

# CONSUMER PREFERENCES ON IMPORT AND LOCAL FRUIT IN INDONESIA

Deliana YOSINI<sup>1</sup>

E-mail: yosini22@yahoo.com

## Abstract

Research Center for Agricultural Policy and Agribusiness (2009) revealed that the contribution of the total fruit of Brothu Domestic Product (GDP) of about 35449.46 billion (48.36%), only the last ten years decreased. On the other hand the demand of fruits in Indonesia has increased, the increase over the last five years 10%. This is because the majority of Indonesia began promoting a healthy lifestyle by eating healthy foods like vegetables and fruits. Beside that, since the government policy on FDI (*Free Domestic Trade*) in 1998, then semakin many supermarkets in Indonesia and the more fruit imported into the Indonesian market.

The purpose of this study to know the description of the characteristics of respondents who consume imported and local fruits, how consumer preferences and attributes which are the most dominant of these local and imported fruit. The research was conducted in Bandung West Java Indonesia on the grounds that supermaketnya growth increased more than other cities in West Java and other provinces in Indonesia ,excluding Jakarta (World Bank, 2007). Determination of the respondents conducted in this study is to use *sampling judgment*. *Judgement sampling* as many as 100 people. Data was analysis by Fishbein Model.

Result of this research revealed that the reasons to consume imported fruit because seeing other people buy (59%), looking for variations in fruit (24%), as a source of vitamins (14%), and favotite families (3%). Apples, oranges and mangoes locally preferred by consumers because of the habit of eating a local family (38%), a source of vitamins (17%), and is the fruit favotite family (45%). In looking at the attributes of apples, oranges and mangoes, oranges and mangoes have higher level of interest on the attributes than the apples. This is interpreted that in buying oranges and mangoes, many things are being consider by the consumers than buying apple. Consumer prefer buy import fruits than local fruits, because cheap price and attractive colour. For consumers not an issue of varieties of fruit, the more important factor is the price, color, usability and freshness. The suggestions are it is necessary to educate to the consumers that buying import fruits does not mean more prestigious, and it is necessary to adjust the quality and other things contained in fruit attributes which are tailored to the needs of consumers for increasing value added.

**Key words:** consumer, import, local fruit

---

<sup>1</sup> Padjadjaran University, Indonesia