# ANALISIS PASAR DAN PENGUKURAN PASAR

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# **Topics**

- Red ocean vs blue ocean strategy
- Proses keputusan konsumen
- Tipologi konsumen
- Teknik-teknik *forecasting demand*
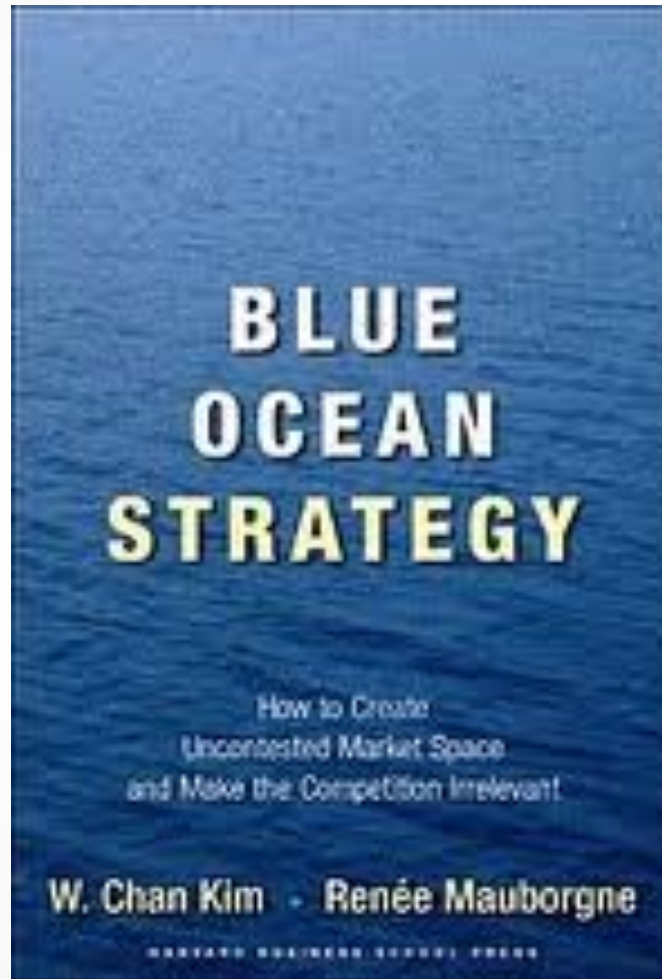
# Blue Ocean Strategy

**Red Ocean**

**Blue Ocean**

## ARE YOU RED OR ARE YOU BLUE?

# Red vs Blue Ocean Strategy

Jump in with everyone else.
Or jump right.

(Kim and Mauborgne, 2005)

# What is Blue Ocean Strategy

# Red and Blue Ocean Strategy

Compete in existing market space

Beat the competition

Exploit existing demand

Make the value-cost trade-off

Align the whole system of a firm's activities with it's strategic choice of differentation _or_ low cost

**"Defend Current Position"**
**Perspective**

Create uncontested market space

Make the competition irrelevant

Create and capture new demand

Break the value-cost trade-off

Align the whole system of a firm's activities in pursuit of differentiation _and_ low cost
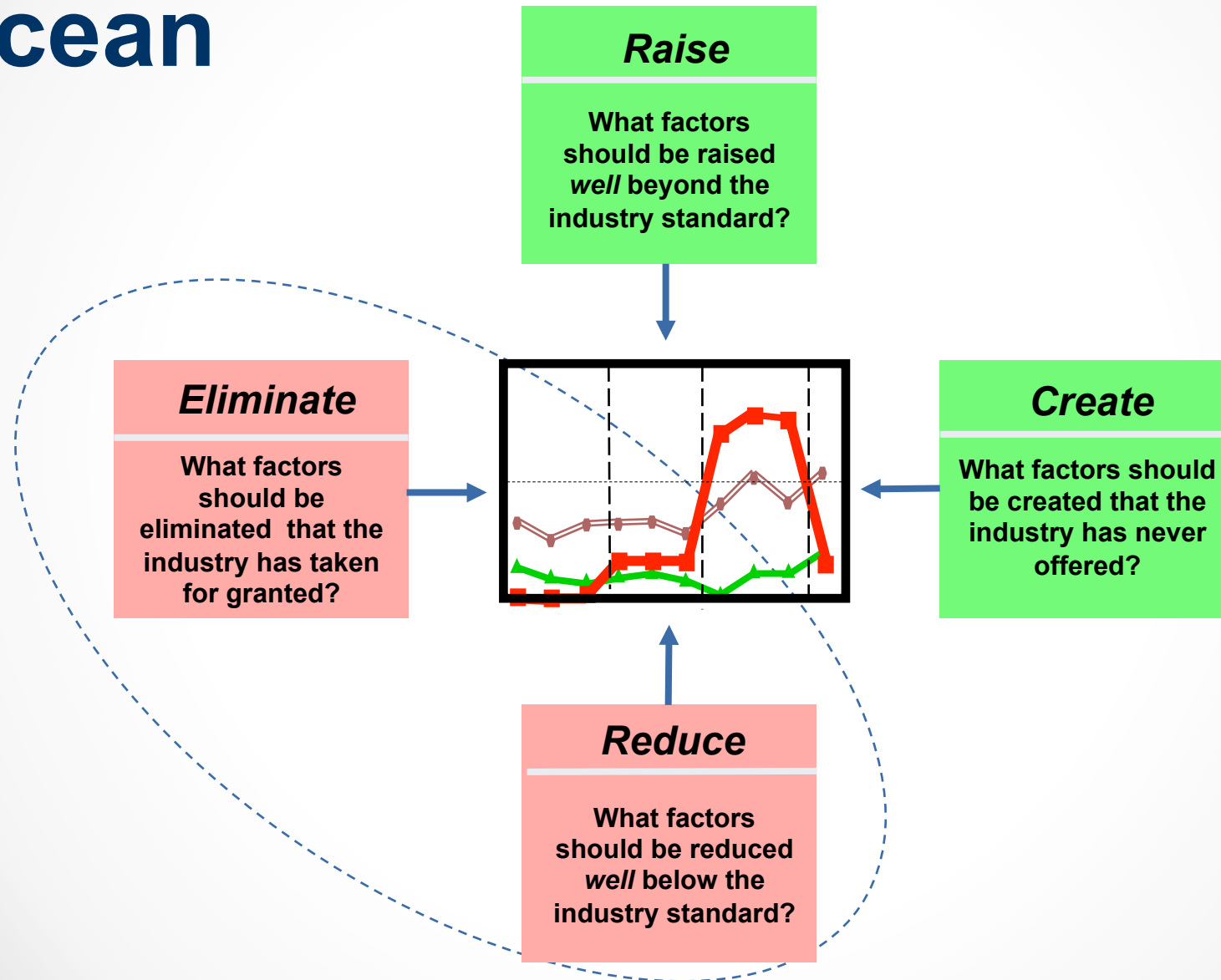
**"Innovate & Pursue New Opportunities"**
**Perspective**

# Don't Compete with Rivals
# - Make Them Irrelevant!

# Most Haunted Hotels in America

# Four Actions to create a Blue Ocean

**Raise**

What factors should be raised *well* beyond the industry standard?

**Eliminate**

What factors should be eliminated that the industry has taken for granted?

**Create**

What factors should be created that the industry has never offered?

**Reduce**

What factors should be reduced *well* below the industry standard?

# PROSES KEPUTUSAN PEMBELIAN

# CONSUMER DECISIONS:

## Theory and Reality in Consumer Buying

PROBLEM RECOGNITION

INFORMATION SEARCH

EVALUATION OF ALTERNATIVES

PURCHASE

POSTPURCHASE EVALUATION/ BEHAVIORS

Theory

Complications

# Proses Keputusan Pembelian



Tahapan-tahapan Pengambilan Keputusan Pembelian Philip kotler (2003:224)

**Consumer do these things everyday.
It's the way people buy now**

*Do you?*

Use your mobile phone (Google, Yelp, etc.) to find a restaurant?

Try a business because of a friend's post on Facebook?

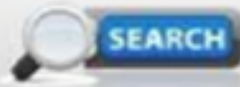Not consider a business because of their negative online reviews?

"Like" favorite businesses on Facebook?

Buy daily deal vouchers for yourself or a friend?

"Check-in" at a business on Facebook/Foursquare to get a special offer?

Research several businesses online before picking one?

See banner ads that remind you about something to buy?

Write an online review when you have a bad experience?

# Simple Buying Process

## The Old Days:

**AWARENESS**

Saw Traditional Offline Ads

**CONSIDERATION**

? Asked Friends

**PURCHASE**

**YELLOW PAGES** Checked Print Directories

**REVIEW & REPEAT**

Love it! Spread Word-of-Mouth

# TIPOLOGI KONSUMEN

# DEFINING A model of consumer behavior

Origin: **1960-es**, comes from companies need to know more about consumer behavior in order better to plan their **marketing strategies and actions**

# consumer behavior Approaches

### Traditional approach

Consumer is rational

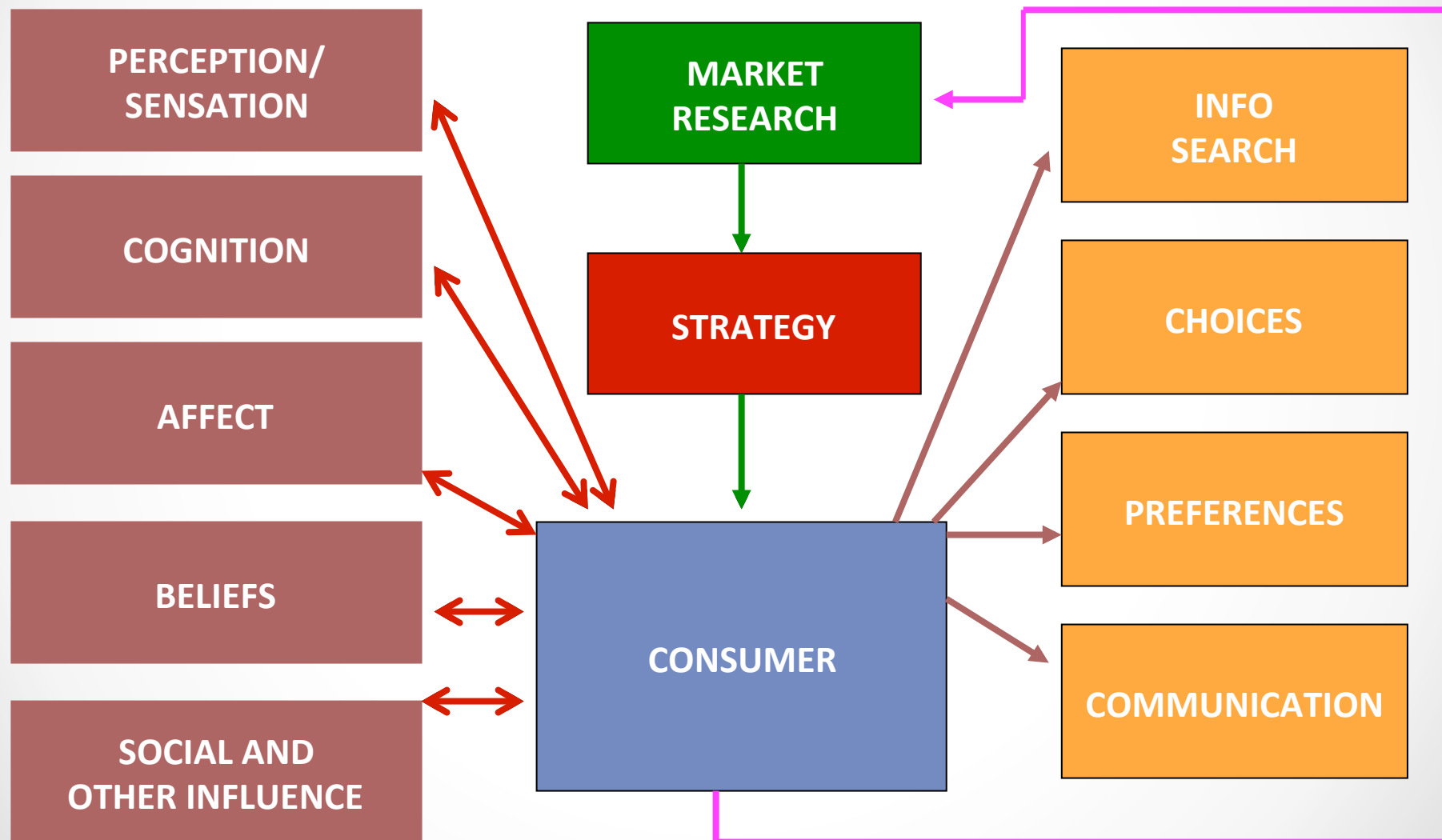Consumers require maximum utility for their money

### Modern approach

Consumer is not always rational

Needs – Motives - Decision

# Influences on and of Consumer Behavior

**PERCEPTION/ SENSATION**

**COGNITION**

**AFFECT**

**BELIEFS**

**SOCIAL AND OTHER INFLUENCE**

**MARKET RESEARCH**

**STRATEGY**

**CONSUMER**

**INFO SEARCH**

**CHOICES**

**PREFERENCES**

**COMMUNICATION**

# Attitude Components

- **Beliefs**
  - Can be positive, negative, or neutral
  - May or may not be accurate
  - May contradict other beliefs held by the other person

- **Affect**
  - May be positive or negative
  - May take on specific dimension (e.g., pleasure, disgust)

- **Behavioral Intentions**
  - An individual's plan or expectations of what he or she will do
  - May appear inconsistent with beliefs
  - May not predict well what the individual will do in reality

# Economic/Marketing Implications of Household Cycles

- Income tends to increase with time
- But children/ obligations add cost
- Divorce
  - o increases costs
  - o may change income distribution marriage

- Product demand due to
  - o singles with low expenses
  - o new couples
  - o divorced families
  - o children
  - o empty nesters --> more income

# Organizational Buyers

- Types
  - Industrial
  - Reseller
  - Government and non-profit organizations
- Purchase types
  - Straight rebuy
  - Limited decision making
  - Extended decision making

- Characteristics
  - Greater involvement
  - Bureaucracy
  - Long term relationships
  - Price is important but may not be the most important factor

# Consumer Behavior is difficult to predict

| ENVIRONMENTAL FACTORS | | BUYER'S BLACK BOX | | BUYER'S RESPONSE |
|---|---|---|---|---|
| **Marketing Stimuli** | **Environmental Stimuli** | **Buyer Characteristics** | **Decision Process** | |
| Product<br>Price<br>Place<br>Promotion | Economic<br>Technological<br>Political<br>Cultural<br>Demographic<br>Natural | Attitudes<br>Motivation<br>Perceptions<br>Personality<br>Lifestyle<br>Knowledge | Problem recognition<br>Information search<br>Alternative evaluation<br>Purchase decision<br>Post-purchase behaviour | Product choice<br>Brand choice<br>Dealer choice<br>Purchase timing<br>Purchase amount |

However, in reality many decisions are not made in awareness of a determined problem by the consumer.

**Ref:** Sandhusen, Richard L.: Marketing (2000). Cf.  S. 218

# The model of buyer behavior

## The Environment

**Marketing Stimuli**     **Other**
Product            Economic
Price             Technological
Place             Social
Promotion       Cultural

It's very difficult to "see" inside the consumer's head & figure out the **whys of buying behavior**
*(that's why it's called the black box).*

## Buyer's Black Box

Buyer's characteristics
Buyer's decision process

## Buyer Response

Buying attitudes and preferences
Purchase behavior: what the buyer buys, when, where and how much
Brand & company relationship marketing

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# FORECASTING DEMAND

# Basis of Consumer behaviour study ?

**Consumer buying decisions also helps us to understand roles and try to answer questions**

- *What consumers buy?*

- *Where they buy?*

- *How they buy? & how much they buy?*

- *When they buy?*

- *Why they buy.*

# Factors influencing consumer behavior

**Marketing mixes**

**All other stimuli**

**Person making decision**
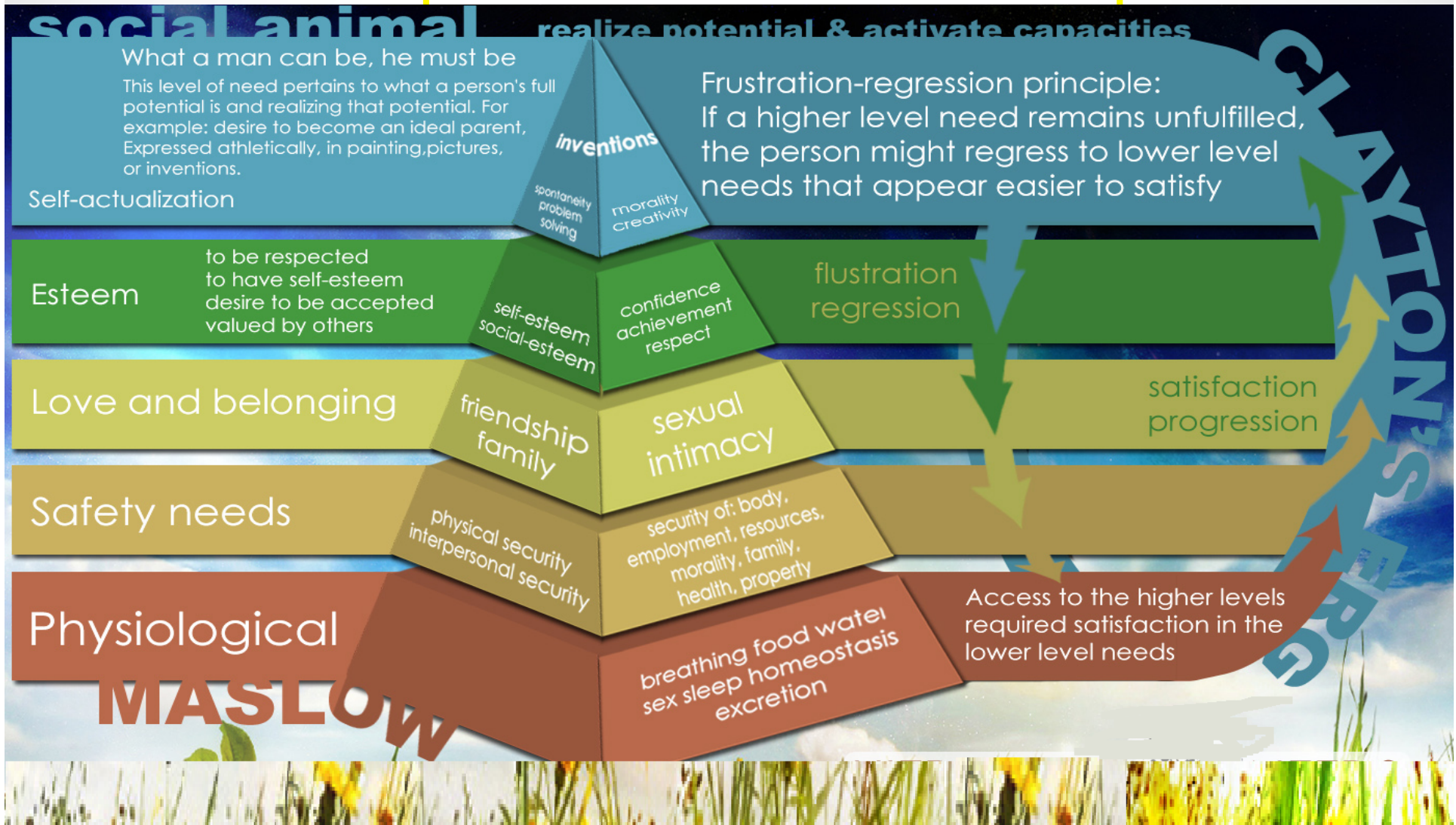
| Economic Needs | Psychological Variables | Social Influence | Purchase Situation |
|---|---|---|---|

Consumer decision process

# Factors influencing consumer behavior

## Marketing mixes

## All other stimuli

**social animal**

**realize potential & activate capacities**

What a man can be, he must be

This level of need pertains to what a person's full potential is and realizing that potential. For example: desire to become an ideal parent, Expressed athletically, in painting,pictures, or inventions.

Self-actualization

inventions

spontaneity problem solving

morality creativity

Frustration-regression principle:
If a higher level need remains unfulfilled, the person might regress to lower level needs that appear easier to satisfy

Esteem

to be respected
to have self-esteem
desire to be accepted
valued by others

self-esteem
social-esteem

confidence achievement respect

flustration regression

Love and belonging

friendship family

sexual intimacy

satisfaction progression

Safety needs

physical security interpersonal security

security of: body, employment, resources, morality, family, health, property

Physiological

breathing food water sex sleep homeostasis excretion

Access to the higher levels required satisfaction in the lower level needs

CLAYTON'S ERG

MASLOW

# Psychological Influences within an Individual

Needs

Wants

Drives
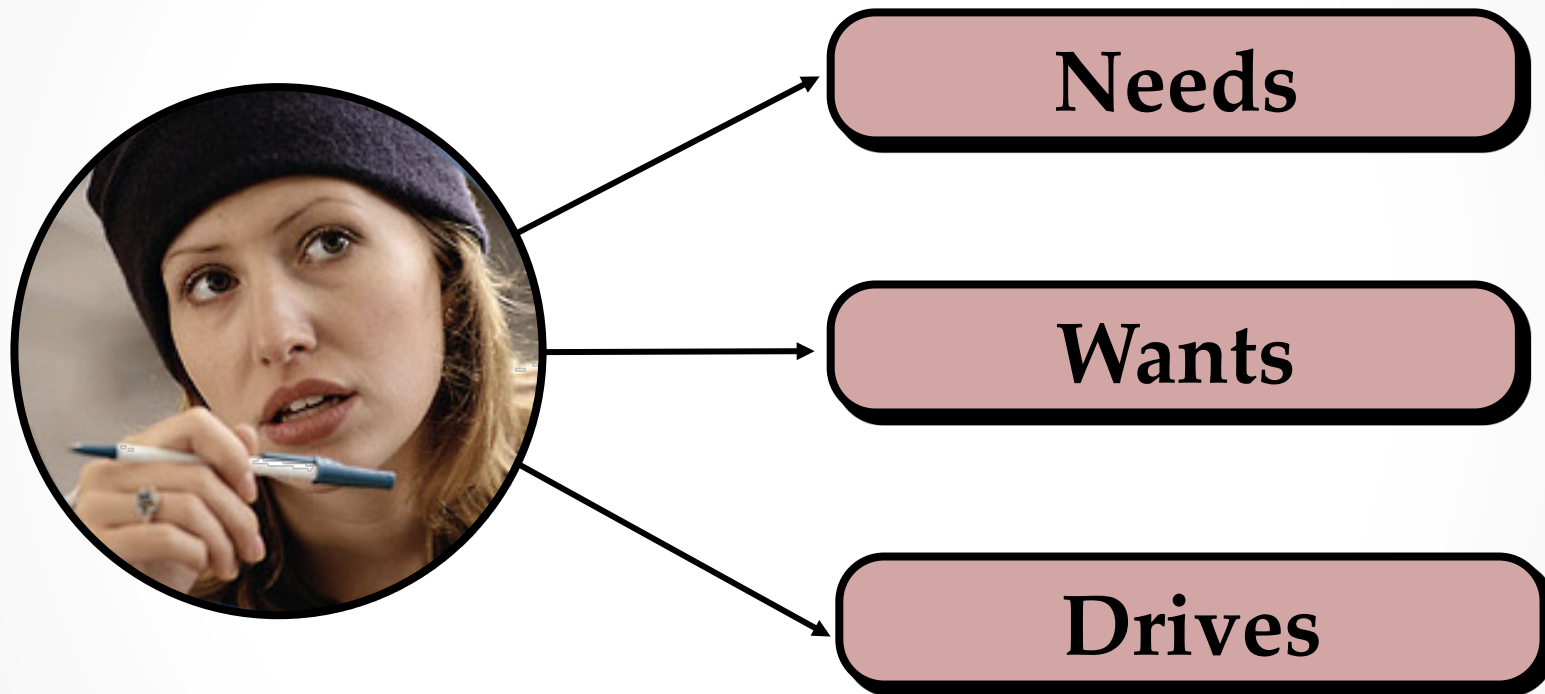
**Consumers seek benefits to match needs and wants!**

# Other Social Influences

**Reference Groups**

**Opinion Leaders**

**Culture**

# Forecasting Steps

- What needs to be forecast?
  - o Level of detail, units of analysis & time horizon required
- What data is available to evaluate?
  - o Identify needed data & whether it's available
- Select and test the forecasting model
  - o Cost, ease of use & accuracy
- Generate the forecast
- Monitor forecast accuracy over time

# Types of Forecasting Models

- Qualitative (technological) methods:
  - Forecasts generated subjectively by the forecaster

- Quantitative (statistical) methods:
  - Forecasts generated through mathematical modeling

# Qualitative Methods

| Type | Characteristics | Strengths | Weaknesses |
|------|-----------------|-----------|------------|
| Executive opinion | A group of managers meet & come up with a forecast | Good for strategic or new-product forecasting | One person's opinion can dominate the forecast |
| Market research | Uses surveys & interviews to identify customer preferences | Good determinant of customer preferences | It can be difficult to develop a good questionnaire |
| Delphi method | Seeks to develop a consensus among a group of experts | Excellent for forecasting long-term product demand, technological | Time consuming to develop |

# Statistical Forecasting

- **Time Series Models:**
  - Assumes the future will follow same patterns as the past

- **Causal Models:**
  - Explores cause-and-effect relationships
  - Uses leading indicators to predict the future
  - E.g. housing starts and appliance sales

# Composition of Time Series Data

- Data = historic pattern + random variation

- Historic pattern may include:
  - Level (long-term average)
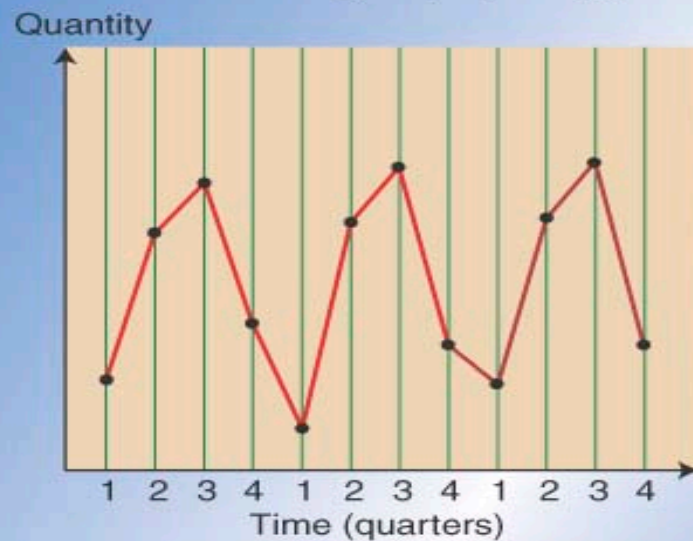  - Trend
  - Seasonality
  - Cycle

# Time Series Patterns
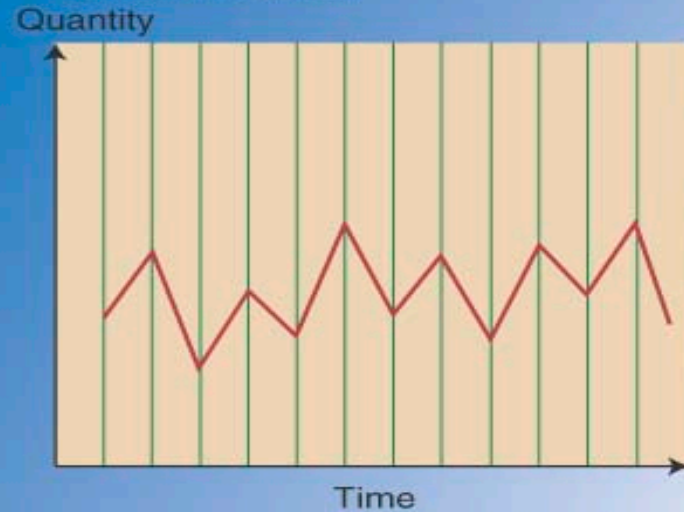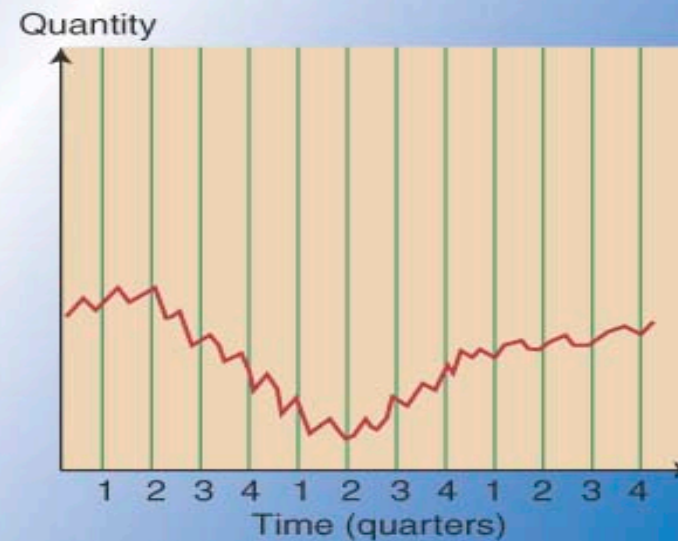
# Methods of Forecasting the Level

- Naïve Forecasting
- Simple Mean
- Moving Average
- Weighted Moving Average
- Exponential Smoothing