Abstract

Objective - This paper aims to provide strategic approach to the improvement of distribution from brand owners to warungs to satisfy the retail warungs.

Design/Method/Approach – With the help of manager at a leading snack manufacturing company, using the marketing mix, elements were developed as a base for questionnaires that was distributed to 300 warung owners. The data was then analyzed descriptively to obtain highest mean in each category of the marketing mix and using the principle component analysis to group variables as a whole that relates into components.

Findings – with 273 data collected, 3 components were extracted using principal component analysis, and explained 67.900 percent of the variance in decision making styles. They were the product performance, the operational performance and the support performance. Using means each category from the top 3 elements in each category was listed also.

Conclusion – Research shows suppliers can concentrate on the top 3 elements of each marketing mix category. And there are 3 components in addition that the supplier need to pay attention to.

Key words – Marketing Mix, Warung, Indonesia

Paper Type – Research Paper
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