

**ORGANIC VEGETABLE CONSUMER SEGMENTATION YOGYA DEPT. STORE
BANDUNG
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ABSTRACT

This research was made to know how green product or specifically organic vegetables consumer segmentation at YOGYA Dept. Store based on NMI's variable of behavior which is LOHAS, Naturalites, Drifters, Conventionals and Unconcerned.

In this research, author used a primary and secondary data. Primary data in this research is a questionnaire filled by 400 organic vegetable consumer at YOGYA Dept. Store, while the secondary data of this research is journal and market reports issued by NMI themselves.

The sampling method used on this research was non-probability sampling, with purposive sampling method. The analyze method was quantitative-descriptive and the processing tool used to process the data was K-Means clustering method.

The summary of this research is the drifters is the most dominant with 43% and should be the target of marketers for green products because of their cross behaviour between naturalites and conventionals, they have a good understanding about environment conservation. Conventional consumers take 27.5% they usually saving energy with different motivation approach, naturalites with 22.5% they usually saving energy and boycott companies with practices that are not environmental friendly. LOHAS have 4% from total respondent and very active to protect the environment and unconcerned have 3% from total respondent and have no intention to protect the environment at all.

Keyword: Natural Marketing Institute, K-means clustering, YOGYA Dept. Store, Segmentation