

Exploration of Parents Purchase Decisions for Child Snacks

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Abstract

The purpose of this study was to determine the factors that influence parents purchase decisions for child snacks made from cilembu sweet potato. This research was qualitative research with a phenomenological approach. The subjects of this study were five respondents who had children aged eight months and over. Data collection was done by telephone interview and machine interview via chat. Researchers conducted interview transcripts and then performed data reduction, as well as data presentation. The research data were analyzed utilizing a coding process, classifying the data based on a predetermined theme, then connecting it with previous research. The results of the analysis show that the factors that influence the decision of parents to buy snacks made from sweet potatoes were products that can support the development of children's health and education. Parents prefer to buy sweet potato donuts with character to support children's creativity.

Keywords

child snacks, consumer decision, parent, purchase decisions, sweet potato.

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