

Business Transformation: Organizational Behavioral Science And Its Impact On Effective Marketing Strategies

Wiwin Riski Windarsari^{1*}

Management Study Program, University State Of Makassar

*Correspondence: wiwin.riski.windarsari@unm.ac.id

Abstract

Every company needs organizational behavior , where behavior is needed to build good relationships between individual and groups , and read behaviors in the organization . The current digital era, where competition between companies is very tight . Every company must pay attention to things that is very important and essential in managing marketing in the company . The use of concepts and strategies in marketing activities has implications for optimization in business management as well as for targeted or effective marketing management . This optimization is then expected to maximize company performance , maximize profits and non- profits , and be able to face existing competition and at the same time be successful in cooperating companies.

Keywords: Organizational Behavior , Marketing Systems, Business Competition

INTRODUCTION

Basically, organizational behavior is a field that studies how a person or individual can move and behave in an organization. Organizational behavior is very important for everyone involved in business because with it the company can operate to maintain business continuity, grow, and generate profits. However, market dynamics have existed long before the production of goods and do not end with sales alone. Marketing activities play an important role in connecting products with consumers, which include various strategic steps such as market analysis, segmentation, and developing effective marketing strategies. A company's marketing activities must satisfy consumers if they want to continue their business or want consumers to view the company's image better (Dharmmesta & Handoko, 1982).

In the digital era, it is known that competition between business actors is getting tighter, as is competition in the marketing sector. In such tight competition, companies are required to pay more attention to something that is very important and essential for business, namely marketing. Marketing is not just about selling products; it is an ongoing process that involves a deep understanding of customer needs and wants. In this context, companies must be able to identify emerging market trends and adjust their offerings to stay relevant. For example, market analysis helps in understanding consumer behavior and external factors that influence purchasing decisions, so that companies can formulate better strategies to attract consumer attention.

METHOD

The study in this research examines the importance of organizational behavior and marketing strategies to face business competition in the digital era. Qualitative research is used in this research. Qualitative methods are more based on phenomenological characteristics that prioritize evaluation (Nasir et al., 2023). The purpose of qualitative methods is to understand and interpret the meaning of interactive events of human behavior in certain situations from the researcher's own perspective.

The information we collect is secondary information. Secondary data refers to information collected and research findings compiled by others for purposes different from the one being pursued. This data is usually sourced from published reports, government records, academic journals, and other publicly available sources. Secondary data can be used in research when primary data is expensive or time-consuming to collect. Secondary data must be relevant and reliable for use in research. It is important to analyze and synthesize secondary data carefully to avoid biased or incorrect conclusions.

In addition, secondary data is an important resource for businesses, governments, and organizations in the decision-making process. By analyzing and interpreting existing data, organizations can gain a better understanding of their target audience, market trends, consumer behavior, and performance. This information helps them make informed decisions, create better strategies, and improve overall performance. In short, secondary data refers to existing information and research findings collected by others. It is a valuable resource for research and decision-making processes. However, it is essential to analyze and synthesize secondary data carefully to avoid biased or incorrect conclusions.

RESULT AND DISCUSSION

A. The Importance Of Organizational Behavior In Marketing Management

Organizational behavior in marketing management has a very important and strategic role in the sustainability of a company's business. This is closely related to how an organization can create added value for its customers and be able to compete in an increasingly tight and dynamic market.

In the behavior of a leader or manager will most likely see the benefits of diversity because of the dynamic changes in people and organizations. As stated by (Davis & Newstrom, 1989), organizational behavior is a field of study that studies the behavior and actions of people in organizations. That is, human behavior and actions are the most important variables that influence organizational behavior.

The purpose of organizational behavior is to understand the behavior that occurs in organizations and predict events that occur in organizations.

Organizational behavior explains how individuals and group members behave in an organization. It is important to study the attitudes and behaviors of different people in an organization to find solutions on how management can manage both individuals and groups so that the organization makes its operations more efficient. As explained in (Dwi & Herachwati, 2007) there are two things in organizational behavior, namely the actions and attitudes of people in the organization.

Organizational behavior in marketing management includes several things, such as customer relationship management, product development, marketing strategy, and brand management (Chattopadhyay, 2020). In addition, organizational behavior also includes internal relationships between employees, management and superiors that are interrelated in achieving organizational goals.

In conclusion, the presence of organizational behavior in marketing management is very important to achieve business goals and maintain the sustainability of an organization amidst increasingly intense market competition. Therefore, organizations must understand and implement effective and efficient behavior in marketing management to realize long-term business success.

B. Definition and Concept Employee

Marketing is an activity carried out by companies to promote their products or services to consumers. The concept of marketing itself refers to various approaches and strategies used by companies to meet consumer needs and desires, and create the value desired by consumers.

There are several key principles in the marketing concept that companies need to implement, including consumer focus, market-directed marketing, and recognizing and meeting consumer needs. By implementing these principles, companies can achieve successful marketing goals.

Companies need to understand their customers well in order to present products or services that suit their needs and desires. In addition, they must also know the market needs and focus on market segments that can provide benefits for them.

Therefore, a deep understanding of the concept and concept of marketing is essential for companies to achieve desired results in an increasingly competitive market. Companies must keep abreast of market developments and consumer trends to develop effective and successful marketing strategies.

5 (five) marketing concepts implemented by companies or organizations to carry out business (Kotler et al., 2018):

1. Production concept

Refers to the overall framework or strategy that governs a company's production process. It encompasses all aspects of production, from sourcing raw materials to delivering finished products to customers. A solid production

concept is critical to the success of any organization, as it lays the foundation for efficient and effective operations, quality control, and cost management.

The production concept must take into account factors such as the company's strategic objectives, market demand, and available resources. It must also reflect an understanding of the latest industry trends and best practices in manufacturing. In addition, the production concept must be flexible enough to adapt to changes in the market or supply chain, while maintaining its core principles.

A well-designed production concept can help a company achieve operational excellence and maximize profitability (Purba et al., 2024). By streamlining processes, reducing waste, and improving quality, a company can produce goods and services more efficiently and cost-effectively. This, in turn, can lead to greater customer satisfaction, increased market share, and improved competitive advantage.

In conclusion, the production concept is a critical component of any successful business. It provides a framework for production that enables a company to achieve operational efficiency, quality control, and cost management goals. A solid production concept can help a business overcome challenges and thrive in today's highly competitive marketplace.

2. Product concept

A product concept, or product concept, refers to the initial idea or vision that forms the basis for developing a tangible or intangible good or service. It outlines the purpose, design, target audience, and unique selling proposition of the product. It is a critical aspect of product development, as it impacts the entire process from idea to launch and beyond.

A well-defined product concept serves as a roadmap for the development team to align their efforts and resources to create a successful product that meets the needs and preferences of the target market. Therefore, businesses invest significant time and resources in researching and refining their product concepts to ensure that they are feasible, desirable, and profitable. Ultimately, a strong product concept sets the foundation for the product's success and long-term viability in the marketplace.

3. Sales concept

The selling concept is critical to the success of any business. It involves identifying and understanding the needs and wants of potential customers, and using this information to develop effective marketing strategies. Effective selling requires a combination of several key skills, including effective communication, empathy, product knowledge, and the ability to anticipate and address any potential objections or concerns that customers may have.

It is important to set clear goals and objectives for sales, and to monitor progress closely through regular performance reviews and metrics analysis. By

continually refining and improving sales strategies, businesses can maximize revenue and profitability, while building long-term relationships with their customers (Redjeki et al., 2021). Ultimately, the success of any business depends on its ability to effectively market and sell its products or services.

By prioritizing the selling concept and investing in the development of skilled sales professionals, organizations can open up new opportunities for growth and success in a competitive marketplace.

4. Marketing concept

The marketing concept refers to the basic principles that guide the development and execution of effective marketing strategies. The concept centers on creating a value proposition that meets the needs and wants of a target market, with the ultimate goal of increasing revenue and profitability. At its core, the marketing concept is about understanding customers and designing products and services that meet their specific needs. This requires a deep understanding of consumer behavior, market trends, and competitive dynamics. Effective marketing requires a combination of creativity, analytical rigor, and an understanding of how different channels and platforms can be leveraged to reach customers (Siahaan et al., 2024). To succeed in today's dynamic business environment, companies must be agile and able to adapt quickly to changing market conditions.

The marketing concept emphasizes the importance of continually monitoring and evaluating marketing performance to identify opportunities for improvement and optimize resource use (Morgan et al., 2022). Overall, the marketing concept is an essential concept for any business looking to build a successful brand and drive sustainable growth. By focusing on creating value for customers, and continually refining marketing strategies based on feedback and results, companies can achieve their goals and stay ahead of the competition.

5. Insightful marketing concept

The insight marketing concept is an approach used by companies in developing their marketing strategies. This concept focuses on the needs and wants of consumers, and takes into account the factors that influence consumer purchasing decisions. Through the insight marketing concept, companies will study the needs and wants of consumers and are able to obtain information about competitors in the market.

In the concept of insightful marketing, companies will develop products and services that can meet the needs and desires of consumers. In addition, companies will also consider price, promotion, and distribution factors in developing their marketing strategies. The concept of insightful marketing

holds the principle that companies must understand the market and consumer needs in order to provide maximum value to consumers.

By implementing the concept of insightful marketing, companies can gain greater profits and expand their market share. In addition, companies can also maintain their position in the market and gain a stronger competitive advantage. Therefore, the concept of insightful marketing becomes very important for companies that want to increase their success in the global market.

In marketing management there are three important elements which are also concepts of marketing management itself, namely:

1. Consumer Orientation (Market Oriented)

Customer orientation, which translates to consumer orientation in English, is a business philosophy that places the customer at the center of all operations. It is the primary strategy used by organizations to meet their customers' demands and create more customer value. Customer orientation requires a strong focus on customer satisfaction, understanding their needs and wants, and offering superior products and services that meet those demands.

Organizations that adopt this philosophy continually adapt to consumer needs and invest in research and development to innovate new offerings. Customer orientation also involves building long-term relationships with customers and fostering customer loyalty. This requires effective communication, personalized service, and continuous improvement in the quality of products and services offered. In a highly competitive business environment, customer orientation becomes critical to achieving growth and sustaining success.

Companies that prioritize their customers' needs are more likely to build lasting brand loyalty, attract new customers, and achieve positive word-of-mouth advertising. In essence, customer centricity is a strategic approach that focuses on putting customers first and providing exceptional value to them. Businesses that embrace this philosophy have a better chance of thriving in a competitive marketplace.

2. Marketing Activity Planning

Marketing planning is a critical process in developing an effective marketing strategy for a product or service (Farnsworth et al., n.d.). It involves defining target markets, setting budgets, developing promotional plans, and product distribution and reward strategies. The purpose of marketing planning is to ensure that the product or service being offered is affordable and relevant to the target consumer. In designing this plan, it is important to consider market trends, competitor targets, and consumer needs to achieve optimal results.

With good marketing activity planning, organizations can increase their chances of success in achieving business goals. Therefore, marketing activity planning is an important activity that must be considered by any organization that wants to achieve success in marketing their products or services.

3. Consumer or Customer Satisfaction

Customer satisfaction is one of the most important aspects of any business. It is essential for businesses to ensure that their customers are satisfied with the products or services they receive. Customer satisfaction not only leads to repeat business but also helps build a business' reputation in the marketplace. The key to achieving customer satisfaction is understanding customer needs and expectations. Businesses should strive to offer high-quality products or services that meet or exceed customer expectations. This can be achieved by maintaining open lines of communication with customers, actively seeking their feedback, and responding to their concerns and complaints in a timely manner. In addition, businesses should focus on building long-term relationships with their customers. This can be achieved by providing personalized service, offering loyalty programs, and ensuring that customers feel valued. By building strong relationships with their customers, businesses can not only increase their customer base but also foster a sense of loyalty and advocacy for their brand (Guerola-Navarro et al., 2024).

In conclusion, customer satisfaction is crucial to the success of any business. It is important for businesses to prioritize the needs and expectations of their customers, and continually strive to exceed them. By doing so, businesses can build a positive reputation in the market, increase customer loyalty, and ultimately achieve long-term success.

C. Function Management Marketing

Marketing management functions are an essential aspect for any organization that aims to succeed in the market. It encompasses a range of activities required to drive sales and profitability of the company. These functions include market research, product development, pricing strategies, promotions, distribution, and sales management.

Market research aims to identify the needs and preferences of customers in the target market. This information helps in developing products that meet consumer needs and stand out in the market. Pricing strategy involves setting prices that are competitive and profitable for the company. Promotion is about advertising, sales promotions, and public relations to create awareness and increase demand for the company's products. Managing distribution channels efficiently is ensuring that the product reaches the target customers in a timely and efficient manner. Sales management focuses on ensuring that the company's sales team works effectively to meet set targets and create profitable customer

relationships. Overall, marketing management helps an organization to foster customer relationships and build a unique brand image that differentiates it from its competitors.

In conclusion, the marketing management function plays a vital role in any business that aims to succeed in a highly competitive market. It involves various activities such as market research, product development, pricing strategies, promotions, distribution, and sales management (Leonidou et al., 2018). Effective marketing management helps organizations to reach customers and create profitable relationships and brand loyalty.

D. Marketing Strategy For Business Competition In The Digital Era

The development of the world today has entered a new era, namely the digital era. When the door to the digital era opens, companies can reach across borders. At the same time, competition in the business world is getting tighter. There are many ways or strategies that can be used, including using various supporting platforms such as online advertising . Simply by using a computer, laptop, gadget, or smartphone connected to the internet. In this context, companies need to utilize digital marketing effectively to attract consumer attention.

The development of the world today has entered a new era, namely the digital era. When the door to the digital era opens, companies can reach across borders. At the same time, competition in the business world is getting tighter. There are many ways or strategies that can be used, including using various supporting platforms such as online advertising. Simply by using a computer, laptop, gadget, or smartphone connected to the internet.

In this context, companies need to make the most of digital marketing to attract consumers in an increasingly competitive market. One effective strategy is search engine optimization (SEO). By optimizing website content and using relevant keywords, companies can increase their visibility in Google search results. This allows potential customers to find their products or services more easily, thereby increasing organic traffic to the website.

In addition to SEO, social media has become increasingly important in building relationships with customers and increasing brand awareness. Platforms like Facebook, Instagram, and Twitter allow companies to interact directly with their audiences. By creating engaging and interactive content—such as videos, infographics, and quizzes—companies can create a loyal community around their brand. Relevant and engaging content not only attracts attention but also encourages customers to share their experiences with others, expanding the brand's reach organically.

Furthermore, data analytics also plays a key role in understanding consumer behavior. By leveraging analytics tools like Google Analytics and social media

analytics platforms, companies can identify customer trends and preferences in real-time. This data allows companies to tailor their offerings based on customer needs and wants. For example, if analytics show that customers prefer to shop on mobile devices, companies can optimize their websites for a better mobile experience.

Customer experience is also a major focus of digital marketing strategies. Companies should strive to provide fast and responsive service through multiple communication channels, including email, live chat, and social media. By providing efficient and friendly customer support, companies can increase customer satisfaction and build long-term loyalty. Customers who feel valued are more likely to become brand advocates who will recommend products to others.

Additionally, content-based marketing is another highly effective strategy in this digital age. By providing high-quality content—such as blog posts, how-to guides, and video tutorials—companies not only provide added value to customers but also build authority in their industry. Informative content can grab the attention of potential customers and help them make better purchasing decisions.

Finally, it is important for companies to remain flexible and adaptive to changing market trends. By monitoring new technological developments and changing consumer behavior, companies can adjust their marketing strategies to stay relevant. For example, the use of new technologies such as artificial intelligence (AI) in data analysis or marketing automation can improve operational efficiency and provide deeper insights into customer behavior.

By effectively implementing these strategies—from SEO optimization to content-based marketing—companies can not only grow their customer base but also create strong brand loyalty and advocacy. In this digital age, the ability to adapt quickly to change and understand customer needs is key to achieving long-term success.

CONCLUSION

Organizational behavior is essential for shaping effective marketing strategies by fostering collaboration, innovation, and productivity within teams. Understanding employee dynamics and consumer behavior allows companies to design targeted campaigns, enhance customer engagement, and build loyalty while promoting creativity and innovation in product development. In the competitive digital era, integrating organizational behavior insights into marketing strategies enables businesses to adapt to market changes, create customer-centered solutions, and achieve long-term success. This synergy between organizational behavior and marketing is crucial for maintaining a competitive edge and driving sustainable growth through stronger customer relationships and improved satisfaction.

REFERENCES

- Chattopadhyay, R. (2020). Journey of neuroscience: marketing management to organizational behavior. *Management Research Review* , 43 (9), 1063-1079. <https://doi.org/10.1108/MRR-09-2019-0387>
- Davis, K., & Newstrom, J. (1989). *Human Behavior at Work. Organization Behavior 8th Edition* . McGraw-Hill Books.
- Dharmmesta, B.S., & Handoko, H. (1982). *Marketing Management: Consumer Behavior Analysis*. PBF E Gadjah Mada University.
- Dwi, R., & Herachwati, N. (2007). *Organizational Behavior, Third Edition* . Open University.
- Farnsworth, D., Clark, J.L., Wysocki, A.F., & Wirth, F.F. (nd). *Strategic Marketing Management: Building a Foundation for Your Future 1* . <https://edis.ifas.ufl.edu>
- Guerola-Navarro, V., Gil-Gomez, H., Oltra-Badenes, R., & Soto-Acosta, P. (2024). Customer relationship management and its impact on entrepreneurial marketing: a literature review. *International Entrepreneurship and Management Journal* , 20 (2), 507-547. <https://doi.org/10.1007/s11365-022-00800-x>
- Kotler, Philip., Keller, K. Lane., Tan, C. Tiong., Ang, S. Hoon., & Leong, S. Meng. (2018). *Marketing management: an Asian perspective* . Pearson Education Limited.
- Leonidou , L.C., Katsikeas , C.S., Samiee , S., & Aykol , B. (2018). International Marketing Research: A State-of-the-Art Review and the Way Forward. In *Advances in Global Marketing* (pp. 3-33). Springer International Publishing. https://doi.org/10.1007/978-3-319-61385-7_1
- Morgan, N.A., Jayachandran, S., Hulland, J., Kumar, B., Katsikeas, C., & Somosi, A. (2022). Marketing performance assessment and accountability: Process and outcomes. *International Journal of Research in Marketing* , 39 (2), 462-481. <https://doi.org/10.1016/j.ijresmar.2021.10.008>
- Nasir, A., Shah, K., Abdullah Sirodj , R., Win Afgani , M., & Raden Fatah Palembang, U. (nd). *Phenomenological Approach in Qualitative Research* .
- Purba, DR, Ibrahim, H., & Id, HA (2024). *EFFECTIVE STRATEGIES IN INTERNATIONAL OPERATIONS MANAGEMENT: OPTIMIZING GLOBAL PERFORMANCE* (Vol. 13, Issue 1).
- Redjeki, F., Fauzi, H., & Priadana, S. (2021). Implementation of Appropriate Marketing and Sales Strategies in Improving Company Performance and Profits. In *International Journal of Science and Society* (Vol. 3, Issue 2). <http://ijsoc.goacademica.com>
- Siahaan, AM, Siboro , DT, Sanro Jacobest Nainggolan, M., KHBP Nommensen, U., & Author, C. (2024). Strategies To Increase Profitability By Using Digital-Based Sales In Micro, Small And Medium Enterprise (MSMES) In Medan City Improvement Strategies Profitability With Use Sale Digital Based on Micro , Small, and Medium Enterprises (MSMEs) in Medan City. In *Management Studies and Entrepreneurship Journal* (Vol. 5, Issue 1). <http://journal.yrpiiku.com/index.php/msej>