

ABSTRACT

Consumers' Conduct and Decision Making Analysis in Purchasing Local Citrus and Imported Citrus Fruit in Bandar Lampung

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This research aims to determine (1) the consumers' conduct towards attributes in buying local citrus and imported citrus in Bandar Lampung, (2) the steps of purchasing decision-making process and local citrus and imported citrus in Bandar Lampung, (3) the purchasing pattern of consumers' of local citrus and imported citrus, and (4) the factors that influence the amount of citrus in Bandar Lampung. This is a survey conducted in traditional and modern markets in Bandar Lampung. The research the location was determined purposively with the total sample of 100 respondents selected using accidental sampling method. Data collection was conducted in February-March 2013. Data were analyzed by using the Multiatribut Fishbein analysis and multiple linear regression analysis. The results showed that (1) the consumers' preferred the attributes of imported citrus more than local citrus, in terms of color and the number of seeds, (2) the decision-making process in buying local citrus and imported citrus were need recognition process, information-seeking process, evaluation of alternatives process, purchasing decision process, and post-purchasing evaluation process, (3) the purchasing pattern citrus are (a) the type of local citrus bought was "Medan" citrus and imported citrus was "Mandarin Ponkam", (b) the average frequency in purchasing citrus was 3 times a month and (c) the total purchase of 3 kilograms a month is local citrus and 4 kilograms a month is imported citrus (4) the factors that influence the purchase of citrus were household income, family size, and marital status.

Keywords : citrus, consumer attitude, decision making, Multiatribut Fishbein analysis, and purchasing pattern