Study of Consumer Education in Bogor, Indonesia

By: Megawati Simanjuntak, Siti Amanah, Herien Puspitawati, & Pang S. Asngari

Asian Journal of Business and Management (ISSN: 2321-2802) Volume 02–Issue 05, October 2014

http://www.ajouronline.com/index.php?journal=AJBM&page=article&op=view&path%5B%5D=1634&path%5B%5D=872

ABSTRACT----Consumer education leads to better consumer decisions mainly regarding with consumers’ right and compulsory. The purpose of this study was to analyze the effect of demografi, socio-economic and cosmopoliteness characteristics on the intensity of consumer education. This research applied the survey method that took place in eight villages of four sub districts of district and city of Bogor. Respondents were 320 housewives. The statistical analysis used independent sample t - test, and multiple linear regression. The study concluded that between urban and rural areas, demographic characteristics (age and family size) did not significantly differ, whereas socio-economic characteristics (income and education) and cosmopoliteness were significantly differ. In term of the intensity of consumer education, the frequency and media of consumer education were significantly different, while the clarity of the material of consumer education was not significantly different. In general, respondents with higher education levels and more cosmopolite would increase the intensity of consumer education either on the frequency, the media and the clarity of materials of consumer education. Otherwise, the higher family members would reduced the clarity of consumer education materials. The younger respondents, would increase the intensity of consumer education.