

The comparison of marketing mix factors influencing consumer decision on buying Dr. Goat milk brand product for orphaned goat babies revealed that the marketing mix factors affected consumer decision on buy Dr. Goat milk brand product for orphaned goat babies consisted of 7 factors, such as beautiful package designed, easy to store product package, trustworthy, prices appropriate to quality of products, prices cheaper than competitors, comparable standard prices, and free gift with purchased which affecting on consumer decision on buying Dr. Goat milk brand product at statistical significant level 0.05. As for variety of packaging, good nutrition, wide range of prices, worth money, convenient location, more distribution channel, appropriate opening hours, easy to locate the store, location within busy traffics area, well written advertising sign, regular discount prices, and multimedia advertising which were not affected on consumer decision on buying Dr. Goat milk product for orphaned goat babies.

VII. CONCLUSION AND DISCUSSION

From the results of the study, the factors of marketing mix of products concerning reliability and packaging design which influenced consumer decision on choosing Dr. Goat milk brand for orphaned goat babies. Therefore, manufacturer should design packaging to appeal consumer, such as more variety of packages.

As for the results of the study, the factors of marketing mix of appropriate prices concerning competitive prices which influenced consumer decision on choosing Dr. Goat milk brand for orphaned goat babies. Therefore, manufacturer should reduce cost of goods sold in order to compete with other manufacturers.

In addition, the factors of marketing mix of marketing promotion concerning free gift with purchased which influence consumer decision on choosing Dr. Goat milk brand for orphaned goat babies. Consequently, distributors should offer free gift when purchase with quantity.

Suggestion for future study

The purposed of this study were to determine consumer decision and marketing mix factors which influencing consumer to purchase Dr. Goat milk brand for orphaned goat babies. The future study should select sampling group of consumers with qualitative research which cover in different area in order to get clear picture of the study result.

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