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Understanding the Consumer Market in Improving the Buyer Behavior of Hong Kong Buns

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ABSTRACT

Every day, consumers are faced with numerous choices about what to purchase, and these choices are the main focus of marketing strategies. Major corporations invest heavily in researching consumer buying habits to gain insight into what, where, how much, and why consumers make purchases. While marketers can seek to understand consumer behavior, it is a challenging task. Oftentimes, consumers are unaware of the factors that drive their purchasing decisions. The partner or training site is a Hong Kong Buns culinary business located in Surabaya City. In its operations, it faces many obstacles, especially in terms of understanding consumer behavior in an effort to increase purchases. Meanwhile, this activity aims to help partner businesses understand these obstacles. The activity method is carried out by online training. Through this activity, it is hoped that the problems that arise in the company can be resolved, so as to increase sustainability in marketing the services sold accompanied by knowing more about the consumer market and buyer behavior. The output of this activity is in the form of publications to journals and IPR.

Keywords: Consumer Behavior, Training, Consumer Market

1. Introduction

A producer must think about the needs or needs of his consumers so that consumers decide to buy his product. Consumer behavior is a vast area of study encompassing numerous aspects. It involves understanding how individuals or groups make decisions to acquire, utilize, or discard goods and services to meet their desires and requirements. Consumer actions and characteristics exhibit variability (Solomon, 2020).

Such rapid changes in consumer behavior have brought consequences for companies to create close relationships with their customers, where business-oriented companies must be able to retain existing customers amid competition and the rapid flow of information and even need to win new customers from competitors (Schiffman and Kanuk, 2010). One of the efforts needed by companies in reaching customers is to build marketing capabilities that are oriented towards creating value for customers (Guenzi et al., 2016). Good products are one of the keys to competitive advantage among other producers (Umami and Darma, 2021). However, this advantage does not only depend on product quality, but also how producers understand Consumer Markets and Consumer Behavior in creating and marketing products that suit consumer needs as a key to achieving success in business.

Understanding consumer markets and buyer behavior provides various strategic advantages for companies in facing the challenges of business competition (Smeltzer, 1997). With a strong knowledge base in this regard, companies can design products and services that match the preferences and needs of the intended market. In addition, a deep understanding of buyer behavior helps companies design more effective

communication and promotion strategies. A deep understanding of consumer markets and consumer behavior not only results in increased sales, but also strengthens the bond between companies and consumers and achieves a sustainable competitive advantage in the long run.

Consumer behavior models provide a solid foundation for understanding the dynamics behind consumer purchasing decisions (Lakshmi, 2016). By considering both internal and external factors, such as motivation, perception, attitude, and environment, these models provide a comprehensive picture of what influences purchase behavior. In addition, characteristics that influence consumer behavior, including demographic aspects such as age, gender, and education, and psychographics such as lifestyle, values, and interests, along with economic and social factors, play an important role in shaping consumer preferences. Moreover, understanding the stages involved in the buyer decision-making process, such as problem identification, research, comparing options, making a purchase, and assessing the decision afterwards, can offer valuable insights into how individuals transition from recognizing a need to actually buying a product. Analyzing this process can assist businesses in crafting better tactics to impact consumer buying choices (Blackwell et al., 2001).

The partner that is the place of activity is the Hongkong Buns culinary business. Hongkong Buns is a business engaged in Buns (*Bakpao*) food. serving Bakpao with international flavors since 1997. The business owner named Anggeraini who is the owner of the Bakpao Hongkong branch in the Raya Darmo Permai area, with the address Jl. Raya Darmo Permai I No.61, Pradahkalikendal, Surabaya. The types of products sold are Bakpao with various flavors such as Mushroom Chicken Bakpao, Chocolate Bakpao, Steamed Pork Bakpao and so on with 10 flavors.



Figure 1. Types of Products Sold

From the observations that have been made to partners regarding Consumer Market and Buyer Behavior, it can be concluded that a deeper understanding in this regard can be the key to increasing sales and product quality. However, partners face a major challenge in the lack of understanding of Consumer Market and Buyer Behavior. This limitation can hinder the ability of the business to make the right decisions and compete effectively with other competitors. To overcome this problem, we as the Untar activity team intend to deliver the necessary knowledge, especially in analyzing Consumer Market and Buyer Behavior. Thus, the main focus is to optimize partners' understanding of consumer market and buyer behavior.

2. Methodology

In the implementation of activities, the method used in relation to the priority problems of partners is the provision of knowledge related to Consumer Market and Buyer Behavior (Philip and Keller, 2016). Then some of the stages of activities taken in realizing the activities are grouped into 3 parts, namely the Preparation Stage, Implementation Stage, and Final Stage of Activities which will be further explained in the form of the following chart:

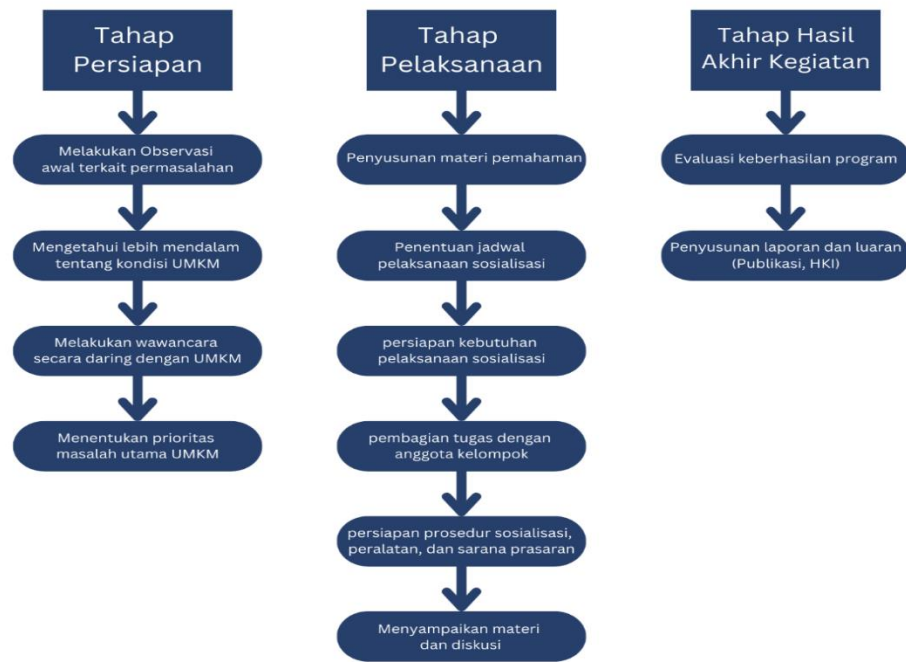


Figure 2. Stages of the Activities

3. Results and Discussion

3.1. Object's Business Profile and Location

Bakpao Hongkong branch of Raya Darmo Permai was established in 2000. With the address Raya Darmo Permai, with the address Jl. Raya Darmo Permai I No.61, Pradahkalikendal, Surabaya.

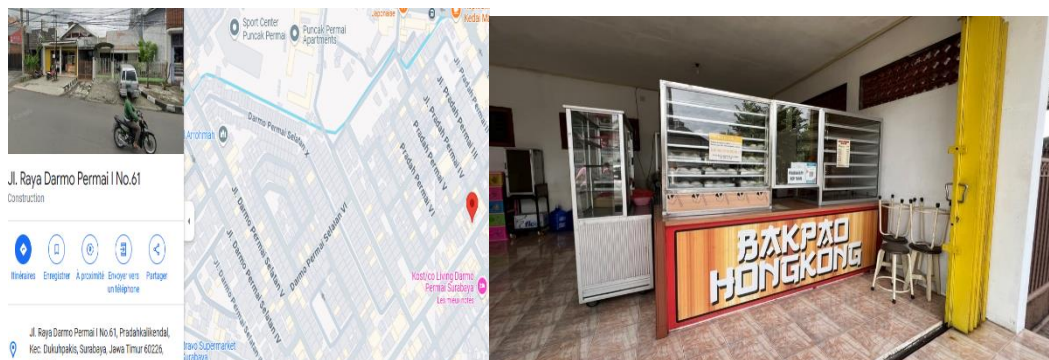


Figure 3. Partner location

Bakpao Hongkong offers 10 flavors, with the favorites being Special and Casio. Hongkong Bakpao symbolizes the union between tradition and modernity, the traditional culture of making while still presenting new innovations and variations in presentation and taste. With guaranteed quality of raw materials and meticulous manufacturing process, every piece of buns is not only appetizing but also provides incomparable satisfaction for the connoisseur. Thus, Bakpao Hong Kong is not just a culinary product, but a living cultural heritage, connecting the past and the present through seductive flavors and aromas.

3.2. The Science and Technology (IPTEK) Model Transferred to Partners

This community service activity is related to providing knowledge about what partners need to pay attention to in leadership behavior in identifying market and consumer behavior to maintain business sustainability through knowledge provision, for this reason the science and technology model that is delivered to partners includes:

1) Application of Consumer Behavior Model

Every day, consumers make numerous decisions when buying products, which is why marketers pay close attention to buyer behavior. Big companies invest in thorough research to understand the intricacies of consumer purchasing habits, including what, where, how, when, and why they buy. By studying actual consumer behavior, companies can gain insights into their buying patterns, preferred locations, and price points.

The starting point is the stimulus-response model of consumer behavior, which proposes that marketing and other stimuli enter the consumer's mind and trigger specific reactions. Marketers aim to comprehend how these stimuli lead to reactions within the consumer's mind, taking into account buyer characteristics that influence how they interpret and respond to stimuli. Buyer characteristics encompass cultural, social, personal, and psychological aspects. Additionally, the decision-making process of the buyer plays a significant role in shaping buyer behavior, starting from the identification of needs, information gathering, evaluation of options, final purchase choices, and post-purchase actions. This decision-making process begins well before the actual purchase and extends far beyond it.

2) Characteristics that Influence Consumer Behavior

Paying attention to these characteristics, companies can customize products, services and marketing strategies to suit consumer needs and preferences. These characteristics are divided into 4 parts, namely:

- a) Cultural Factors: Different aspects of culture have a significant impact on how consumers behave. To effectively market to consumers, it is essential for marketers to comprehend the significance of culture, subcultures, and social classes in shaping their buying decisions.
- b) Social Factors: Every society contains various indications of social class. It is determined by a blend of elements including family history, wealth, earnings, education, and job. Much like cultural aspects, these elements impact consumer behavior by molding how individuals view their desires and requirements.
- c) Personal Factors: Consumers with different lifestyles and personalities have different needs and preferences. For example, adventurous people may be interested in outdoor gear, while more introverted people may prefer books or indoor hobbies. Then previous experiences with a product, brand or service can shape future purchasing decisions. Positive experiences can lead to brand loyalty, while negative experiences can drive consumers away.
- d) Psychological Factors: At any given moment, an individual has a variety of needs to fulfill. These needs can be either physical, stemming from feelings of hunger, thirst, or unease, or emotional, stemming from the desire for acknowledgment, confidence, or connection. When a need reaches a certain level of intensity, it transforms into a driving force. This driving force, also known as a motive, is a strong enough need that pushes the individual to seek fulfillment. The field of psychology has created various models to explain human motivation.

3) Buyer Decision-Making Process

Companies need to optimize the buyer's decision-making process, by understanding and optimizing each of these stages, companies can influence consumer purchasing decisions and increase customer satisfaction levels. The buyer's decision-making process is divided into 5 parts, namely:

- a) Problem Recognition: The process of purchasing commences with the acknowledgment of the buyer's need to identify an issue or desire. These needs may arise from internal or external triggers. Marketers are required to study consumers in order to understand the nature of the need or issue, its root cause, and how it ultimately drives consumers towards the product.

- b) **Information Search:** Consumers who are interested may choose to explore additional information, or they may not. If the consumer is strongly motivated and finds a suitable product nearby, it is probable that they will make a purchase. On the other hand, the consumer may decide to remember their needs or research information related to them.
- c) **Evaluation of Alternatives:** Consumers rely on information to make their final brand selections. Marketers must understand alternative evaluation, the way consumers use information to compare different brands and make choices. It is incorrect to assume that consumers always use a straightforward evaluation process when making purchases. In reality, multiple evaluation processes are at play in different buying scenarios.
- d) **Purchase Decision:** During the assessment phase, individuals categorize brands and develop intentions to buy. Typically, consumers decide to purchase their most favored brand, but two elements can impact purchase intentions versus actual decisions. The initial element is the opinions of others. If a significant person in your life believes you should opt for the cheapest car, you are less inclined to choose a pricier option.
- e) **Post-Purchase Evaluation:** The responsibilities of a marketer extend beyond the point of purchase. Following a purchase, consumers will have feelings of either contentment or discontent and will exhibit behaviors post-purchase that marketers find significant. The key factor in determining a buyer's satisfaction or dissatisfaction with a purchase is the correlation between consumer expectations and the product's performance. If the product fails to meet expectations, consumers will be let down; whereas if it meets expectations, consumers will be content, potentially strengthening the bond between the company and consumers.



MODEL OF CONSUMER BEHAVIOR

Konsumen membuat banyak keputusan pembelian setiap hari, dan keputusan pembelian adalah fokusnya titik upaya pemasar. Sebagian besar perusahaan besar meneliti keputusan pembelian konsumen sangat detail untuk menjawab pertanyaan tentang apa yang dibeli konsumen, di mana mereka membeli, berapa banyak yang mereka beli, dan mengapa mereka membeli. Pemasar dapat mempelajari konsumen. Tetapi belajar tentang perilaku pembelian konsumen tidaklah mudah. Seringkali konsumen sendiri tidak mengetahui secara pasti apa yang mempengaruhinya pembelian

NEED RECOGNITION

Proses pembelian dimulai dengan pengenalan kebutuhan pembeli mengenai suatu masalah atau kebutuhan. Kebutuhan tersebut dapat dipicu oleh rangsangan internal atau eksternal. Misalnya, rasa lapar atau haus dapat memicu kebutuhan. Ketika seseorang dalam keadaan normal kebutuhan. Misalnya, iklan atau diskusi dengan teman mungkin membuat anda berpikir untuk membeli mobil baru. Di kondisi ini, pemasar harus meneliti konsumen untuk mengetahui jenis kebutuhan atau masalahnya muncul, apa yang menyebabkannya, dan bagaimana hal tersebut mengarahkan konsumen ke hal tersebut produk.

CHARACTERISTICS AFFECTING CONSUMER BEHAVIOR

• Faktor Budaya

Faktor budaya memberikan pengaruh yang luas dan mendalam terhadap perilaku konsumen. Pemasar perlu melakukannya memahami peran yang dimainkan oleh budaya, subkultur, dan kelas sosial pembeli.

BUYER DECISION PROCESS

Sekarang kita telah melihat pengaruh yang mempengaruhi pembeli, kita siap untuk melihat bagaimana caranya konsumen membuat keputusan pembelian. proses keputusan pembeli terdiri dari lima tahap: pengenalan kebutuhan, pencarian informasi, evaluasi alternatif, pembelian keputusan, dan perilaku pasca pembelian. Jelasnya, proses pembelian dimulai jauh sebelum pembelian sebenarnya dan berlanjut lama setelahnya. Pemasar harus fokus pada keseluruhan pembelian proses bukan pada keputusan pembelian saja.

0000 PURCHASE DECISION Pada tahap evaluasi, konsumen mengurutkan merek dan membentuk niat pembelian. Umumnya, keputusan pembelian konsumen adalah membeli merek yang paling disukai, namun ada dua faktor yang bisa membedakan niat membeli dan keputusan pembelian. Faktor pertama adalah sikap orang lain. Jika seseorang yang penting bagi Anda berpikir bahwa Anda sebaiknya membeli mobil dengan harga terendah, maka kemungkinan Anda membeli mobil yang lebih mahal akan berkurang.	0000 POSTPURCHASE BEHAVIOUR Tugas pemasar tidak berakhir ketika produk dibeli. Setelah membeli produk, konsumen akan merasa puas atau tidak puas dan akan terlibat dalam perilaku pasca pembelian yang menarik bagi pemasar. Apa yang menentukan apakah pembeli puas atau tidak puas dengan suatu pembelian? Jawabannya terletak pada hubungan antara harapan konsumen dan kinerja produk yang dirasakan. Jika produk tidak memenuhi harapan, konsumen akan kecewa; jika memenuhi harapan konsumen akan merasa puas dan dapat meningkatkan hubungan yang erat antara perusahaan dengan konsumen
0000 INFORMATION SEARCH Konsumen yang tertarik mungkin atau mungkin tidak mencari informasi lebih lanjut. Jika dorongan konsumen kuat dan produk yang memuaskan sudah dekat, kemungkinan besar dia akan membelinya. Jika tidak, konsumen mungkin menyimpan kebutuhannya dalam memori atau melakukan pencarian informasi terkait kebutuhan tersebut. Misalnya, setelah Anda memutuskan membutuhkan mobil baru, setidaknya Anda mungkin akan lebih memperhatikan iklan mobil, mobil milik teman, dan percakapan tentang mobil. Atau Anda mungkin aktif mencari secara online, berbicara dengan teman, dan mengumpulkan informasi dengan cara lain.	0000 EVALUATION OF ALTERNATIVES Kita telah melihat bagaimana konsumen menggunakan informasi untuk sampai pada serangkaian pilihan akhir merek. Berikutnya, pemasar perlu mengetahui tentang evaluasi alternatif, yaitu bagaimana konsumen memproses informasi untuk memilih di antara merek-merek alternatif. Sayangnya konsumen tidak menggunakannya proses evaluasi yang sederhana dan tunggal dalam semua situasi pembelian. Sebaliknya, beberapa proses evaluasi sedang berjalan.



Figure 4. Documentation of the material and the activity

At the end of the activity, a pretest and posttest were conducted, regarding the delivery of the activity material that had been carried out. Partners were asked to answer a questionnaire about whether they understood the material that had been delivered after participating in the socialization activities. Using a Likert scale with the provisions: very do not understand (5), very understand (4) understand (3), quite understand (2), do not understand (1). Very do not understand. Based on partner answers from filling out the pre-test and post-test in table 1.

Table 1. Recapitulation of Partner Answers

Indicators	Categories	Answer	Percentage (%)
The material on the understanding of the Application of the Consumer Behavior Model has made partner understand	Completely do not understand	0	0
	Do not understand	0	0
	Somewhat understand	0	0
	Understand	0	0
	Completely understand	100	100%
The material on Characteristics that Influence Consumer Behavior makes partner understand	Completely do not understand	0	0
	Do not understand	0	0
	Somewhat understand	0	0
	Understand	0	0
	Completely understand	100	100%
The material on the Buyer Decision-Making Process makes partner understand	Completely do not understand	0	0
	Do not understand	0	0
	Somewhat understand	0	0
	Understand	0	0
	Completely understand	100	100%
The material on overall consumer behavior makes partner understand	Completely do not understand	0	0
	Do not understand	0	0
	Somewhat understand	0	0
	Understand	0	0
	Completely understand	100	100%
	Completely do not understand	100	100%

The results of the evaluation of partners' answers to understanding the material were well understood. Evidenced by the answers of partners who 100% can understand the material presented.

4. Conclusion

The training session focused on comprehending Consumer Market and Buyer Behavior was delivered in the form of an informative PowerPoint presentation. The presentation covered a variety of key topics such as understanding consumer markets and behavior, the advantages of understanding buyer behavior, and the process of buyer decision-making. The training and networking activities took place virtually through Zoom meetings and were smoothly facilitated by a team of three students. The participants displayed a high level of enthusiasm towards the information provided by the team. Throughout the networking sessions, active engagement was witnessed as participants participated in discussions and Q&A sessions. Additionally, a photoshoot session was organized by the team to document the products and highlight their unique features.

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