

ABSTRACT

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The Role of Reference Group in Consumer Decision-Making Stages of Overweight/ Obese Young Adult Consumers of Weight-Loss Product; (Dr. Riana Sahrani, M.si., Psi.); Undergraduate Program of Psychology, Tarumanagara University. (i-xi; 57 pages, R1-R3, Appdx 1-22)

In Indonesia, Riset Kesehatan Dasar (Riskesdas) research conducted in 2010 showed that the prevalence of obesity had dominated the nutritional status of individuals among the age of 18 and above. As obesity is on the rise, the market is filled with products promoting to weight-loss success.

Consumers are the target and starting point of the marketing process. They are the decision makers. The process of decision making and other physical activities conducted in obtaining, evaluating, using, and disposing a service or product is called consumer behavior. There are five stages of consumer decision-making in consumer behavior: "problem recognition", "information search", "judgment", "decision-making", and "post-purchase behavior". There are several factors that can affect consumer behavior; one of them is the role of reference group. They are considered as the social influence in consumer purchasing. It is important for marketers to learn the role of reference group in their product consumption to help them in socializing their product to consumers in order to increase their sales.

The aim of this study is to examine the degree of the role of reference group in the consumer decision-making stages of overweight and obese young adult consumers in regards of weight-loss product consumption. This study consists of 116 participants, ranging from the age of 20-40 years old. The sampling technique used in this study is purposive sampling technique. The result of this study shows that reference group has a considerable role in the problem recognition and judgment stage in consumer decision-making process in regards of weight-loss product consumption of young adults.

Key words: Reference Group, Consumer Behavior, Consumer Decision-Making, Overweight, Obese, Young Adult, Weight-Loss Product