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## FACTORS INFLUENCING THE CONSUMER RESEARCH PROCESS: MARKET TARGET, PURCHASING BEHAVIOR, AND MARKET DEMAND (LITERATURE REVIEW OF CONSUMER BEHAVIOR)

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### Abstract

Consumer research evolved as an extension of marketing research, focusing nearly entirely on consumer behavior rather than other components of the marketing process. The findings of consumer research are utilized to improve managerial decision-making. Marketers can forecast how consumers will react to promotional messaging and understand how they make purchasing decisions by studying their behavior. Consumers are currently blessed with a plethora of products to satisfy their demands. The era of producers controlling consumers has passed, and the era of consumers controlling producers has begun. Customers decide what products the company should make. Consumer behavior is defined as an activity or behavior, including the factors that influence the action and is related to efforts to obtain items that suit their needs. Human behavior is so complicated that putting it into words is nearly impossible. The foundation of marketing management is consumer analysis. Marketing strategy and planning must be based on an understanding of the consumers who are the company's target market. This article examines the elements that drive the consumer research process, specifically the target market, purchasing behavior, and market demand, as well as a review of consumer behavior literature. The goal of this article is to develop a hypothesis on the influence of variables that will be used in future studies. This literature review article's findings are as follows:

1) Target Market influences the Consumer Research Process; 2) Purchasing Behavior influences the Consumer Research Process; and 3) Market Demand influences the Consumer Research Process.

**Keywords:** Consumer Research Process, Target Market, Purchasing Behavior, Demand Market

## INTRODUCTION

Every student, regardless of bachelor, master, or doctoral, must conduct research in the form of a thesis, thesis, or dissertation. Likewise, lecturers, researchers, and other functional employees who are actively performing research and writing scientific publications for publication in peer-reviewed journals. Scientific labor is one of the criteria for students to graduate from most Indonesian universities. This clause applies to all stages of education, including undergraduate thesis (S1), thesis (S2), and dissertation (S3).

According to empirical evidence, many students and authors have trouble locating supporting papers for their scientific work, either as earlier research or as relevant studies. Relevant papers are required to improve the theory under investigation, to see the relationship or influence between variables, and to construct hypotheses. The influence of the Target Market (x1), Purchasing Behavior (x2), and Market Demand (x3) on the Consumer Research Process (y1) is discussed in this article, which is a literature review research on the topic of Consumer Behavior.

Consumer research evolved as an extension of marketing research to allow marketers to predict how customers will respond in the market and understand their motivations for purchasing decisions. Consumer behavior is a form of bargaining power that impacts the degree of competition and corporate earnings. Companies must be able to outperform their competitors in terms of attracting customers. As a result, businesses must devise an acceptable marketing strategy. As a marketer, consumer behavior is a guide to knowing consumers, and this insight will help the company gain a competitive advantage.

Because of today's intense rivalry among businesses, corporations must be able to make the appropriate judgments. This is done to ensure that the marketing plan is implemented correctly and that the targets or goals specified are met. Of course, the correct marketing plan must be able to reach the right people in order to generate consistent sales and profits for the organization.

## LITERATURE REVIEW

### Consumer Research Process

The consumer research process is a research process in all of its facets. And

making things happen is about what people want or perceived customer value and satisfaction, which is the essence of the concept of consumer research. Holbrook (Holbrook, 1995). Indicators and Dimensions The consumer research method demonstrates that consumer research is a distinct industry with concepts borrowed from other established sectors. Consumer research is inextricably linked to the expansion of the concept of consumer behavior to purchasing, use, and modification activities, broadening the picture of products beyond durable goods and non-sustainable products to include services, ideas, and events of a more subtle nature, and emphasizing the role of hedonistic responses in the context of consumer experience. Holbrook (Holbrook, 1995)

The Consumer Research Process is the direct act of partaking in consumer products and services, as well as spending, which includes the decision-making process before and following this action. Simamora (2000). Dimensions and indications of the Consumer Research Process include observable behavior such as how much money is spent, when, with whom, with whom, and how things are purchased and consumed. Consumer behavior is also associated with purchasing decisions as well as activities to get, use, consume, and dispose of a product. Simamora (2000).

The following steps are involved in the consumer research process (Kurniawan & Tristiyono, 2019): Determining research objectives; collecting and evaluating secondary data; designing primary research investigations; collecting primary data; analyzing data; and preparing research results. The first step in the consumer research process is to carefully determine the objectives of the Consumer Research Process study and the Consumer Research Process Indicators / Dimensions that have been extensively researched by previous researchers such as (Dharmmesta, 1999), (Simamora, 2000), and (Kurniawan & Tristiyono, 2019).

### **Target Market**

According to (Cravens, 1996), the target market is the process of analyzing and selecting each segment that the company will service / the act of evaluating and comparing the identified groups and then picking one or more of them as candidates with the greatest potential. In order to meet the target market, the company must also determine the

product's position in the global market, which is the act of developing the company's offer and image so that it occupies a meaningful and distinct competitive place in the eyes of its target customers.

According to (Keegan, 1996), target market dimensions or indications are target marketing methods such as undifferentiated worldwide marketing, targeted global marketing, and specialized global marketing. According to (Neil Kokemuller, 2016), a target market is a group of buyers who have similar demands or characteristics that the company decides to service. In addition to evaluating the attractiveness of market segments and choosing one or more to combine. Undifferentiated marketing (or mass marketing), Differentiated marketing, Concentrated (niche) marketing, and Micromarketing are some of the tactics used by Target Market Dimensions and Indicators (Widjaya, 2017). Many earlier studies have researched the target market, including (P.Adam, 2011) and (Widjaya, 2017).

### **Purchase Behavior**

The purchasing behavior is one of the most intriguing aspects of consumer behavior. Consumer behavior is the business's sustenance. When discussing purchasing behavior, the following concerns are addressed: what to buy, where to buy, when to buy, how much to buy, and how often to buy. Knowing what consumers will purchase assists management in formulating strategies for the products they will manufacture and market. Help management determine which distribution systems and channels to use to distribute products to consumers by determining where and when purchases will be made. (2004). (Siringoringo, 2004).

Dimensions or indicators of Purchasing Behavior are information regarding the quantity and frequency of purchases that management can use to set competitive product prices. Additionally, consumer purchasing behavior provides insight into purchase intentions, which can influence purchase decisions. (2004). (Siringoringo, 2004).

Purchasing Behavior is the study of how individuals, groups, and organizations select, purchase, and use goods, services, ideas, and experiences to satisfy their demands and desires (Prasetyo & Bodrohstuti, 2012). The dimensions and indicators of purchasing behavior are selection, acquisition, utilization, and application (Prasetyo & Bodrohstuti,

2012). Several previous researchers, including (Siringoringo, 2004) and (Prasetyo & Bodroastuti, 2012), have investigated purchasing behavior.

### **Market Demand**

Market demand is the sum of all individual or private market requirements, or the sum of all needs encountered by all companies or firms. When these unique criteria are combined, a market demand curve is obtained (Sukarno, 2020). Market Demand Dimensions and Indicators are a specific item that is nothing more than a horizontal or arithmetic sum of various different needs encountered by each producer or organization. In other words, the market amount demanded at each price level is the sum of all individual quantities demanded at that price level. 2020 (Sukarno).

Market demand is a highly significant economic activity in everyday life, particularly in the economic sphere, and it is the sum of the quantity and price of a commodity required by customers at different times and at different price levels. Jordan (Jordan, 2020). Market demand dimensions or indicators are elements that influence market demand, such as substitute prices, prices of complementary items, total income, consumer tastes, intensity of consumer requirements, predicted future prices, and population. Jordan (2020)

Current market conditions are quite diversified because there are multiple generations of consumers, and each generation has different behavior (Winasis et al., 2018). As a result, with a diverse range of age and shopping options, consumers will be split. Certain generations of consumers will undoubtedly choose to purchase in specific locations (Suleman, Ali, et al., 2020). Marketers who are sensitive and understand this will win the competition since they can see and determine targets, as well as segment the products being advertised based on the product's features.

Previous researchers, such as (Sukarno, 2020) and (Jordan, 2020), as well as (Agussalim & Ali, 2017), have conducted thorough research on market demand.

**Table 1.**  
**Relevant Previous Research**

No	Author s (year)	Previous research results	Similarities to this article	Differences with this article
1	(AE Nasution et al., 2019)	Target market, buying behavior, and market demand have a positive effect significantly to the consumer research process	Buying behavior and market demand influence the consumer research process	Target Market Influences the Consumer Research Process
2	(Amalia, 2019)	Market targets and market demands have a positive and significant influence on Consumer research process	Buying behavior influences the Consumer Research Process	Market Target Influences the Consumer Research Process
3	(Nensi & Rahmidani, 2019)	Target Market, Buying Behavior, and Market Demand has a positive and significant influence on the Process of Consumer Research	Target Market & Market Demand Influence the Consumer Research Process	Purchasing Behavior Influences the Consumer Research Process
.4	(Evelina et al., 2013)	Target Market, Purchasing Behavior, and Market Demand have a positive and significant influence on the Process Consumer Research	Purchasing Behavior & Market Demand influence the Consumer Research Process	Target Market Influences the Consumer Research Process
.5	(Dewi Nurmasari Pane, SE., 2018)	Target Market & Market Demand have a positive and significant impact on the Process Consumer Research	Buying behavior influences the Consumer Research Process	Target Market Influences the Consumer Research Process
6	(Warikiet al., 2015)	Target Market, Purchasing Behavior, and Market Demand have a positive and significant influence on Consumer Research Process	Market Target & Market Demand affect the Consumer Research Process	Purchasing Behavior Influences the Consumer Research Process

## RESEARCH METHOD

This scientific article was composed using a qualitative method and literature review (Library Research). Examining theories and relationships or influences between variables from books and journals found offline in a library and online via Mendeley, Google Scholar, and other online sources.

In qualitative research, the literature review must adhere to methodological presumptions. This means that it must be used inductively so that it does not guide the researcher's queries. The exploratory nature of qualitative research is one of the primary reasons for conducting it (Ali & Limakrishna, 2013).

## **RESULTS AND DISCUSSION**

### **The Influence of Target Market on the Consumer Research Process.**

The Target Market influences the Consumer Research Process in the same way as defining targets for the size of Existing Segments and Growth Potential, Potential Competition, Suitability, and Feasibility influences the Consumer Research Process. The target market is chosen based on the compatibility of the company's strategic orientation, particularly its competitive advantages and available resources, with the features of the overseas market to be targeted. In addition, the global industry structure, including impediments to entry into global markets, must be considered. 1997 (Cravens).

The target market indication is also used to try to enhance product sales by grouping the four Ps, which stand for product, price, place, and promotion. To finish off the chosen client segment or target market. Companies that offer the same product categories as competitors but target different target customers will create a marketing mix that is unique to them (Hardianti & Erni Martini, S.Sos., 2016). impacts the characteristics or indications of the Consumer Research Process in achieving customer value and happiness, concentrating on the behavior of consumer-oriented organizations in pursuing target markets Dharmmesta (1999).

To improve the Consumer Research Process by considering the Target Market, management must raise awareness about the importance of being market-oriented and capable of providing adequate market response so that the company's products can reflect the optimal level of response from consumer expectations in a competitive environment. rigorous, capable of managing customer wants and capacities in the company's market in a more efficient and effective manner (Oscarius YA Wijaya, MH., 2020).

One of the main aspects that can be done to enhance sales in a marketing strategy



is the level of client happiness. Which truly depends on staff performance, products and other supporting services, as well as the performance standards utilized by customers. It is hoped that by monitoring customer satisfaction, the results can be used as reliable evaluation material, particularly when making decisions about increasing train users/passengers, service processes to meet customer needs, and improvements to improve customer service processes. Which service amenities, in the end, can boost customer satisfaction? 2021) (Agus Dharmanto).

According to the study undertaken by (P.Adam, 2011), (Dharmmesta, 1999), (Hardianti & Erni Martini, S.Sos., 2016), (Sumarwan & Tjiptono, 2019), and (Dr. Oscarius YA Wijaya, MH., 2020), (Dharmanto et al., 2013), the target market influences the consumer research process.

### **The Influence of Purchasing Behavior on the Consumer Research Process**

The Consumer Research Process is influenced by Purchasing Behavior, which encompasses various dimensions or indicators. These dimensions include the buyer's awareness of a need or desire, which may be influenced by internal and external factors. Subsequently, consumers engage in information-seeking activities to explore products that can potentially fulfill their desires. Next, we go on to the assessment of alternatives, a process that enables customers to gather knowledge and make informed decisions by comparing and contrasting other brands and their unique features and attributes. The objective is to generate responses that promote the purchase of specific items, which are backed by evidence and aimed at influencing consumer behavior (Kotler, 2008).

The purchasing behavior of individuals might be considered distinct due to the inherent variability in their tastes and attitudes towards various goods. Furthermore, buyers originate from diverse segments, hence resulting in varying desires and requirements. Consumer behavior refers to the sequential steps undertaken by individuals or organizations in the pursuit, acquisition, utilization, assessment, and ultimate disposal of items or services, following their consumption, with the aim of fulfilling their respective requirements. The study of consumer behavior encompasses various stages, including pre- buy, purchase, and post-purchase. During the pre-purchase phase, consumers engage in information retrieval pertaining to items and services. During the procurement phase, the consumer will acquire the product, while in the post-purchase phase, the consumer will engage in product

**Factors Influencing the Consumer ...**



consumption, assess its performance, and ultimately discard it after utilization. The aforementioned statement pertains to the actions undertaken by individuals who are actively engaged in the acquisition and utilization of products and services. This includes the decision-making process involved in the planning and determination of those activities. The process of purchasing an item or service typically involves multiple stakeholders, each with their own distinct responsibilities and tasks. The roles assumed are: (1) The initiator is an individual who displays the proactive inclination to acquire specific items. (2) Influencers, on the other hand, are individuals who possess the ability to exert influence over purchasing decisions. The criteria provided will be taken into consideration, whether it is deliberate or not. (3) The decider is the individual responsible for making decisions regarding the purchase, selection, and method of acquisition of goods and services. (4) Buyers refer to those who actively engage in the process of acquiring and utilizing goods and services, including their involvement in decision-making activities related to the planning and execution of these transactions. The process of purchasing an item or service typically involves multiple stakeholders, each with their own designated responsibilities and tasks. The roles performed in the context are as follows: (1) The Initiator, who is an individual with the agency to initiate the acquisition of certain items; (2) The Influencers, who are individuals exerting influence on the decision-making process related to purchases. The provided criteria will be taken into consideration, whether intentionally or unintentionally. The Decider is responsible for making decisions related to purchasing, including what to buy, whether to buy, and how to make the purchase. The Buyers refer to individuals who are directly engaged in acquiring and utilizing goods and services, and are involved in the decision-making process for these activities. The act of acquiring a product or service entails the involvement of multiple stakeholders, each fulfilling their designated responsibilities. The tasks performed include:

- (1) The Initiator, who is an individual who takes the initiative to acquire specific items; (2) The Influencers, who are those who exert influence on purchasing decisions. The criteria provided will be taken into consideration, whether intentionally or unintentionally. The

Decider is responsible for making decisions regarding the purchase, including whether to buy, what to buy, and how to buy it. The Buyers are individuals who actually carry out the purchase transaction. Lastly, the User refers to the individual who utilizes the product or service that has been purchased. There are numerous factors that have an impact on an individual's decision to make a purchase of goods. It is imperative for management to conduct a thorough examination of these aspects in order to enhance the efficacy of the marketing effort. These aspects encompass economic, psychological, sociological, and anthropological dimensions. According to Schiffman (2007),

The Purchasing Behavior Indicator also assesses products based on the buyer's needs and preferences. Consumers' purchasing behavior encompasses various components that are of significance and warrant examination. These elements include product choice, brand choice, dealer choice, purchase time, purchase quantity, and purchase mode (Hawkins & Mothersbaugh, 2010). The Consumer Research Process encompasses various dimensions or indicators that have an impact on multiple decisions. One such decision pertains to the number of alternatives available when faced with two or more different responses (Schiffman & Kanuk, 2008). According to Levy and BA (2012), it is imperative for a trader to identify factors that have an impact on consumer purchasing behavior and effectively establish a sense of certainty that encourages customers to engage in purchase activities.

In order to enhance the Consumer Research Process with a focus on Purchasing Behavior, it is imperative for management to cultivate a company that excels in making purchasing behavior judgments. This entails recognizing that the observed behavior is influenced and stimulated by other entities (Kotler & Lane, 2009). Furthermore, the acquisition patterns of consumers persistently necessitate a confluence of several behavioral inclinations. According to Kotler (2008), the purchase behavior can be categorized into five distinct categories, namely: initiator, influencer, decision maker, buyer, and user.

The Consumer Research Process is influenced by Purchasing Behavior, as evidenced by several studies conducted by Salmah (2015), Farady Marta and Wahyu Setyawati (2019), Widyaningrum (2016), Kartikasari et al. (2013), and Saputri (2016)..

### **The Influence of Market Demand on the Consumer Research Process**

The theory of demand is rooted in the study of consumer behavior, which remains closely connected to consumer decision-making and is also known as a complementary source of goods in the output market or market demand. According to Nasution and Tarmizi (1996), customers modify the types of things they purchase based on their own wants and capacities, resulting in a beneficial demand for a particular item.

The Consumer Research Process is influenced by Market Demand. The Market Demand Indicators encompass various factors that influence the demand for commodities. These factors include the price of the goods themselves, the pricing of associated goods, the per capita income level, consumer tastes and habits, population size, future price estimates, income distribution, and the efforts undertaken by producers to enhance sales. According to Alfionita M. Siahaan (2015) and Rahardja and Manurung (2004),

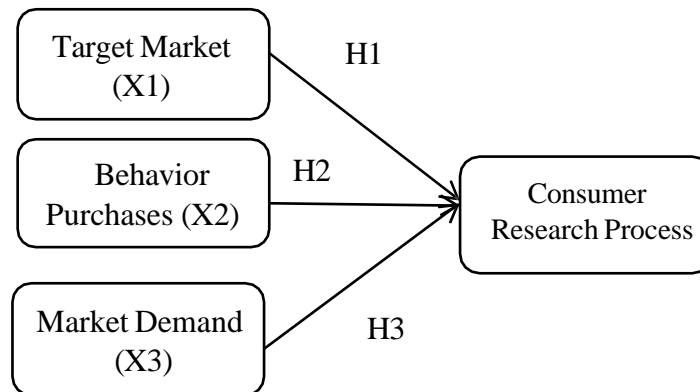
According to the law of demand, when there is a fall in the price of a certain item, individuals tend to exhibit an increased demand for that item. Furthermore, individuals who have previously purchased the item experiencing a price decrease are likely to augment their purchases, so contributing to an overall increase in the demand for the item. Similarly, in the event of an increase in the price of commodities, there will be a corresponding fall in the demand for items. This phenomenon occurs due to the limited purchasing power of individuals, resulting in the unattainability of certain commodities for the general population. In addition, individuals also exhibit a preference for cost-saving measures, leading them to seek alternative things that are priced more affordably. Consumers tend to exhibit increased purchasing behavior in response to several factors, such as a decrease in the price of goods, an increase in income, a rise in the price of other items, or a decline in the price of complementary goods. According to Yanti (2016),

The consumer research process is influenced by market demand. Market demand refers to the quantity of goods or services that consumers are willing and able to purchase within a specific market, taking into account factors such as price levels, income levels, and the time period under consideration (Prayudi et al., 2019). Sarnowo and Sunyoto (2013) assert that the determination of demand for private or public products is contingent upon

various factors, including the price of the items in question, income level, population, and prices of other goods. The principle of demand is formulated as follows: An increase in the price of a good leads to a decrease in the amount desired. On the contrary, in the event of a decrease in the price of a commodity, there is an associated increase in the amount requested, as per the principle of *ceteris paribus*. Hence, it can be observed that the consumer research process is influenced by market demand, as evidenced by the studies conducted by Darnilawati (2009), Alfionita M. Siahaan (2015), Yanti (2016), and Prayudi et al. (2019).

### Conceptual Framework

Based on the problem formulation, theoretical studies, relevant previous research, and discussion of the influence between variables, the framework for this article is as follows.



**Figure 1.**  
**Conceptual Framework**

Based on the conceptual framework image above, Market Target, Purchasing Behavior, and Market Demand influence the Consumer Research Process. Apart from these three exogenous variables that influence the Consumer Research Process, there are many other variables that influence it, including:

- Marketing Concept: (Wibowo, 2015), (Fawaid, 2018), and (Amanda et al., 2020).
- Consumer Analysis: (Priyono, 2006), (Suleman et al., 2020), (Agussalim & Ali, 2017).
- Consumer Evaluation: (Pratama, 2014), (Istiqomah, 2013), and (Ma'mun et al., 2021).

## CONCLUSION

Drawing upon theoretical frameworks, pertinent scholarly papers, and extensive discourse, it is possible to construct a hypothesis that warrants further investigation. The Consumer Research Process is influenced by the Target Market. The target market plays a crucial role in endeavors aimed at enhancing product sales. By strategically aligning the 4- Ps (product, price, place, and promotion) and devising a distinctive marketing mix that sets the business apart from competitors, the target market significantly impacts the Consumer Research Process. This, in turn, facilitates the attainment of customer value and satisfaction. This study aims to examine the strategic focus of consumer-oriented corporations in targeting specific market segments. The Consumer Research Process is influenced by Purchasing Behavior.

Consumers engage in an evaluation of alternatives, wherein they assess and compare numerous brands within the option set to make informed decisions. The responses generated by individuals towards specific products have a significant role in influencing their purchase behavior. These responses are often reinforced by many factors that contribute to the decision-making process. The Consumer Research Process is influenced by Market Demand. Entrepreneurs in market demand employ pricing strategies that are both reasonable and aligned with product quality, so exerting a beneficial impact on the consumer research process.

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