THE CONJOINT ANALYSIS OF PRODUCT ATTRIBUTE AS MAIN CONSIDERATION FOR BUYING DECISION OF HOMECARE WIPE DETERGENT

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ABSTRACT

The homecare detergent industry has now been dominated by some brands only and thus has made this industry a very interesting one to penetrate. Women’s perceptions on the products in this industry are also challenging to be studied since they are influenced by difference of needs, experiences, and understandings. This study aims to investigate the buying decision of housewives in Surabaya in choosing homecare detergent product, in order to determine appropriate production strategy and marketing strategy for end-user.

The populations were all 25-64 years old productive housewives in Surabaya. The samples were selected by conducting proportionate stratified random sampling. Isaac and Michael’s formula was used to select the samples of 96 housewives.

This study uses conjoint analysis, where there were four attributes of homecare detergent product became the variables, namely product effectiveness, thickness, foam and package or wrapping. The data obtained through questionnaire distributed to all respondents, by asking them to order the combination of stimuli given to them based on their preferences. The findings showed that the most prioritized attribute was effectiveness factor with importance value 35.943%, followed by wrapping factor 27.845%, foam factor 23.925%, and lastly by thickness factor 12.288%. The effectiveness factor has become the most prioritized attribute for the respondents in buying homecare detergent product.