

ABSTRACT

People orientation to get back to nature in body healing system, including medication, triggers the increasing use of drugs and herbal supplements. The people potential of herbal supplements in Indonesia is high enough to be responded by herbal supplement industry. It is proved by the arousing of new brands of new drug and herbal supplement. Successful companies which can develop the market well is usually a company which can serve and understand customers' need well and always innovative. In order to understand the consumers' behaviors, companies should first conduct psychographic segmentation.

Based on these two issues in the formulation of this study is how to form the characteristics' profile of the market segments based on psychographics of herbal supplements.

The research is conducted in the Greater Jakarta (Jakarta-Bogor-Depok-Tangerang-Bekasi) in December 2008, using a quantitative descriptive method, in particular multivariate cluster analysis. The selection of respondents by convenience sampling mall intercept technique. Primary data collection through a survey by distributing questionnaires to 140 respondents on the basis of sample size calculation which was developed by Lwang and Lemeshow. Respondents met the criteria: regular consumption of herbal supplements at least the last 6 months, women and men aged 18 to 45 years. Processing data using SPSS version 11.5.

Framework of this research is to segmented the herbal user based on the psychographics characteristics with variables used included: personality, lifestyle, attitudes towards shopping, brand loyalty, and family health. Next, the formulated of psychographic segments will be cross-tabulated by demographic variables, reasons for purchasing, product usage patterns and brand awareness.

The results of this study performs 4 segments of herbal supplement users who can be described psychographicly by using Non-hierarchy cluster analysis method. The formed segment are named Loyal Users (31%), Trial Users (25%), Easy Going Users (12%), and the Independent User (32%). Judging from the demographic aspect, the fourth segment has different characteristics in household expenditure per month of the SEC (Social Economic Class-SEC), the duration use of supplements, the age range, the content of frequently consumed supplements and frequency use of supplements.