

MARKETING STRATEGY BASED ON BUYING BEHAVIOR OF BANANA CHIPS IN METRO

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Abstract

Banana chips have been widely recognized as an typical icon souvenirs of Lampung. The development of small businesses processing banana chips also occurs at the level of the city, one of them in Metro City. Metro City has the potential development of banana chips processing industry. The purpose of this study are to learn the factors of consumer behavior and marketing mix in buying decision of banana chips, analyze the dominant factors in the customer buying decision of banana chips, and formulate marketing strategies based on consumer buying. This study conducted by survey method and involving 100 respondents that were chosen by convenience sampling. The data was collected in May and to August 2014, and analysed by PCA (Principal Component Analysis). To determine the marketing strategy, researcher used analysis by SWOT (Strength, Weakness, Opportunities, Threats). The results showed that factors in buying decisions consist of cultural factors, social factors, personal factors and psychology factors. The dominant factor in the buying decision was lifestyle, reasonably price, shape and flavor variations of banana chips. The marketing strategies of banana chips must be utilization of the product prices to improve the image of the product for consumers, improving skills and technology, expand the marketing of products to potential region that have never been reached by competitors, utilization of local specialty food products as to obtain a large market opportunity, in addition to increase the carrying capacity of low funds by utilizing the carrying capacity of the government.

Key words: banana chips, buying decision, consumer behavior, factor analysis