

Benefit segmentation of men's grooming market in Indonesia: a study on male facial cleanser consumers in greater Jakarta = Segmentasi pasar produk perawatan pria di Indonesia: studi tentang konsumen pembersih wajah pria di Jabodetabek

Aditya Kristanto, author

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Abstrak

Studi ini bertujuan untuk mensegmentasikan pasar men's grooming yang sedang bertumbuh di Indonesia. Dengan menggunakan pendekatan benefit segmentation, peneliti mengeksplorasi dan menyusun variabel-variabel yang diperlukan dalam analisis. Segmentasi didasarkan pada variabel-variabel berikut ini: manfaat fungsional, harga/value for money, manfaat sosial, dan manfaat emosional, sebagaimana hasil analisis factor eksploratori. Setelah melewati prosedur clustering, tiga segmen berdasarkan variabel manfaat dihasilkan: Value Seekers, Image-Conscious, dan Treatment Seekers. Akhirnya, peneliti memberikan implikasi manajerial bagi pemasar yang ingin meraih setiap segmen tersebut.

.....This study seeks to segment the growing men's grooming market in Indonesia. Using the benefit segmentation approach, the researcher explored and formulated the variables required in the analysis. The segmentation was done based on the following variables: functional benefits, price/value for money, social benefits, and emotional benefits, as suggested through exploratory factor analysis. After undergoing a clustering procedure, three benefit segments were generated: the Value Seekers, the Image-Conscious, and the Treatment Seekers. Finally, the researcher presented managerial implications for marketers wishing to aim each of these segments.