

Acceptance of New Product Consumers Perception on Extract Fermented Soybean

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Abstract

Tempe is an Indonesian traditional food that is very rich in nutrients, is made from fermented soybeans. Extract fermentation of soybeans is a product innovation that contains nutrients and health benefits which more optimal than soymilk. Ease of raw materials and production processes as well as the potential customer's support of extract fermented soybeans as a business opportunity. The success of a new product is affected by consumer acceptance. Understanding of consumer behavior has also become an important provision for the marketing strategy. For that, research on consumer acceptance and behavior that includes favorite flavor, purchase intention, price sensitivity, attitude toward the content of a beverage, and awareness on health is needed. This study aims to test markets whether the new product will be accepted or rejected. This study employed field experimental design to gather data. One hundred participants are asked to fill out questionnaires to assess a product prototype with two flavors. A taste test was used as a sensory evaluation using a 7-point hedonic scale. Purchase intention was measured with a binomial scale, while van Westendorp price sensitivity measurement method was used to determine consumer's acceptance of price. Attitude towards the content of a beverage, health awareness and purchase intention are tested using one way ANOVA. The study shows optimal price range of all products according to consumer preferences. A healthy diet is important for the majority of consumers, as well as the nutritional content. The majority of consumers choose drinks with low content of fat and sugar. Most consumers, especially the female consumer, see the quality is more important than the taste of beverages.

Keywords: new product development, fermented soybeans, consumer acceptance, price sensitivity, healthy food.

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