



STUDY OF CONSUMER BEHAVIOR IN UNDERSTANDING AND RESPONDING TO CONTENT-BASED MARKETING STRATEGIES

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Abstrak

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The research objective is related to the study of consumer behavior in understanding and responding to content-based marketing strategies. The method used in this research is qualitative method. This study uses a literature study with a content analysis approach. The data used is secondary data in the form of writing and graphics sourced from articles and books. The results of the research show that consumer behavior is the buying behavior of final consumers who buy goods and services for personal consumption. Consumer behavior will determine the decisionmaking process in making purchases. Consumer behavior is based on the desire and curiosity of consumers to find products that match their criteria. Company content creators need to know cultural factors, social factors, personal, consumer psychology. The importance of knowing consumer behavior so that marketers can offer products and services that suit the needs and desires of consumers. Consumers who understand and respond well to company content can shorten the buying decision process. Therefore the content presented must be relevant, interesting, and consistent.

A. INTRODUCTION

Nowadays content is a very important aspect for a business. Especially, for businesses that are newly built and need a good image. Consumer behavior can influence consumers in understanding and responding to content created by content creators. Consumer behavior is related to how individuals, groups and organizations choose, buy, use and place goods, services, ideas or experiences to satisfy their wants and needs (Kotler et al., 2019). Consumer behavior can also be described as a description of how individuals make decisions to utilize their available resources to buy goods related to consumption (Arifianto & Basri, 2021). The experience of a service and product is a subconscious reaction of sensory receptors, which is the basis for consumers to create a comprehensive picture of a product or service (Ardani, 2022).

Consumer behavior changes along with technological developments, especially internet technology that makes it easier to obtain information, shortens the time to make purchase

decisions, is not bound by space and time, and as a place to express themselves in cyberspace (Suryani, 2013). Marketers need to take advantage of opportunities to develop their business with the existence of internet technology. Content marketing is part of digital marketing that utilizes the internet in channeling content created by content *creators*. (Kotler & Armstrong, 2016). In the purchasing process, consumers will go through five stages, namely problem recognition, information search, evaluation, purchase decisions, and post-purchase behavior (Kotler & Armstrong, 2016). The challenge faced by marketers is how to create content that can be easily understood and addressed well by consumers (Sánchez-Rebull et al., 2018), (Gallardo-Gallardo & Thunnissen, 2016).

An understanding of consumer behavior will contribute to the implementation of the marketing strategy implemented by the company. This means that companies need to study consumer behavior to know and understand various aspects of consumers, which can be used as guidelines for developing appropriate content marketing strategies (Pramana et al., 2023). Content marketing is a digital marketing strategy in the form of relevant content aimed at consumers (Arifianto & Basri, 2021). Content marketing is the management of text, multimedia, audio, and video content aimed at engaging customers and prospects in business meetings published through print and digital media (Chaffey & Ellis-Chadwick, 2019).

Digital marketing through content marketing is considered capable of creating closeness with the audience making it easier for marketers to achieve the goals of marketing communication activities (Gamble, 2016). Content marketing allows marketers to make contact with potential customers, hoping to attract attention and get closer to consumers (Saima & Khan, 2020). The presence of content marketing is related to providing information and marketing products or services through various media (Wardana et al., 2022). Content marketing is a process of promoting a business or brand indirectly and directly through video, or audio so that it has added value (Athar, 2020).

Content marketing is a marketing approach that involves creating, curating, distributing, and can strengthen the content to be interesting, relevant, and useful for specific groups in order to create purchase interest regarding content (Kotler et al., 2019). The results of research from Yusuf et al. (2020), Sigar et al., (2021) prove that marketing content contributes significantly to purchasing decisions. Content is specifically designed to interact, connect, and impress consumers to know more about something (Saraswati & Hastasari, 2020).

Content marketing must be able to attract and lead digital users to see, pay attention and ultimately make purchases on their products (Farahdiba, 2020). Content marketing is important because it affects consumer confidence before making a product purchase. When running content marketing, companies must present useful content to consumers so that it can help solve their problems (Al-Swidi et al., 2014), (Nabilla & Rubiyanti, 2020).

The results of research from Ramadhanty, P., & Malau, R. M. U. (2020) prove that social media marketing Instagram content contributes significantly to consumer behavior. Meanwhile, the findings of Aisyah, S. (2020) prove that content marketing through *native advertising* is trusted and able to produce positive attitudes and behaviors that benefit marketers or ad owners. Consumers consider *native advertising* can influence their behavior in understanding and responding to content created because it provides good, entertaining, useful, credible and unobtrusive information.

B. LITERATURE REVIEW

1. The Concept Of Consumer Behavior.

Consumer behavior is a group of people or individuals to select, consider, buy and also evaluate a product regarding efforts to meet their needs (Kotler et al., 2019). (Diah, 2022), consumer behavior is the study of individuals, groups and organizations and the processes carried out to select, secure, use and stop products, services, experiences or ideas to satisfy their needs and their impact on consumers and society. (Sinulingga & Sihotang, 2021) purchasing behavior is influenced by factors: (a) Cultural factors. Cultural factors include several things, namely: culture, sub-culture, social class. (b) Social Factors. Some things include social factors: group, family, role and status. (c) Personal factors. This factor can be defined as a person's psychological characteristics that are different from others. Personal factors that influence consumer behavior include: age and stage of life cycle, occupation, economic situation, lifestyle, personality and self-concept. (d) Psychological factors. Most psychological factors are influenced by the living environment.

(Harahap, 2015) there are several stages in making a decision to make a purchase, among others: (a). It is the most important factor in the buying process where the buyer will recognize a problem or need. (b). Information Search, i.e. a person always has an interest or drive to seek information. If the impulse is strong and the object that satisfies the need is available, the consumer will be willing to buy it. (c). Alternative Evaluation, namely consumers will have the right choice and make alternative choices carefully for the product to be purchased. (d). The buyer's decision is that after the consumer has an evaluation of alternatives, the consumer will make a decision to buy. Judgment decisions lead consumers to form brand choices among several available brands.

2. Content Marketing Concepts.

Content marketing is a process directly or indirectly in promoting a product or service through the context of text, video, audio, which is value-added both online and offline (Gunelius in Meilyana, 2018). Content that has value must meet the criteria (Ausra in Meilyana, 2018): 1. Relevance, good content must have good relevance because it has an impact on the information that will later be received by consumers. 2. Informative, content must contain detailed information about the company. 3. Reliability, the information provided must be reliable in order to create good content. 4. Value, content must be functional and emotional because it will be implemented later. Uniqueness, content must be unique and have its own characteristics in order to be a positioning tool for a company. 6. Emotions, content must be able to place emotional and entertainment elements that excite consumers. 7. Intelligence, content must be well readable by consumers or processed using machines or technology. Karr Dalam (Pandrianto & Sukendro, 2018) identifies dimensions that companies must evaluate when producing content, including: *reader cognition, sharing motivation, persuasion, decision making, factors*.

Content marketing indicators according to Milhinhos in (Arifianto & Basri, 2021) are relevance, accuracy, value, easy to understand, easy to find, and consistent. There are 3 factors driving the emergence of content marketing, namely: 1. Advertising is very easy to ignore 2. Traditional media has been under siege for decades 3. Consumers have more control (Pulizzi & Barrett) in (Akbar & Maharani, 2018) (Meyrina, 2015). Content marketing can be distinguished in its form and nature. Images, videos, audio, writing, etc. are forms of content

marketing. Entertaining, educating, emotional, etc. are differences in content marketing in terms of its nature (Yusuf et al., 2020) (Farahdiba, 2020).

C. RESEARCH METHODS

The method used in this study is qualitative according to Sugiyono (2013) qualitative methods are used to examine the natural condition of objects that understand the phenomenon of things that are assessed based on the research subject. The data produced is descriptive data in the form of written or oral that can be observed in a certain scope seen from a comprehensive point of view. This study used a literature study with a content analysis approach. The data used is secondary data in the form of writing sourced from articles, books and survey results (Moleong, 2018).

1. Research Results and Discussion

Executing a marketing campaign successfully is the goal of any company that wants to grow and build a solid customer base. Without an effective marketing campaign or strategy, there is little chance for a small business to get the right customers and create a long-term business. One method of an effective marketing campaign is to use *Content Marketing*. Content is anything that can convey information or a message to the people who see it. Now, with the increasing ease of internet and media access, content marketing is one of the most powerful digital marketing strategies.

Content marketing is a digital marketing strategy that is carried out using various types of content, whether it's images, videos, sounds, or writing. Consistent marketing is very useful in increasing *Brand Awareness*, helping to convince potential buyers, long-term investment, increasing *engagement* on social media, and helping companies save money. Content that can be used for marketing is not limited to the digital world. Although it now seems like massive digitization is happening everywhere, the opportunities that companies can use to make profits are not limited to gadget screens. However, conventional media such as billboards, posters, or brochures can also still be used to increase profits through the presentation of content by content *creators* in an attractive, relevant and consistent manner. The effectiveness of content marketing (and other modern marketing strategies), of course, is easiest when compared to traditional marketing models.

Similarly, in traditional marketing, companies usually promote what they sell – products/services – through advertising media. The hope is that people who see the ad immediately buy. The problem is that this model is no longer effective. People have little respect for product promotion. Promotional advertising does not benefit others. Content marketing can also use advertising. The difference is, advertising is not used to directly promote products. Rather it is to distribute useful content.

Content marketing strategies can be used for company business growth, namely: (1) content marketing on the website. The website is usually the first bridge between the company's business and customers on the internet. (2) write content on blogs where the content created can be more free and updated at any time. (3) record videos and upload them on various

platforms that have a large audience, for example by promoting business on TikTok, YouTube, or Instagram. (4) compile an E-book where content is created in the form of guides or tutorials, then upload it on the website or promote it through marketing emails sent to subscribers. (5) Design attractive infographics. Content marketing seeks to attract new audiences to get to know the company's business and encourage them to become customers. The most fundamental and very important thing related to content marketing is how content created by *content creators* can shorten the purchase decision process of the products offered by the company.

Purchasing decisions are closely related to consumer behavior. Therefore, the importance of understanding consumer behavior, so that it can help *content creators* create effective content as a content marketing strategy. For marketers, studying consumer behavior is useful for predicting how consumers will react to marketing cues as well as environmental cues. Consumer behavior as purchasing behavior by end consumers who purchase goods and services for personal consumption. Consumer behavior will determine the decision-making process in making a purchase. Consumer behavior is based on consumer desire and curiosity to find products that meet their criteria.

Company content creators need to know cultural factors, social factors, personal, consumer psychology. This is so that consumers can easily understand and respond to the company's content marketing strategy. Research results from Ramadhanty, P., & Malau, R. M. U. (2020) proves that social media marketing Instagram content contributes significantly to consumer behavior. Meanwhile, the findings of Aisyah, S. (2020) prove that content marketing through *native advertising* is trusted and able to produce positive attitudes and behaviors that benefit marketers or ad owners. Consumers consider *native advertising* can influence their behavior in understanding and responding to the content created because it provides good, entertaining, useful, credible and unobtrusive information

D. CONCLUSION

Consumer behavior as purchasing behavior by end consumers who purchase goods and services for personal consumption. Consumer behavior will determine the decision-making process in making a purchase. Consumer behavior is based on consumer desire and curiosity to find products that meet their criteria. *Company content creators* need to know cultural factors, social factors, personal, consumer psychology. The importance of knowing consumer behavior so that marketers can offer products and services that suit consumer needs and desires. Consumers who have understood and responded well to the company's content can streamline the purchase decision process. Therefore, the content presented must be relevant, interesting, and consistent.

E. SUGGESTIONS

1. The importance of marketers knowing consumer behavior in content marketing. However, the content created must be well understood and addressed by consumers.

2. *Content creators* need to understand the factors that influence consumer behavior in understanding and responding to the content created, so as to streamline the purchase decision process.

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