An Assessment of Product Class Involvement in Food-Purchasing Behavior in Indonesia

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Abstract

Objectives - The Objective of this research was to analyze the influence of individual characteristic, product knowledge, and information search to product class involvement in Indonesia and sketched the demographic of consumer based on product class involvement.

Method – Convenience sampling was conducted over 200 respondents. The data was analyzed using Linear Regression, Cross-tabulation, and Chi-square.

Results – There was no significance relationship between consumer with nutrition knowledge and overall product class involvement. There was significance relationship between consumer using food label with overall product class involvement. The third result of this study shown that few factors of individual characteristic had relationship with factors in product class involvement.

Conclusion – It was observed that information search had an influence in product class involvement. The food industries, grocery shop and government could use the result in order to enhance food product knowledge and influence purchasing behavior.

Keyword – Consumer Behavior, Product Knowledge, Information Search, and Food Product Class Involvement