

## Exploring the Role of Organizational Behavior in Shaping Effective Marketing Strategies for Business Financial Enhancement

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### Abstract

*This study explores the critical role of organizational behavior and marketing strategies in enhancing a company's financial performance within the context of increasing business competition. Organizational behavior is essential for aligning individual and group actions with organizational goals, which directly influences business efficiency and effectiveness. Marketing management, on the other hand, is a key process that involves identifying market targets, analyzing consumer needs, and implementing strategies that satisfy these needs, ultimately driving profitability. In the digital era, businesses face heightened competition, necessitating a strategic focus on customer satisfaction and brand positioning. This research analyzes the intersection of organizational behavior and marketing strategies, emphasizing the importance of a cohesive approach to organizational dynamics and market orientation. By integrating findings from recent studies, this paper highlights the urgency of adopting effective marketing strategies influenced by organizational behavior to improve financial outcomes and maintain competitive advantage in rapidly evolving markets.*

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**Keywords:** Organizational behavior, Marketing strategies, Business competition.

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### INTRODUCTION

Organizational behavior is generally a concept within a discipline of knowledge that is closely related to the movement and behavior of individuals in alignment with organizational goals. Organizational behavior is a matter of urgency for those involved in the managerial systems of an organization (Winardi, 2018). To achieve effective and efficient progress, another aspect that should not be overlooked by company management is the ability to manage market targets, which is known as marketing management systems. Marketing management is a series of processes that determine the market target, market analysis processes, and the achievement of market target designs for companies or organizations. Marketing management is a core activity for companies to maintain business continuity and development in order to gain profits. The marketing process begins even before products are produced and does not end with the sale (Pasigai, 2020).

In practical terms, a company's marketing must be oriented towards customer satisfaction to ensure the company's survival. This means that consumers play an important role in enhancing the company's image, which will have a positive impact on the company. In recent developments of business digitalization, companies are constantly required to have full awareness in improving professional management implementation for companies within an

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open market category to maintain existence and future business development. Therefore, in this digital era, the level of competition among economic actors is rapidly increasing, while the competition in marketing is becoming more intense. The high level of competition forces companies to establish well-thought-out strategies, one of which is paying attention to the most important managerial aspect of a company: marketing strategy (Panjaitan, 2018).

Previous research by Hari (2020) titled "Developing Strategic Marketing Through an Organizational Behavior Approach" found that the development of strategic marketing planning through an organizational behavior approach can be carried out by linking the dimensions of organizational behavior through the behavior of top managers in strategy design. A similar study was conducted by Prasetyo (2018) titled "The Role of Organizational Behavior and Strategic Management in Improving Educational Output Productivity," which found that the thoughts of people within an organization contribute to achieving the organization's goals, realized in the creation of ethics, values, and morals that sustain the climate of the school. Various elements that strengthen educational performance include the following: (1) work attitude; (2) skill manifestation; (3) relationships in the environment; (4) productivity management; (5) workforce effectiveness; and (6) entrepreneurship.

### METHOD

This journal was created to discuss the analysis of the urgency of organizational behavior and marketing strategies in business competition. Research with qualitative methods is the type of research used in this article. Guided by deepening observations is a strategy carried out in qualitative research (Rukin, 2019). Therefore, qualitative methods are used in comprehensive discovery with a complex data triangulation process. Various literatures found through a series of library study stages are data sources that contain relationships to organizational behavior and efforts to achieve a market target. Descriptive analysis was used by researchers in the process of analyzing valid sources of findings in this study. This step is taken so that researchers can identify the characteristics inherent in a phenomenon, object, or depiction of special conditions.

### RESULT AND DISCUSSION

#### 1. Organizational Behavior

Organizational behavior is a field of study that examines the relationships and connections arising from the actions of individuals and groups within an organization to map out the benefits of the organization. Research on organizations is closely related to the concept of organizational behavior. This research can be categorized within the academic realm, particularly focusing

on the study of an organization and the methods used from economic, political, sociological, anthropological, and psychological perspectives. Similar to social sciences, organizational behavior aims to control, predict, and explain phenomena through various methods.

However, there are several ethical dilemmas affecting worker behavior, which becomes a focal point. There are three levels of analysis in organizational behavior: at the individual level, within groups, and at the organizational level. The four main elements of organizational behavior include perspectives related to psychology, economics and fiscal matters, leadership styles influencing individuals, and the ideal vision and mission of a manager in achieving organizational goals. These organizational behavior elements classify the organization's functions into formal organizations, informal organizations, and the social environment (Amir, 2019).

Various management approaches are used to classify organizational behavior, including (Duha, 2018):

**a. Traditional Management**

Each action contributes to the process of planning, organizing, motivating, and controlling. Each work group/unit has specific traits to facilitate interaction within and between work groups/units within an organization.

**b. Management by Objectives**

Each individual in a group has specific interests in determining performance targets for each unit and the overall organizational performance targets.

**c. Strategic Management**

Each individual or group has a different focus on environmental analysis, establishing vision and mission, formulating strategies, and executing strategies in management.

**d. Total Quality Management**

Each individual or group has different perspectives on quality and their commitment to maintaining quality in the continuity of an organization. Cultural diversity that underlies the efficiency and effectiveness of organizational behavior is essential to support the global economy. Despite various criticisms that have ethnocentric perspectives, which increasingly foster a pro-capitalist culture, human behavior remains complex and contrasts sharply in these perspectives. Behavior itself is a series of utilizations arising from human relational patterns with the ability to think and skillfully adapt to the urgency of their needs in their living environment. Various approaches, such as cognitive, reinforcement, and psychoanalytic aspects, are used to identify human behavior in more depth.

## 2. Marketing Concept

Marketing is a comprehensive and systematic planning process conducted by a company or organization as an institution to meet the demands of its target market. Its primary goal is to develop sales strategies that increase consumer interest. The philosophy of marketing management states that the achievement of organizational goals depends on the needs and wants of the target market and can provide the desired satisfaction more effectively and efficiently than competitors. The marketing concept is the strategy developed by the marketing department of a company to establish a reciprocal relationship between the brand and consumers as the target market. Marketing is one of the most important aspects necessary for a company or organization to run its business. Marketing is often equated with or associated with sales. However, in reality, the application of marketing concepts does not always result in direct sales linked to the company's profit. The marketing concept refers to a business philosophy that identifies and fulfills customer needs to benefit both customers and the company. Since not all companies can generate profit with the same philosophy, each company has a different marketing concept, known as the marketing management philosophy.

From this, it can be concluded that the term marketing refers to a series of activities aimed at promoting products produced by a company. These activities are carried out to make the product desirable and used by society and customers. The marketing concept can also be described as activities aimed at discovering the needs, wants, and demands of the market. There are five marketing concepts implemented by a company or organization to run its business (Sudarsono, 2020):

### a. **Production Concept**

The production concept is the initial stage of marketing, focused on the efficiency of the production process.

### b. **Product Concept**

The product concept is a strategy focused on consumer interest in the quality and superior performance of a product or service.

### c. **Selling Concept**

This concept is quite different from the previous management concepts. The difference lies in the selling concept, which focuses on marketing a product.

### d. **Marketing Concept**

The marketing management concept focuses on consumers, who are the main aspect to be considered. Consumers' needs become an indicator of understanding market desires, so companies will produce goods or services according to the majority of market demands.

**e. Societal Marketing Concept**

This concept represents a significant innovation compared to the previous concepts. The novelty is seen in the marketing strategy, which not only focuses on consumers but also considers the flexibility of consumer and societal interests in general.

Conceptually, there are three urgencies in marketing management (Sari et al., 2021):

**a. Consumer Orientation (Market Oriented)**

This marketing concept views consumers as the primary priority. Producers are responsible for offering various products and services to ensure consumer satisfaction.

**b. Marketing Activity Planning**

Flexibility in organizing activities is crucial for designing the overall marketing process. All marketing activities, from strategy, analysis, monitoring, to other activities, must be detailed to minimize gaps that could lead to losses.

**c. Customer or Client Satisfaction**

This is one of the most important aspects, which can be assessed from the product quality and the implementation of marketing strategies.

**3. Urgency of Organizational Behavior in Marketing Management**

One fundamental element in an organization is the relational pattern involving individuals as part of the organization, reflected in their behavior or performance to achieve organizational targets. Managers or leaders play a crucial role in creating opportunities for organizational benefits from the diversity and flexibility of organizational actors. Organizational behavior is a discipline that studies how humans behave and act within organizations. This means that human behavior and actions are general aspects influencing the sustainability of organizations. Organizational behavior benefits individuals by deepening their understanding of their behavior and helping others within the organization. It is expected that interpersonal relationships within the organization will improve.

The goal of organizational behavior is to understand the behavior occurring within the organization and analyze the potential that exists. Organizational behavior has been explained regarding how individuals and groups act within an organization. Differences in attitude and behavior among individuals in an organization need to be understood to find solutions for managing individuals and groups, ensuring the organization's effectiveness.

There are two factors used to evaluate organizational behavior: the actions and attitudes of all organization members. Managers must be able to analyze organizational behavior. This is important to create strategies for improvement and better performance for individuals, groups, and the organization as a

whole, so that organizational goals can be achieved. By analyzing organizational behavior, managers can improve their ability to handle employee behavior, leading to improved performance and optimal organizational functioning.

#### **4. Financial Concept**

##### **a. Financial Analysis**

Financial ratio analysis, evaluating strengths and weaknesses of the financial sector. This analysis is used to assess past management performance and future prospects. This analysis involves comparing the performance of one period to the previous period to identify trends over time (Sawir, 2005).

#### **Discussion: The Role of Organizational Behavior and Marketing Strategy in Enhancing Company Financial Performance**

In the current competitive business landscape, the integration of organizational behavior and marketing strategy has become a fundamental aspect for enhancing a company's financial performance. Both organizational behavior and marketing strategies have been extensively studied in recent years, highlighting their importance in creating a conducive environment for achieving organizational goals and satisfying customer needs. This discussion will explore the role of organizational behavior in marketing strategies, the need for alignment between individual actions and organizational goals, and the impact of a customer-oriented marketing strategy on a company's financial success, supported by recent theories and research from the past five years.

#### **The Role of Organizational Behavior in Business Success**

Organizational behavior (OB) plays a vital role in the functioning of businesses by influencing how individuals and groups behave within an organization. It involves the study of individual and group behavior, interpersonal processes, leadership, and organizational culture. According to **Robinson and Judge (2020)**, organizational behavior helps to explain how employees' actions and attitudes affect the overall efficiency and success of an organization. Effective OB management leads to improved motivation, job satisfaction, and alignment with organizational goals, which, in turn, enhances productivity and performance.

Recent research by **Anderson and Adams (2021)** emphasizes that the alignment between individual behaviors and organizational objectives is crucial for driving business performance. They argue that managers who understand and effectively manage organizational behavior can foster an environment that supports innovation and customer-centric strategies, which are essential in competitive markets. Moreover, **Ochieng and Aduda (2022)** found that organizations that prioritize organizational behavior strategies tend to perform better financially due

to increased employee engagement and the creation of a positive organizational culture.

### **Marketing Strategy and Financial Performance**

Marketing strategy is another critical area that directly influences a company's financial success. It involves analyzing customer needs, designing products or services to meet those needs, and developing a communication strategy to promote the brand. In the context of today's digitalized business environment, where competition is fierce, adopting a customer-oriented marketing strategy is essential for sustainable growth. **Kotler and Keller (2021)** highlight that companies that focus on understanding and meeting customer needs are more likely to outperform competitors and achieve long-term profitability. Recent studies have shown the importance of integrating marketing strategies with organizational behavior to create a comprehensive business approach. **Sadiq et al. (2023)** argue that an effective marketing strategy not only focuses on customer satisfaction but also on aligning the behavior of employees with the company's objectives. By doing so, employees contribute to a more consistent brand image, better customer service, and higher customer loyalty, all of which drive profitability.

For instance, **Pahlavan and Zarei (2021)** conducted a study on the effect of organizational behavior on marketing strategies in the retail sector. They found that organizations that fostered positive organizational behavior were able to better execute their marketing strategies, which led to increased sales and higher financial performance. The research also indicated that strong leadership and clear communication within the organization played a significant role in aligning marketing efforts with the organization's goals.

In conclusion, the integration of organizational behavior and marketing strategies is crucial for enhancing a company's financial performance. The alignment of individual behaviors with organizational goals, coupled with a customer-oriented marketing strategy, helps companies stay competitive and achieve sustainable growth. Recent studies confirm that the management of organizational behavior and the development of effective marketing strategies are interconnected and significantly impact the financial health of an organization. As businesses continue to navigate through increasingly complex and competitive markets, understanding these dynamics will be key to ensuring long-term success.

## CONCLUSION

In conclusion, the integration of organizational behavior and marketing strategies is essential for driving business success and enhancing financial performance. Organizational behavior influences how individuals and groups within a company align their actions with organizational goals, fostering a productive and positive work environment. Simultaneously, effective marketing strategies that focus on understanding and meeting customer needs lead to stronger market positioning and improved profitability. Recent research highlights the critical role of both aspects in creating sustainable growth, where a customer-oriented approach, combined with a supportive organizational culture, contributes to long-term success in an increasingly competitive business landscape.

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