



## Understanding Business Marketing Strategy and Its Influence on Consumer Behavior: A Qualitative Analysis

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### ABSTRACT:

The activity carried out by consumers every day is shopping. This activity is very important because it affects everyday life. In carrying out shopping activities, many decisions are made by the consumer. Understanding the consumer decision process is very important for marketers to create the right marketing strategy. This research will be carried out to look at the relationship that occurs between consumer behavior and its influence on changes in marketing strategy in Indonesia. This research will be carried out using a qualitative approach. The data used in this research comes from the results of previous research or studies that still have relevance to this research. This study found that when consumers feel a product has successfully met their needs, they will feel satisfied in consuming the product. Marketing strategy is determined by its interaction with consumer decisions. Then a good marketing strategy is to provide products that can meet the needs of consumers.

**Keywords:** Consumer Behavior, Marketing Strategy, Consumer



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## INTRODUCTION

Consumers carry out various activities every day. One of the routine activities that consumers usually do is shopping. Some consumers buy food and drinks daily, but some shop two to three times a week, and some shop every week. Shopping activities carried out by consumers are an important part of their daily life experienced by consumers. Consumers exchange their money for food, beverages, and various products and services (Laguna et al., 2020) (Terho et al., 2022). All these products meet the needs. Consumers then also carry out the activity of consuming food, drinks, goods, and services after they have been purchased. Furthermore, consumers carry out activities or activities after consumption, namely disposing of leftover products that are not consumed or disposing of food packaging because most of the goods we buy in the market are usually in the form of packaging (Rivaldo et al., 2022).

Shopping and consumption activities performed by consumers routinely daily or once a week illustrate that consumers make decisions or decision processes. These decisions impact the

consumer himself, his family, friends, and the environment. Purchasing activities carried out by consumers also have an impact on companies and business people who provide these goods and services. For marketers, understanding how consumers make decisions is very important because marketers and producers can formulate better policies and strategies to meet consumer needs ([Brick et al., 2022](#)) ([Rust, 2020b](#)).

Understanding consumers and consumer decision processes are very important for marketers to formulate marketing strategies appropriately. Understanding consumer behavior is vital for any marketing program's long-term success. This is the cornerstone of the marketing idea that focuses consumer wants and needs, selection of the target market, integrated marketing, and profit through customer happiness. The importance of consumer behavior extends to nonprofit and social groups. Such are government agencies, religious organizations, university organizations, and charitable organizations ([Kauffmann et al., 2019](#)) ([Cartwright et al., 2022](#)).

The implementation of consumer behavior improves the performance of government institutions. For instance, the performance of the government movement is regarded as inadequate. This strategy can be improved by understanding the preferences and demands of consumers. Obtain feedback from them regarding their preferences. The same principle can be used to other institutions, such as universities and nonprofits. Additionally, consumer behavior aids in marketing limited items ([Sima et al., 2020](#)). People are aware of the scarcity of gasoline, water, and natural resources. Consumers are urged to decrease their usage of these products. The examination of consumer behavior benefits consumers. When customers are informed about the many variables that affect their behavior, they will have a better understanding of how it affects their behavior. What is learned about consumer behavior also provides formal benefits to customers ([Arghashi, 2022](#)) ([Aguiar et al., 2022](#)).

Consumers expect to get customer value from the products and services they need. Through such an understanding, the company must be able to provide customer value that is greater than the value provided by its competitors as a way for the company to be able to survive in an environment that has very high competition. Companies must understand what is of value to consumers and what benefits are obtained, with the right understanding, companies can make goods and services according to the needs of consumers ([Matarazzo et al., 2021](#)). This understanding requires companies to provide better customer value than their competitors. A proper understanding of customer value based on the consumer's perspective is crucial so companies can formulate an appropriate product. Companies must be able to anticipate and detect what latent needs exist in consumers. With this kind of understanding, companies can provide greater added value than their competitors ([Na et al., 2019](#)).

Matin Khan suggests that Marketing Strategy and Consumer Behavior include discussing topics such as marketing analysis, marketing segmentation, marketing strategy, consumer decision processes, and results. The first stage is to conduct a market analysis, namely consumer, environmental, competitive, and company. After understanding the market, consumers then do market segmentation. After understanding market groupings, consumers formulate a marketing

strategy from a marketing perspective, namely the marketing mix, by formulating product, price, distribution, and promotion ([Sahu et al., 2021](#)).

The marketing strategy aims to influence the decision process that consumers will carry out. This consumer decision certainly aims to meet individual needs to achieve prosperity, and companies must also be able to provide welfare to companies and society. Formulating a marketing strategy starts with analyzing the market ([Nguyen et al., 2019](#)).

Market analysis requires a company to analyze its competitors' organizational capabilities, weaknesses, and strengths. Economic and technological forces influence what and who the potential customer market is. Based on the consumer analysis, the company then identifies groups of people, households, or companies that have the same needs ([Shehata & Montash, 2019](#)).

This market grouping or consumer segment is described according to perspective and demographics, media references, residential location, geography, etc. Furthermore, the company will select one or more consumer segments as a target market based on market capabilities compared to competitors. Moreover, the marketing strategy will be formulated ([Suh & Chow, 2021](#)).

The marketing strategy provides customers with more value than competitors but still generates profits for the company. The marketing strategy is formulated by compiling the company mix, namely determining product features, setting prices, communicating with customers, distributing goods and services, and providing services, so that consumers get very high value. This concept is known as the total product ([Bigelow & Barney, 2021](#)). Total products are offered to the target market, and the target market carries out a decision-making process that aims so that customers can maintain or improve their lifestyle as individuals or households or they maintain their performance as a businessman or other organizations. Customer analysis is an important part that underlies consumer strategy. Consumer reference to the product will determine the success or failure of a strategy ([Usman et al., 2021](#)).

Market analysis requires understanding the own capabilities of a company and understanding the capabilities of competitors in the future and present, as well as understanding the consumption process of potential customers, as well as being able to understand the overall economic, physical and technological environment as a place where you will interact ([Varadarajan, 2020](#)). Consumers or customers need, the company must be able to understand consumers in detail. Understanding current customer needs is a complex process, but this understanding will be easily achieved if we do market research ([Campbell et al., 2020](#)).

Through the short discussion above, the researcher then aims to see Indonesia's marketing strategy and consumer behavior.

## LITERATURE REVIEW

### 1. Consumer Behavior

Consumers are often associated with the use of a service or goods. Consumers are often interpreted as someone who use, buy, and spend the results of services or goods from producers. In addition, talking about consumers is closely related to need fulfillment, consumer satisfaction, product quality, product selection process, consumption frequency, loyalty, product prices, or purchasing decisions. Consumers are often referred to as customers, users, buyers, or decision-makers. The decision made by a consumer can come from his judgment or a decision recommended by a friend or other person. The decision is generally used to choose goods, services, or other attributes related to the buying process ([Dwivedi et al., 2022](#)).

Meanwhile, consumer behavior is defined as behavior that is closely related to buying, using, evaluating, and spending on products or services that are expected to satisfy consumer needs. In addition, consumer behavior also includes decision processes that precede and follow the actions of consumers. Generally, several things are done by consumers before making a purchase, for example, looking for information or comparing prices ([Mutum et al., 2021](#)).

According to Wells and Prensky, the discipline of consumer behavior is the study of consumers when they exchange something of value for a product or service that satisfies their needs. Consumer behavior can be viewed as a process that involves selecting, purchasing, using, evaluating, and disposing of goods and services that will satisfy one's needs. The study of consumer behavior also involves how consumers decide and spend their time and money to buy and consume products and services that satisfy their needs. Consumer behavior studies also describe how marketers try to offer products and services that meet consumer needs so that consumers want to buy goods from marketers. Consumer behavior studies also describe how decision-makers try to influence consumers, marketers, and laws and regulations ([Arghashi, 2022](#)).

According to Blythe, another definition of consumer behavior is a dynamic connection between affection, cognition, conduct, and the environment in which humans exchange different components of their lives. This definition, according to Danek, demonstrates that customer behavior is dynamic. This definition stresses the interrelationship between the various factors that influence consumer behavior. This perspective is the reason why a strategy must be regularly evaluated, as a strategy that was valid in the past may not be useful in the future, as the influences that form behavior change through time. All marketers embrace the concept of marketing as exchange management, which is included in the preceding definition. A father who promises his son a meal as a reward for good behavior is defined as a marketing process ([Septyarini et al., 2022](#)).

Blythe describes an interaction between emotional conation or behavioral tendencies, cognition or thinking processes, and environmental and personal factors that will lead to consumer behavior. The basic attitudes formed from thoughts, emotions, and behavioral tendencies are influenced by environmental and personal factors that will produce behavior. Marketers can influence the process. Marketers can sometimes influence consumers by providing the right

information at the right time. Marketers can influence emotions by providing good communication. Marketers can influence the appropriate stimulus environment, for example, stores that offer an easy network to stimulate purchases. Marketers can encourage more consumption because good marketing does not stop at one point of sale, marketers will look for other places to market or sell their products ([Martínez-López et al., 2020](#)).

Another definition of consumer behavior is all activities, actions, and psychological processes that encourage purchasing actions, both at the time before making a purchase, when making a purchase, when using, spending products and services, and other things related to purchases or activities evaluating purchases. From this, several important parts of consumer behavior are processes after consumption and evaluation. In addition, it is necessary to pay attention to how consumers treat the packaging after consuming its contents. Packaging will negatively affect the environment if the packaging is not disposed of properly. Consumers should be educated on how to dispose of packaging properly. Peter and Olson argue, "Consumer behavior is dynamic because the thinking, feeling, and actions of individual consumers, target consumer groups, and the wider society are constantly changing" ([Hesham et al., 2021](#)).

## **2. Marketing Strategy**

A marketing strategy is an endeavor to sell a product, whether it be goods or services, utilizing certain patterns of strategies and techniques to increase the number of sales. Because the capacity to sell a proposition is limited by the number of people who are aware of it, understanding the marketing strategy can also be regarded as a series of efforts made by the organization to attain specific objectives. The marketing strategy of a corporation or business is crucial since it sets the company's economic value, be it the price of its goods or services. The pricing value of goods and services is determined by three factors: production, marketing, and consumption ([Tong et al., 2020](#)).

In this case, marketing becomes a part that connects production and consumption activities. Several experts have explained the definition of marketing strategy, including:

- a) According to Kotler and Armstrong, marketing strategy is the logic by which business units hope to create value and gain from their consumer relationships.
- b) According to Kurtz, the definition of marketing strategy is the company's overall program in determining target markets and satisfying consumers by building a combination of elements from the marketing mix; product, distribution, promotion, and price.
- c) According to Philip Kotler, marketing strategy is a marketing mindset that will be used to achieve marketing goals, in which there is a detailed strategy regarding the target market, positioning, marketing mix, and budget for marketing.
- d) According to Tjiptono, a marketing strategy is a fundamental tool designed to achieve company goals by developing sustainable competitive advantages through the markets entered and marketing programs used to serve these target markets.
- e) According to Stanton, marketing strategy encompasses all systems related to planning and determining prices to promote and distribute products (goods or services) that can satisfy consumers ([C. L. Wang, 2021](#)).

There are four functions of marketing strategy, including:

a) Increase motivation to see the future

The marketing approach inspires firm management to think differently about the future. This is crucial for the future continuity of the organization. Companies need to follow the rhythm of the market, but sometimes companies also have to have a breakthrough with something new.

b) More Effective Marketing Coordination

Every business needs a marketing strategy. This marketing approach limits the company's direction in order to establish a more efficient and focused coordination team.

c) Formulate Company Goals

Business actors desire a clear understanding of their company's objectives. With a marketing plan in place, business actors will be able to more precisely define their short- and long-term objectives.

d) Supervision of Marketing Activities

With a marketing strategy in place, the corporation will establish work performance criteria for its employees. Thus, it will be easier to monitor the monitoring of members' activities to ensure effective work quality ([E. K. Wang et al., 2020](#)).

In general, there are at least four marketing strategy objectives, including:

a) To improve the quality of coordination between individuals in the marketing team

b) As a measuring tool for marketing results based on predetermined performance standards

c) As a logical basis for making marketing decisions

To increase the ability to adapt when changes occur in marketing ([Firman et al., 2020](#)).

## **METHOD**

This research will be carried out using a qualitative approach. The data used in this research comes from the results of previous research or studies that still have relevance to this research. The research data that was successfully collected will be immediately processed by the researcher so that later the results or conclusions from this research can be found.

## **RESULT AND DISCUSSION**

### **1. Marketing Strategy and Product Positioning**

The consumer's decision lies between the marketing strategy and the output or outcome. The output of a company's marketing strategy is determined by its interaction with consumer decisions. Companies can be successful if consumers see a need that a product can fulfill. Consumers realize the importance of products for strengthening their needs, and then consumers will decide what is best for them, so consumers want to buy these products, and after consuming products, consumers will feel satisfied because they have received the benefits of these products that can solve the problems they face.



One of the outcomes of a marketing strategy is product positioning or product positioning. Product position is the image of a product or brand that is in the minds of consumers compared to competing products or brands. This product image consists of a group of beliefs, visual images of the product, and feelings about the product or brand. A consumer does not have to buy or use a product to obtain the product's image. The direct experience of consumers determines the position of the product. Most companies design specifically how the product position wants to have an image by communicating about the brand from the company or other sources or based on certain things in the minds of consumers. Then the company routinely measures the position of the product. This is because a brand with the right positioning in accordance with the positioning desired by the target market will have greater opportunities to purchase when consumers need the product.

The next cause is sales. Sales are the next very important output or output, and sales will generate income for the company to survive, grow, and develop. Sales are often used as an indicator of the success of a marketing program. Sales will occur if consumers view the products sold by the company can be fulfilled. Consumers will compare the product they buy with other products in making decisions, and sales occur when the marketing mix strategy follows consumer decisions.

The next reason is customer satisfaction. Customer satisfaction is the next output or output. Marketers realize that retaining existing customers is more profitable than replacing them with new ones. Maintaining current customers requires that customers are always satisfied with the products they buy or use, therefore, customer satisfaction is the center of attention of marketers. Customers will buy a brand or product when the product is seen as providing more value than other products ([Firman et al., 2020](#)). Therefore, marketers must better understand the needs of potential customers and how they manage information. Creating satisfied customers who expect them to buy our products in the future requires that they continue to believe that the brands they buy meet their needs and provide more value after consuming them. Marketers must offer more value than our customers expect, and our products must be able to meet their needs or satisfaction. This requires marketers to understand more deeply the behavior of consumers ([Rust, 2020a](#)).

The next is individual output, namely satisfaction, needs, outcomes, or the process of consumption for someone who fulfills it or not, it is a certain level of satisfaction of fulfilling needs that will drive the process of a consumer. This satisfaction can range from completely dissatisfied to high satisfaction. Important processes involve meeting customer needs, and customers have their perceptions or needs that have been met. These two processes are closely related to one another. Often the two are very similar, but sometimes it is not easy to tell the difference, for example, a consumer may take vitamins because they believe that vitamins can improve their health even though, in reality, vitamins do not directly impact health. Therefore, the government and consumer educators ensure that customers or consumers can evaluate the products they buy that are considered to meet their needs ([Ellram & Murfield, 2019](#)).

The next reason is harmful consumption. Customer discussions often focus on the benefits of consumption for customers, but we must also understand that there is a dark side to consumers, which is what is called harmful consumption. Harmful consumption is when a person or a group of consumers make consumption decisions that negatively impact their well-being. Some behaviors harm health and well-being, for example, smoking addiction. Cigarette consumption in Indonesia continues to increase, and this is very dangerous. The second dangerous consumption is consuming liquor. Liquor circulates in various places in Indonesia, and many consumers even like to consume liquor. Alcoholic beverages can endanger the health of the drinker and, at the same time, can harm the people around him. The third is drug consumption. This clear drug consumption will damage the health and morals of the addict. These are some harmful consumer consumption behaviors.

## **2. Consumer Welfare**

The purchase of products and services made by these consumers determines a country's economy. Increased purchases of products and services will encourage demand for more products, and this will encourage the production of goods and services from companies. Thus, an increase in consumption will increase the company's production, and then the productivity of this company will increase. This will make a real contribution to the national economy, in short, an increase in consumption indicates economic improvement.

Decisions made by consumers will have a direct or indirect impact on the physical environment. Consumption of paper, consumption of tissue, and consumption of various goods made from wood paper will increase the demand for wood, encouraging the logging of various trees in various parts of the country to increase consumption. This causes damage to the physical environment both directly and indirectly, so it is necessary to have control from the government and the community. With the increasing population, food, water, and energy demand will also increase. This increase in consumption will lead to the exploitation of nature and the environment to meet consumer needs, so an increase in consumption will have an increase in consumption ([Frempong et al., 2020](#)).

The social welfare of consumption will affect the welfare of society as a whole, for example, how much money is spent on goods purchased by consumers for their personal needs compared to spending on public goods such as recreation or health. This will directly affect the welfare of society.

## **CONCLUSION**

The consumer's decision lies between the marketing strategy and the output or outcome. The output of a company's marketing strategy is determined by its interaction with consumer decisions. Companies can be successful if consumers see a need that a product can fulfill. Consumers realize the importance of products for strengthening their needs, and then consumers will decide what is best for them, so consumers want to buy these products after



consuming products, consumers will feel satisfied because they have received the benefits of these products that can solve the problems they face (their well-being).

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