

Analysis Of Consumer Characteristics In Purchasing Broiler Meat In Modern Market In Jember District

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ABSTRACT

Broiler is a commodity from livestock, a meat that has nutrient and cheaper for people of Indonesia. The purpose of the research to know consumer behavior in buying decision broiler meat in Jember modern market and know all of factors, dominant factor that influence buying decision in two places they are Hypermart in Gajah Mada street and Giant in K.H. Shiddiq street, Talangsari, Jember. Respondents who use is a consumer whom buy broiler meat in Jember modern market. Respondents take by purposive sampling and it is about 50 people. The result of the analysis show 1) income has not significantly of buying decision broiler meat in Jember modern market, 2) Family has not significantly of buying decision broiler meat in Jember modern market, 3) Life style has significantly to buying decision of broiler meat in Jember modern market, 4) Believing has not significantly to buying decision of broiler meat in Jember modern market

Keywords: *Behavior consumer, buying decision, income, family, lifestyle, believing.*