



THE INFLUENCE OF MARKETING STRATEGIES ON CONSUMER BEHAVIOR

(Case Study: Yotta Brand Local from Makassar)

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Abstract

Organizational behavior influences efforts to improve performance, which is very important for an organization's marketing management. Marketing management is needed by the Yotta product beverage business to identify weaknesses and opportunities that can be managed using carefully planned strategies to achieve optimal goals. The focus of this research is the Yotta brand, namely how customers act towards it when they receive services according to organizational strategy or brand. Interview research is a type of qualitative research in which researchers gather to get information about the research variables. The research population is Yotta brand customers. To reach clear and unbiased conclusions, the writer uses a qualitative descriptive research style. The Yotta brand can be defined as a brand that relies on the superiority of the products it sells; However, the product marketing strategy remains important. To get customers, Yotta products use various marketing strategies. Customer behavior towards Brand Yotta's marketing strategy is expected to achieve good satisfaction with various implementations of these strategies for local Yotta brand products. They must analyze customer needs, provide clear price comparison options, and establish good communication and customer service. Therefore, the Yotta Brand must continue to strive and be consistent in providing customers with good products. In addition, it must continue to produce innovations that are in accordance with the environment and in accordance with the changing times, which will have a positive impact.

Keywords: Marketing strategy; Consumer behavior; Yotta local brand

INTRODUCTION

Organizational behavior greatly influences efforts to improve performance, and marketing management is also greatly influenced by organizational behavior. In this case, the goal is to make the organization a group of people who have the ability to create a strong foundation for achieving their goals. Organizational behavior is built to achieve these goals and solve professional problems in various situations. According to Dharmesta and Handoko (1982), if a business wants to develop or if customers want a better company image, company marketing must also produce customer satisfaction. (Panca Windi Nofiani and Mansur Chadi Mursid, 2021).

If they want to survive and thrive in the future, businesses in the modern technological era must always consider implementing professional management. An organization can only survive if each member is able to connect with each other

in the organizational structure and processes, which includes insight or guidance, and is able to develop their potential to achieve goals. This is known as organizational behavior, which includes regular interactions and knowledge used to increase the potential of the organization. In such situations, achieving organizational goals.

Organizational behavior is a way to gain advantage to achieve organizational goals in the best way. In this case, company management is very important. There are two options for an organization: make every effort to achieve satisfactory results or ignore opportunities and capabilities to achieve profitable goals. Individual, group behavior and quality of performance towards organizational goals clearly influence organizational growth. In terms of individuals, this shows that each individual has the ability to make their best contribution to the organization by remaining open and unselfish.

Production, focus, cooperation, creativity and good communication are things that must be considered to achieve organizational goals. Another goal of Organizational Behavior is to determine the reasons for human behavior. All of his performances clearly had a big impact. Will understand how the organization works and can understand each component. The behavior demonstrated by the organization greatly influences efforts to improve performance. The goal in this case is to develop the organization into a group of people who can gain a solid basis for achieving it. Organizational behavior is designed to achieve these goals and provide professional abilities to complete tasks in a variety of situations (Mashudi, 2018).

If problems or challenges arise, whether anticipated or unexpected. Furthermore, this can be resolved by implementing the expected behavior, which is definitely based on the knowledge and behavior embedded in the organization. We improve critical thinking skills in situations like this by applying established organizational habits. where each individual will talk to each other in a structured way to solve the challenge. This is the result of the company's behavior, which will have a good impact on the company's future. Therefore, achieving goals will be easier and more effective if there is organizational behavior.

The control groups were not the same in this respect. However, how can everyone share their knowledge and opinions to build an organization that can complete all tasks in the best way. Therefore, the decisions that will be made to manage or resolve anything within the organization will make all members satisfied. If an organization can work together well, is able to understand each other, and is able to learn from every step taken by each member, then the organization will definitely experience significant changes to achieve their goals. This is a good consideration when building an organization that has a purpose, which is essentially the purpose of every member.

Consumer behavior can be defined as the activities, actions, and psychological processes that encourage certain actions before deciding to buy, buy, or use certain goods or services. These activities or actions can also be carried out by certain social groups. Therefore, the discussion model of consumer behavior is closely related to two dimensions of behavior: individual differences and environmental factors. These two dimensions mutually influence the way consumers view products and the values attached to them. For example, in terms of the difference between personality and religion, customers who have good personalities and have strong religious beliefs will certainly evaluate a product or service based on values that suit their personality and based on their strong religious beliefs. Customers who have negative personalities and do not have strong religious beliefs, on the other hand, tend to judge products or services based on goodness and truth.

Not only the knowledge aspect, but also feelings and needs. Consumers who have strong motivation towards a certain level of need will be more tolerant of products and their features that support ease in meeting their needs. On the other hand, consumers at this level will be more selective and considerate. Consumers who have experienced this learning and knowledge process will like certain goods and features and be loyal to them in the future. Because marketers are interested in teaching customers so they can understand the features of their products, remember them, and buy the goods they market, marketers must understand how customers learn. Consumer activities, both consciously and unintentionally, include a learning process (Sumarsid and Atik Budi Paryanti, 2022).

Like businesses in general, the Yotta beverage business requires marketing management to identify product weaknesses and opportunities by looking at how consumers interact with the product. It involves a well-planned strategy to achieve the goal. People now enjoy soft drinks like boba yotta. This is a drink that almost everyone has tried. Many companies use this situation, but they fail because they do not do proper planning or strategy.

METHOD

This research was conducted in June 2023. The research location was carried out in the city of Makassar. This research focuses on the Yotta brand, namely consumer behavior towards the Yotta Brand when providing consumer services according to organizational or brand strategy. This research is a type of qualitative research by interviewing several consumers or customers as a forum for collecting the data needed in this research. Interview research is a form of research carried out where researchers meet in a particular situation in the process of obtaining information, a series of questions to obtain responses from respondents to factors related to research variables. The population of this research is consumers of Yotta brand products in Makassar City and several other areas. In his analysis, the

author uses a qualitative descriptive research style that collects and analyzes data to draw clear and objective conclusions.

RESULT

The Yotta brand can be considered as a brand that relies on the superiority of the products sold, but product marketing strategies are still important to achieve organizational goals of reaching customers and making products better known to the general public, especially students. To achieve this goal, the company uses various marketing strategies to acquire customers, as shown by interviews with consumers or customers of the Yotta brand.

1) Consumer needs analysis

Yotta brand products meet customer needs, with practical, fast-tasting, salty drinks that are easy to use. These products offer a variety of flavors and variants that allow customers to adapt to each customer's taste. Additionally, these products offer a variety of sizes that make it easy for customers to match their needs.

2) Provides clear price comparison options

offer affordable prices according to customer capabilities in various classes. Various prices provide customer attraction because they have options that can be adjusted to suit each customer's abilities. The products from the Yotta beverage brand are aimed at student consumers, so they offer price options that suit the budgets of students and the general public.

3) Promotional media that is easy to reach

Consumers can easily access Yotta brand beverage products through social media promotions using various creative ideas on applications such as Tiktok, Instagram, and the Gojek, Grab and Shopee Food applications. This is a very easy way for customers to access their products in today's digital era.

4) Building good communication and service with consumers

It is very important for the Yotta Brand to provide good service to its customers. So that customers can give trust and comfort to become loyal consumers.

Discussion

Consumer behavior is the behavior exhibited by consumers when searching for, purchasing, using, evaluating, and disposing of goods and services that they hope will meet their needs. Consumer behavior includes the study of purchasing units and processes involving the acquisition and creation of goods and services, experiences, and concepts (Sasongko et al, 2022). So it can be concluded that consumer behavior depends on how the service is provided starting from the

product received, consumer satisfaction, and the service provided by the Yotta Brand itself.

Yotta's contemporary drink products have spread throughout South Sulawesi, especially Makassar. Yotta is a modern drink that is successful without a neat business strategy. In this case, Yotta always concentrates on the goal. Before starting a business, they determine the reasons why they choose the type of business they will build. Before choosing a business to run, enter this. To establish and determine a business development strategy, it is very important to understand the goals and reasons.

Have a principle or position that starting a business should not concentrate on capital because capital can be a barrier to starting. Instead, concentrating on the elements of the goal you want to achieve should be better. Yotta itself wants to be a company that can make people happy. So, in terms of performance, of course the focus is on improving service so that drinks are more innovative, developed and attractive to consumers of the Yotta Brand.

The Importance of Organizational Behavior in Marketing Management

The behavior of the company management organization towards the Yotta brand is very important for the establishment and development of this business. The purpose of establishing the Yotta brand was not based on monetary or capital gain. Conversely, customer behavior influences brand development in society. Consumer behavior can be defined as the activities, actions, and psychological processes that drive those actions before deciding to buy, buy, or use a particular good or service. These activities or actions can also be carried out by certain social groups. (Sumarsid and Atik Budi Paryanti, 2022). Consequently, the discussion model of consumer behavior is closely related to two behavioral dimensions, viz

1) Individual Differences:

Consumer psychological characteristics and processes including religion, personality, needs and motivations, and knowledge. With a variety of price levels, sizes, and flavors, the Yotta Brand can be tailored to each person's unique needs.

2) Environmental Factors:

These factors come from outside the consumer. These include technology, environmental dynamics, culture, socioeconomic characteristics, family, and neighborhood characteristics. Yotta brand products are sold both online and offline, or directly at outlets. This makes it easier for every customer who wants to get Yotta products. However, in the current technological era, it is even easier for customers to get Yotta drinks.

Marketing Concept

The Yotta Brand implements 5 marketing strategy concepts, namely as follows.

1.Product Concept (Product)

This product concept raises the idea that consumers will prefer goods with good quality and performance. This shows that consumers will look for new ways and always look for the best of what is available in the market today. Customers are more likely to remain loyal if they have many choices and benefit from the items they buy. Therefore, to achieve this, companies must implement marketing strategies that consistently focus on product improvement and innovation. Technology companies often innovate their products. These companies usually change features, features or new products.

Yotta makes beverage products by relying on organizational goals so that customers can feel happy with the presence of Yotta which can compete with various existing brands. Then try to provide better product performance so that it can be consistent in the development process.

2.Sales Concept (Selling)

This sales focuses on product marketing, in contrast to the two previous concepts of marketing management which focus on production and products. If a company sells it hard, it can market any product, regardless of quality, price, or market demand. This concept usually concentrates more on profits to be achieved and sales goals rather than establishing relationships with customers. Therefore, companies tend to ignore customer satisfaction and customer loyalty. According to this sales concept, consumers will not buy enough of a company's products unless the company makes major sales and promotional efforts.

In the beginning, Yotta used students to market their various boba drinks. Prices range from cheap to expensive. Price is obviously a way to know the quality that customers will buy. However, Yotta built a middle sales concept, which means that good quality does not have to be expensive or cheap, but must be affordable. It's aimed at teens who keep modern drinks within reach.

3.Marketing Concept (Marketing)

This marketing management concept focuses more on making customers the main focus. According to marketing management philosophy, to achieve their goals, a company must know the needs and wants of the target market and satisfy customer needs more selectively and efficiently than their competitors do. Companies that implement this idea can increase their value and make consumers more loyal to a brand. The Yotta brand offers contemporary drinks with various flavors and toppings that customers can choose. Yotta also provides outlets that suit changing times or developments. They have many branches throughout Sulawesi, from West Sulawesi to South Sulawesi.

4. Social Insight Marketing Concept (Societal Marketing)

This social marketing concept pays attention to society and consumers in addition to focusing on consumers. Companies that have implemented marketing practices will definitely include a social welfare philosophy. Therefore, this concept does not only focus on the benefits. The company will not only try to meet customer needs and satisfaction, but will also try to fulfill social responsibilities. The three main components of marketing management are the management concept itself:

a. Consumer Orientation (Market Oriented)

This is the best marketing idea because it puts Yotta customers first. They offer a variety of attractive choices, from the best products to the way they serve customers or consumers, to providing manufacturer services.

b. Marketing Activity Planning

Brand Yotta's method for organizing all marketing activities, from strategy, analysis, monitoring and other activities related to marketing, is known as dynamic management.

c. Consumer or Customer Satisfaction

One of the most important parts of the Yotta brand, which can be measured by the quality of the products and the marketing strategies used to make consumers feel comfortable and confident in Yotta drinks.

CONCLUSION

The latest beverage product that keeps up with developments and changes over time is the local Yotta brand product. has many branches or outlets throughout the western and southern parts of Sulawesi. using methods that are appropriate or easily accessible to the public, such as social media and modern outlets. providing new creative innovations in its products, such as new variants that always follow the latest trends. The Yotta brand is centered on the customer demographic of students and teenagers. To meet customer needs and desires, various marketing strategies are used. Apart from that, local product brand Yotta tries to remain consistent with its marketing strategy by continuing to promote it on various social media. Thus, customer behavior towards the marketing strategy implemented by the Yotta Brand is expected to achieve good satisfaction. Thus, consumer behavior towards the marketing strategy implemented by local Yotta brand products

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