case, the price of the snack product is not worth for consumers to trade off intrinsic characteristics with lower price. Another reason can be due to the respondents in this research are the people who are willing to sacrifice such price to get the snack. Hence, price is not a problem for them to obtain the desired qualities in the snack product.

The fourth sub research question was about the influence of sociodemographic factors in consumers' perception towards the relative importance of product characteristics in a snack product. Based on the findings, It is proven that consumers' preference differ based on their sociodemographic factors. The findings can be applicable for food marketers to consider consumers' sociodemographic factors in targeting a certain group in the market when it comes to creating a new product.

The last sub research question was included to find out whether there is a difference purchasing decision between the first-time buyers and the repeated buyers. The finding showed that both of consumer groups value taste/flavour as the most important attribute, but the repeated buyers gave a higher score for taste. This finding indicated that taste is really important for Indonesian consumers. The repeated buyers may decide to buy the same product for more than once if they think the product tastes good.

After coming to some conclusions based on the findings, the writer suggest for the food marketers to focus on important attributes when creating a new product. Moreover, conjoint analysis is an effective method to study about consumers' perception in order to study the market before launching a new product. This study is also applicable for food marketers to do the evaluation of newly launched products.

To improve this research, the writer suggest several things for the next research. First, gather more respondents so it can represent Indonesian consumers more accurately. Second, choose other attributes to broaden the knowledge in this field that can be useful for potential food marketers. Thirdly, choose different product as a case study to see if there's any difference in terms of the relative importance of certain attributes.

7 PROBLEMS AND LIMITATIONS

Throughout the whole process of this research, from the beginning of the idea generation until the end of report writing, as the researcher and writer I admit that there are some problems and limitations that arose during this research. First, when I had to come up with the topic, I was thinking about something that could align with my background and interest. I finally came up with the topic related to snack product, and I chose Indonesia as the case study because I wanted to explore more about the snack market in Indonesia. The problem that I was facing was to decide which snack product I wanted to use as a case study. It took me quite long to analyse and finally decide which product I was going to explore.

The first limitation that I faced was during the literature review part. I couldn't find specific theories and sources that discussed about snack market and its development in Indonesia. I decided to use general literature and tried to relate them with the market in Indonesia

The second limitation was during the data collection process. Since I used only questionnaire, it is quite challenging to spread and gather the respondents. Some results were not able to be used because some respondents answered wrong, not according to what was requested. The amount of respondents also didn't reach the initial target.

Thirdly, the method that was used in this study, conjoint analysis in this case is one of the effective tool for NPD to determine which factors that consumers really value and for which attribute they are willing to make trade-offs. However, there are some limitation in the number of factors that can be included to avoid too many combinations that the respondents need to rank or choose. Because of this limited number of factors, we can't really test a lot of factors at one time so we can't precisely predict or design the ideal product combination. However, this method is the fastest and is able to make a fast conclusion of which factors that are most important for consumers.

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9 APPENDIX

9.1 The Questionnaire

INTRODUCTION

ENGLISH :

Hello, my name is Marlinda Emmadita, I'm a master student of Food Technology at Wageningen University and Research, The Netherlands and currently working on my thesis under management study department.

This research is intended to determine the most valued and important attributes when consumers make a purchase decision of 'rasalokal' snack product. You are eligible to fill in this study if you are between 17 - 40 years old, you live in Indonesia, you are an Indonesian resident, and you have tried 'rasalokal' snack at least once.

This questionnaire is divided into two sections. The first section will be about your sociodemographics information, and on the second section you will be asked to rank 9 sets of product combination based on your own preference.

It will only take around 5-10 minutes of your time and I will keep your answer anonymous, so don't worry about your confidentiality :)

Thank you for participating in this study !

BAHASA INDONESIA :

Halo, perkenalkan nama saya Marlinda Emmadita, saya adalah mahasiswa master jurusan Teknik Pangan di Wageningen University and Research, Belanda dan saat ini saya sedang mengerjakan tesis di departemen manajemen.

Riset ini dilakukan untuk menentukan atribut produk yang paling penting bagi konsumen ketika membuat keputusan untuk membeli produk 'rasalokal'. Jika Anda berusia antara 17-40 tahun, tinggal di Indonesia, merupakan penduduk Indonesia, dan Anda pernah membeli produk 'rasalokal' minimal 1 kali, maka Anda adalah responden yang tepat untuk mengisi kuesioner ini.

Kuesioner ini dibagi menjadi 2 bagian. Pada bagian pertama Anda akan diminta untuk mengisi informasi sosiodemografis, dan pada bagian kedua Anda akan diminta untuk mengurutkan 9 kombinasi produk sesuai dengan preferensi Anda masing-masing.

Anda hanya butuh meluangkan waktu 5-10 menit dan kuesioner ini bersifat anonim, jadi jangan khawatir karena identitas Anda bersifat rahasia.

Terima kasih untuk partisipasinya ! :)

SECTION 1 (SOCIODEMOGRAPHICS INFORMATION)

1. Gender [jenis kelamin]
 - a. Male [Laki-laki]
 - b. Female [Perempuan]
2. Age [usia]
 - a. under 20 years old [di bawah 20 tahun]
 - b. 20 - 30
 - c. 30 - 40
3. How much is your disposable income* per month? the amount of remaining income after deduction of federal, state, and local taxes, available to be spent or saved as one wish. [Berapa pendapatan bersih Anda setiap bulan? Pendapatan bersih adalah jumlah uang yang Anda dapat gunakan dengan bebas setelah dikurangi pajak, biaya tempat tinggal, dan tagihan rutin lainnya.]
 - a. less than IDR 5 million [kurang dari Rp 5 juta]
 - b. between IDR 5 - 10 million [di antara Rp 5 - 10 juta]
 - c. more than IDR 10 million [lebih dari Rp 10 juta]
4. How many times have you made a purchase for 'rasalokal' ? [Sudah berapa kali Anda membeli produk 'rasalokal' ?]
 - a. once [1 kali]
 - b. more than once [lebih dari 1 kali]



FIGURE 3 RASALOKAL PRODUCTS

SECTION 2

ENGLISH

On the second section, you will be asked to rank 9 profiles based on your own preference. Please read the instructions carefully and note that this questionnaire is specific for 'rasalokal' product.

You will be presented with 9 profiles that include 4 attributes and the degree of its importance when you decide to buy 'rasalokal' snack. You will be asked to rank from 1 to 9, rank 1 for the profile that represents yourself the most, and rank 2 for the profile that represents yourself the second most, and so forth until the last rank which represents yourself the least. Kindly give rank to each profiles, from 1 to 9 and NO DOUBLE RANK IS ALLOWED. For example, if you have given rank 1 to profile B, you are not allowed to give another profile like profile C or D with the same rank.

BAHASA INDONESIA

Pada bagian kedua Anda akan diminta untuk mengurutkan 9 profil berdasarkan pendapat Anda pribadi. Mohon baca instruksi baik-baik untuk menghindari kesalahan pengisian dan perlu diingat bahwa pertanyaan kuesioner ini spesifik untuk produk 'rasalokal'.

Anda akan melihat 9 jenis profil yang berisi 4 macam atribut beserta derajat kepentingannya ketika Anda memutuskan untuk membeli produk 'rasalokal'. Anda diminta untuk mengurutkan, mulai dari peringkat 1 untuk profil yang paling merepresentasikan diri Anda, kemudian peringkat 2 untuk profil yang paling merepresentasikan diri Anda di urutan ke-2, dan seterusnya hingga peringkat terakhir untuk profil yang paling tidak merepresentasikan diri Anda. Mohon beri peringkat untuk setiap profil, dimulai dari ranking 1 sampai 9 dan TIDAK BOLEH ADA PERINGKAT GANDA. Contohnya, jika Anda sudah memberikan peringkat 1 untuk profil B, maka Anda tidak diperbolehkan untuk memberikan peringkat yang sama untuk profil lainnya seperti profil C atau D.

Profile A

English

Flavor/taste : very important
Convenience : very important
Appearance / appeal : not important
Product Price : moderately important

Bahasa Indonesia

Rasa : sangat penting
Tingkat kepraktisan : sangat penting
Penampilan produk : tidak penting
Harga produk : cukup penting

Profile B

English

Flavor/taste : not important
Convenience : moderately important
Appearance / appeal : very important
Product Price : moderately important

Bahasa Indonesia

Rasa : tidak penting
Tingkat kepraktisan : cukup penting
Penampilan produk : sangat penting
Harga produk : cukup penting

Profile C

English

Flavor/taste : very important
Convenience : not important
Appearance / appeal : very important
Product Price : very important

Bahasa Indonesia

Rasa : sangat penting
Tingkat kepraktisan : tidak penting
Penampilan produk : sangat penting
Harga produk : sangat penting

Profile D

English

Flavor/taste : moderately important
Convenience : not important
Appearance / appeal : moderately important
Product Price : moderately important

Bahasa Indonesia

Rasa : cukup penting
Tingkat kepraktisan : tidak penting
Penampilan produk : cukup penting
Harga produk : cukup penting

Profile E

English

Flavor/taste : moderately important
Convenience : very important
Appearance / appeal : very important
Product Price : not important

Bahasa Indonesia

Rasa : cukup penting
Tingkat kepraktisan : sangat penting
Penampilan produk : sangat penting
Harga produk : tidak penting

Profile F

English

Flavor/taste : not important
Convenience : not important
Appearance / appeal : not important
Product Price : not important

Bahasa Indonesia

Rasa : tidak penting
Tingkat kepraktisan : tidak penting
Penampilan produk : tidak penting
Harga produk : tidak penting

Profile G

English

Flavor/taste : not important
Convenience : very important
Appearance / appeal : moderately important
Product Price : very important

Bahasa Indonesia

Rasa : tidak penting
Tingkat kepraktisan : sangat penting
Penampilan produk : cukup penting
Harga produk : tidak penting

Profile H

English

Flavor/taste : moderately important
Convenience : moderately important
Appearance / appeal : not important
Product Price : very important

Bahasa Indonesia

Rasa : cukup penting
Tingkat kepraktisan : cukup penting
Penampilan produk : tidak penting
Harga produk : sangat penting

Profile I

English

Flavor/taste : very important
Convenience : moderately important
Appearance / appeal : moderately important
Product Price : not important

Bahasa Indonesia

Rasa : sangat penting
Tingkat kepraktisan : cukup penting
Penampilan produk : cukup penting
Harga produk : tidak penting

