

ABSTRACT

The public awareness of green cosmetic has increase every year and make more companies in Indonesia are trying to attract the attention of consumers by innovating on the green cosmetic. The innovative way which companies could do by changing the packaging of the green cosmetic to make it look more attractive. This study will analyze what are the attributes and the combination level of attributtes which can make consumer preference in choosing a green cosmetic packaging especially on powder product.

The theory used in this research include : the theory of marketing and holistic marketing (Kotler and Keller, 2012), green marketing (Grewal and Levy, 2010), consumer preferences (Frank, 2011), the theory of packaging (Klimchuck and Krasovec, 2007), and also the theory of packaging attributes (Silayoi and Speece, 2007).

The method used in this study is a descriptive method, by using nonprobability sampling technique and convinience sampling technique, with a sample of 100 respondents. This paper examines these issues using a conjoint analysis among university students for green cosmetic packaging especially on powder in Bandung. In this paper, researchers used four attributes which are : color and graphic, packaging shape, product information, and packaging technology.

The results indicate that all respondents making packaging technology attributes as their main preference with the relative importance score is 31.4% while the profile card number 3 is the most likely combination that respondents choose as their preference with the part-worth score is about 0,484.

Based on the conjoint analysis it can be seen that the packaging technology is the most dominant attribute according to the respondents and the green cosmetic packaging especially on face powder product that consumers want is the green cosmetic with a classic design, has a curvy shape, has a precise product information on it, and a presented packaging technology on its packaging.

Keywords : Conjoint Analysis, Consumer Preference, Packaging