



# OBSERVASI I (Pasar & Pemasaran) 2019

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## B E N T U K P A S A R

**Business Marketing:** Business Marketing refers to the sale of either products or services or both by one organization to other organizations that further resell the same or utilize to support their own system.

**Consumer Marketing:** on the other hand refers to the transaction of goods and services between organizations and potential customers.

The above definitions of business marketing and consumer marketing highlight the difference between the two commonly used terms in marketing (B2B and B2C). Business marketers do not entertain consumers who purchase products and services for their end-use. They deal only with other businesses/firms to sell their products. In consumer markets, products are sold to consumers either for their own use or use by their family members.



# PERMINTAAN & PENAWARAN

- The willingness of the provider to take their product to market, influenced by:
  - The demand for the product at a particular price point
  - Forecasts for the future price of the product
  - The ownership of the product
  - The taxes that will be incurred
- The physical availability of the product, influenced by:
  - The speed at which the product can be produced
  - The efficiency at which the product is created
  - The availability of resources (physical and human) required to create the product
- The ability to provide the market with the product, influenced by:
  - The legality of the product
  - Trade bans or sanctions
  - The logistics involved in selling the product



Simply put, demand is the amount or quantity of something that *consumers* want to buy at a given price. As with supply, there are a number of factors that can influence the demand for a product:

- The appeal of the product
- The necessity of the product
- The price of the product
- The logistics involved in receiving the product

Demand is also a very noteworthy quantity, as it can decide whether or not something will sell and influence the price at which it is bought.



# STP

## Market Segmentation

- Identify bases for segmentation
- Determine important characteristics of each market segment



## Market Targeting

- Evaluate potential and commercial attractiveness of each segments
- Select one or more segments



## Product Positioning

- Develop detailed product positioning for selected segments
- Develop a marketing mix for each selected segment



# PERSAINGAN INDUSTRI

## **The formation of competitive markets**

*For markets to form a number of necessary conditions must be met, including:*

1. The profit motive. Free markets form when the profit motive can be satisfied .... more
2. The principle of diminishability. Stocks of pure private goods will diminish as the good is purchased. .... more
3. The principle of rivalry. Consumers must compete with each other to get the benefit provided by the good or service... more
4. The principle of excludability. For markets to form it is essential that consumers can be excluded from gaining the benefit that comes from consumption. .... more
5. The principle of rejectability. It is also necessary that consumers can reject goods if they do not want or need them.... more



# PERILAKU KONSUMEN

To fully understand how consumer behavior affects marketing, it's vital to understand the three factors that affect consumer behavior: psychological, personal, and social.

## **Psychological Factors**

In daily life, consumers are being affected by many issues that are unique to their thought process. Psychological factors can include perception of a need or situation, the person's ability to learn or understand information, and an individual's attitude. Each person will respond to a marketing message based on their perceptions and attitudes. Therefore, marketers must take these psychological factors into account when creating campaigns, ensuring that their campaign will appeal to their target audience.



## **Personal Factors**

Personal factors are characteristics that are specific to a person and may not relate to other people within the same group. These characteristics may include how a person makes decisions, their unique habits and interests, and opinions. When considering personal factors, decisions are also influenced by age, gender, background, culture, and other personal issues. For example, an older person will likely exhibit different consumer behaviors than a younger person, meaning they will choose products differently and spend their money on items that may not interest a younger generation.

## **Social Factors**

The third factor that has a significant impact on consumer behavior is social characteristics. Social influencers are quite diverse and can include a person's family, social interaction, work or school communities, or any group of people a person affiliates with. It can also include a person's social class, which involves income, living conditions, and education level. The social factors are very diverse and can be difficult to analyze when developing marketing plans.



# MANAJEMEN PEMASARAN





# THANK YOU!

Do You Have Any Questions?

