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## MARKETING STRATEGY RESEARCH TREND ON CONSUMER BEHAVIOR USING BIBLIOMETRIC ANALYSIS

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### ABSTRACT

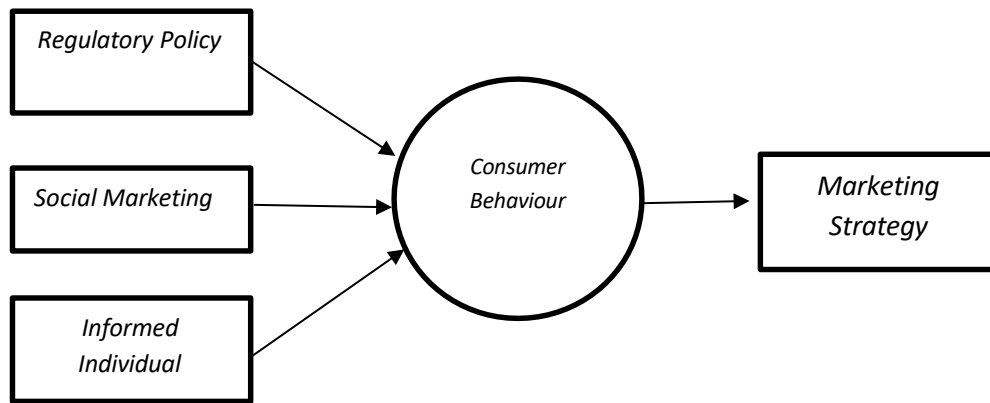
Strategy is a long identification process of marketers through indicators and models that can later help organizations / businesses in aligning the wants, demands, and needs required by consumers. In contrast to general business strategies, marketing strategies certainly focus on marketing programs that have the ultimate goal of achieving marketing plans. Marketing strategy is empirically influenced by consumer behavior. For this reason, when companies want to create an appropriate marketing strategy, it is necessary to understand consumer behavior. In this regard, an appropriate study is needed regarding the relationship between marketing strategies and consumer behavior. So as to make business people understand what is the trend in making a marketing strategy. In this regard, this research was made by looking for these research trends using bibliometric analysis. This research uses bibliometric analysis by retrieving data through PoP and processing it using the VOS Viewer application. The results show that recent trends in Consumer Behavior Research and Marketing Strategy from the last 10 years. It was found that the latest trend is related to the Covid issue while the most recent research is about service quality. The limitation in this study is that the database used has not yet reached global, even from the highest citation still in one country Then for the topic, it is hoped that the next research can be more specific to the research study, such as marketing strategies for online consumers.

**Key words:** Marketing Strategy; Consumer Behavior; Bibliometric Analysis

### INTRODUCTION

Definitions of marketing, strategy, and marketing strategy are often confused because these definitions are interrelated. Originally, marketing was intended to be a coordinating activity designed to identify, anticipate, and focus a business on customer needs. Today, too many organizations/businesses and marketers think that marketing is about generating advertisements, websites, and brochures (Fifield, 2008). Marketing is an 'attitude of mind' that should permeate the entire organization. Someone who works within this area, can be referred to as marketers. In the era of industry 4.0, marketers realize that their existence, as well as the future survival and growth of the business, depends on the ability of marketers to give customers what they want. Decisions in choosing internal considerations must be subject to the needs of the broader market. Thus, for the scope of marketing, 'the customer is king'. More than that, marketing is a way of organizing a business so that the customer is treated like a king.

Many times marketing is also associated with sales (Solomon, 2018). The difference is, sales focuses on making sure customers buy what the company happens to make - it all starts with the product or service. While marketing ensures that the company makes what the customer wants to buy - it all starts with the customer. To be able to understand and know what customers want, a strategy needs to be formulated. According to (Fifield, 2008) marketing strategy is a long-term plan because strategy is about structuring the organization's resources to match market needs and achieve business goals over a long duration. Strategy does not change every day/week. Constant changes to strategy can result in uncertainty, confusion, and material waste - not results. Strategy is not another word for important tactics. Strategy is not a top management secret. Top management can decide on its own strategy (it is usually much safer to involve others in the process too) but they cannot implement it alone. Strategy is not just plan-based but should be up to the implementation & evaluation stage. Strategy also needs to be based on analysis and understanding because strategy is critical to the survival of the organization/business. According to (Fifield, 2008) adds that in formulating a marketing strategy, first a business strategy needs to be made. Marketing strategy is part of business strategy in general. Empirically, "Marketing strategy is the process by which the organization aligns itself with the market it has decided to serve (Fifield, 2008). This means that marketing strategy is a long identification process of marketers through indicators and models that can later help organizations / businesses in aligning the wants, demands, and needs required by consumers. In contrast to general business strategies, marketing strategies certainly focus on marketing programs that have the ultimate goal of achieving marketing plans.



**Figure 1. The Influence of Consumer Behavior on Marketing Strategy**

Source: (Mothersbaugh, Hawkins, & Kleiser, 2020)

The figure above explains that marketing strategies are empirically influenced by consumer behavior, and consumer behavior itself is influenced by 3 indicators, regulatory Policy (effective regulation of many marketing practices requires extensive knowledge of consumer behavior), social marketing (Social marketing is the application of marketing strategies and tactics to change or create behavior that has a positive effect on targeted individuals or society as a whole), Informed Individual (It is important for consumers to accurately understand the strategies and tactics used so that they can become more effective consumers (Mothersbaugh et al., 2020). To find out the extent to which consumer behavior plays a role in shaping a strategy, further analysis is needed. In this regard, this research is also to answer the linkage problem by looking at research trends in marketing strategies based on consumer behavior.

### **Marketing Strategy**

Effective marketing consists of the realization of four components of the marketing process: conceptualization; development; implementation; and, evaluating the effects of marketing strategy on business performance (Appiah-Adu & Amoako, 2016). Marketing strategy is the process by which an organization aligns itself with the market it has decided to serve (Fifield, 2008). An efficient marketing strategy is an important contribution to the success of any business (Hong & Nguyen, 2020). Practically speaking, marketing strategy is the process by which a company involves everyone in the organization and focuses their activities and outputs on the current and likely future needs and wants of the company's target customers. Marketing strategy or marketing strategy is a systematic plan used by an organization or company to achieve their marketing objectives. The main objective of marketing strategy is to increase sales, profits, and market share through the promotion of the company's products or services. Marketing strategy involves determining the target market, determining the position of the product or service in the market, and formulating an action plan to achieve the established marketing objectives. A marketing plan may include various marketing tactics such as advertising, sales promotion, digital marketing, and pricing strategies. In developing a marketing strategy, it is necessary to consider factors such as the target market, competitors, market trends, and SWOT analysis (strengths, weaknesses, opportunities, and threats) of the company. A good marketing strategy should be able to help companies increase brand recognition, attract customer interest, and gain a competitive advantage in the market.

In (Fifield, 2008) it is explained that marketing strategy is a derivative of the company's business strategy which will then be implemented in marketing or marketing planning which is then formulated into SCORPIO which consists of: Segmenting, Customer, Organization, Retention, Positioning, Industry, Offering. The following is an overview of the SCORPIO marketing strategy formulation.



**Figure 2. SCORPIO Model – Marketing Strategy**  
Source: (Fifield, 2008)

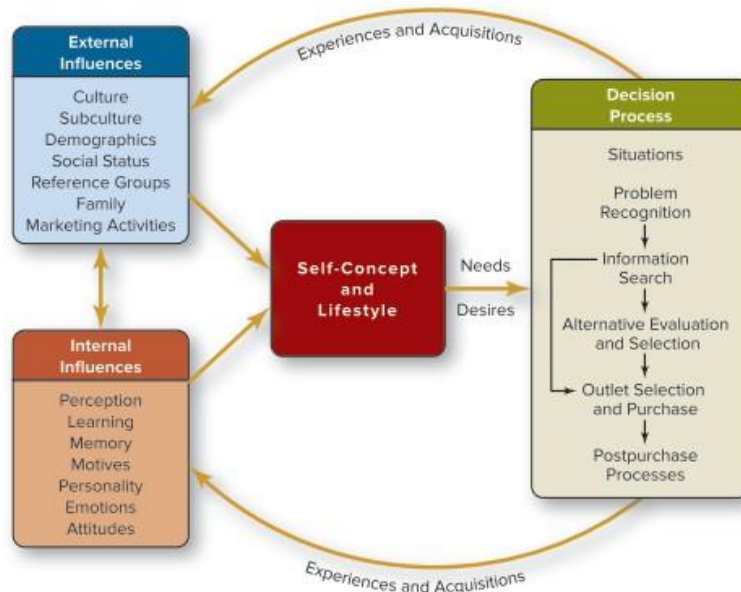
In making a marketing strategy, there are several things that companies need to define first:

- Which customers we need to attract
- Which markets we segment
- Competitive positioning and brand decisions relative to the competition
- Offerings
- The most appropriate retention methods
- The most effective organizational processes for operating in the business
- What is the company's current position in the market

The relationship between business strategy and marketing strategy can be explained as follows: The top section shows the company with the scope of its environment or stakeholders related to the company. The next section is the company's business strategy where according to (Thompson et al., 2022), in the stages of strategy making, and the section explains that the company's business strategy is made to achieve business goals or company targets. Continued in the next section, namely regarding the marketing strategy, it can be seen that the company's overall business strategy will later be revealed to each division, one of which is the marketing department. In marketing, the creation of a marketing strategy must be based on the company's business strategy which is then derived. In making this marketing strategy according to what was discussed earlier using the SCORPIO model, the result will be a marketing strategy or marketing plan. Then this is what will be implemented to end consumers.

### **Relationship between Marketing Strategy and Consumer Behavior**

Marketing strategy and consumer behavior are closely intertwined and have a very important relationship. Basically, marketing strategies are designed to attract consumers' attention, build brand awareness, and influence purchasing decisions. Therefore, an effective marketing strategy must be based on a deep understanding of consumer behavior, including their preferences, needs, motivations, and purchasing behavior. Conversely, consumer behavior can influence marketing strategies by providing feedback on the success or failure of a particular marketing campaign. For example, if a product is not selling well, companies may need to evaluate their marketing strategies and improve them to be more effective in attracting consumers. The decisive criterion in selecting a target market is the ability to provide superior value to that market segment. Since customer value is provided by the marketing strategy, companies should develop a general marketing strategy when evaluating potential target markets. It is not possible to select target markets without simultaneously formulating a general marketing strategy for each segment (Mothersbaugh et al., 2020). So when companies want to make a good marketing strategy, companies need to know the behavior of the consumers they are targeting. The following is a complete description of consumer behavior:



**Figure 3. Consumer Behavior Model**  
**Source: (Mothersbaugh et al., 2020)**

In the consumer behavior model above, we can clearly see the internal and external influences that can affect consumer behavior, then these influences will affect the individual concepts and lifestyles of each consumer which are then accompanied by consumer needs and desires which continue in the purchasing decision process. This is what companies must understand in making marketing strategies. For this reason, we can see a clear link between marketing strategy and consumer behavior analysis.

**METHOD**

This research uses bibliometric analysis and according to (Noyons, Moed, & Raan, 1999) bibliometric analysis combines two procedures, namely performance analysis and science mapping. The following are the three stages of bibliometric analysis adopted from (Bahri et al., 2022):

- Phase 1 (Sourcing and Identification). In this study, data was searched with Publish or Perish software.
- Phase 2 (Software and Data Extraction). Data processing in this study used VOS Viewer software. VOS Viewer is used to analyze the network relationship between article keywords.
- Phase 3 (Data Analysis and Data Interpretation). Data analysis and data interpretation were carried out after finding the connection that has been obtained from the VOS Viewer application with the problems raised in this research.

**RESULTS AND DISCUSSION**

Consumer behavior is the study of consumer demand and how consumers (customers and organizations) meet these needs, as well as their motivations for using and purchasing certain products or services. It is a very helpful study for companies that are looking for strategies to stay relevant in the market as it helps them in determining the best marketing plan for their products.

After rigorously analyzing consumer behavior, only a relevant marketing plan can be made to advertise the service/product to the right audience segment by finding the market gap or demand; failing to do so will expose the company to product/service failure. Companies are expected to research all the criteria listed below to effectively analyze their customers. A successful marketing strategy is crucial to a company's success as it helps the company in developing products or services that have the potential to be sold and provide a high level of profit. Research on how the role and influence of consumer behavior on marketing strategies is analyzed through bibliometric analysis, using the Publish or Perish and VOS Viewers applications. This technique is used to see research trends that occur within a period of 10 years, namely from 2013 - 2023. The results were found as follows:

**Table 1 Trend of Consumer Behavior Research towards Marketing Strategy**

Cites	Authors	Title	Year
260	I Heryanto	Analysis of the influence of product, price, distribution, and promotion on purchasing decisions and their implications for customer satisfaction	2015
195	E Soliha, N Fatmawati	Product Quality, Brand Image and Price Perception on the Consumer Purchase Decision Process for Matic Motorbikes "Honda."	2017

180	N Mubarak	Islamic marketing strategy in increasing sales at Calista Boutique	2017
147	R Pardede, TY Haryadi	The effect of price perceptions and product quality on consumer purchasing decisions mediated by customer satisfaction	2017
144	D Kurniawati, N Arifin	Marketing strategies through social media and student buying interest	2015
144	N Achidah, MM Warso, LB Hasiholan	The effect of promotion, price, and design on purchasing decisions for mio gt motorbikes (empirical study on yamaha mio gt products in weleri-kendal)	2016
141	H Wijaya, H Sirine	Segmenting, targeting, positioning and pricing strategies at Kecap Blekok company in Cilacap	2016
138	SA Firdaus, IF Ilham, LP Aqidah...	MSME strategies to improve the economy during the COVID-19 pandemic during the new normal	2020
122	HN Ulya	Alternative Strategies for Handling the Economic Impact of Covid-19 on the East Java Regional Government in Agropolitan Areas	2020
118	NBF Shahnaz, W Wahyono	Factors that influence consumer buying interest in online stores	2016
117	A Febrian, L Ahluwalia	Analysis of the Effect of Brand Equity on Customer Satisfaction and Engagement which Implicates Purchase Intention in E-Commerce	2020
115	AG Ramadhan, SB Santosa	Analysis of the effect of product quality, service quality, and brand image on repurchase intention on nike running shoes in Semarang through satisfaction ...	2017
114	A Haekal, B Widjajanta	The influence of trust and risk perception on online purchase intention among classifieds website visitors in Indonesia	2016
109	I Fitriyani, N Sudyarti...	Business management strategy after the covid-19 pandemic	2020
106	RE Sutrasnawati	The influence of brand awareness and brand image on purchasing decisions	2016

Source: Author

Table 1 shows that there are 15 studies with the most citations within the scope of the consumer behavior and marketing strategy research area. The most cited article is entitled "Analysis of the effect of product, price, distribution, and promotion on purchasing decisions and their implications on customer satisfaction" by I Heriyanto, published in 2015 with 260 citations. The results showed that the conditions of product variables, price, distribution, promotion, and purchasing decisions were in the good category, while the customer satisfaction variable was in the good enough category. Consecutively, the effect of product, price, distribution, and promotion variables on purchasing decision variables is 25.95%, 21.37%, 19.02%, and 18.36%. The simultaneous effect of product, price, distribution, and promotion variables on purchasing decision variables is 84.70%. Meanwhile, the effect of purchasing decision variables on customer satisfaction is 87.60% (Heryanto, 2015). The top 15 words that often appear in research studies related to consumer behavior and marketing strategies are as follows:

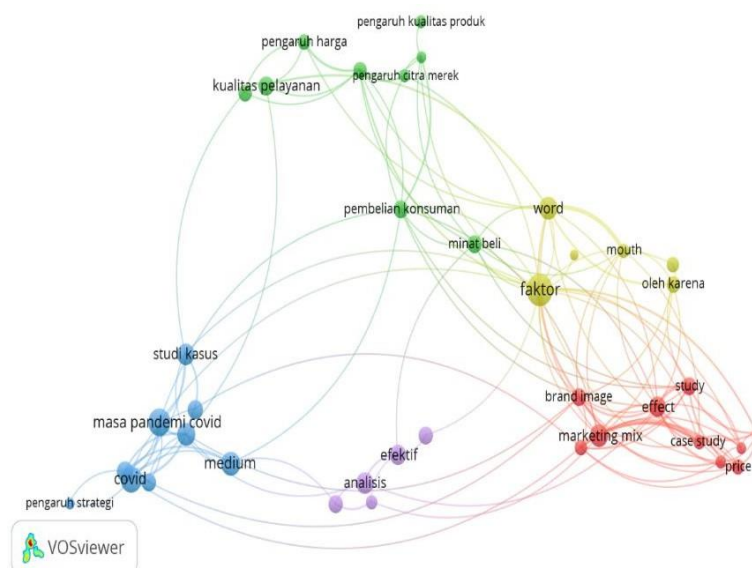
**Table 2. Keyword With Highest Occurance**

<b>Id</b>	<b>Term</b>	<b>Occurrences</b>	<b>Relevance Score</b>
1	covid pandemic period	25	1.93
2	company	25	12.953
3	marketing mix	17	0.1123

4	strategy analysis	16	0.807
5	factor	16	0.5983
6	case study	16	1.148
7	brand image	15	0.2029
8	SME	15	14.905
9	price	14	0.4504
10	service quality	13	0.7924
11	satisfaction	12	0.8774
12	product	12	0.3246
13	decision	12	0.2594
14	product quality	12	14.458
15	price influence	11	14.316

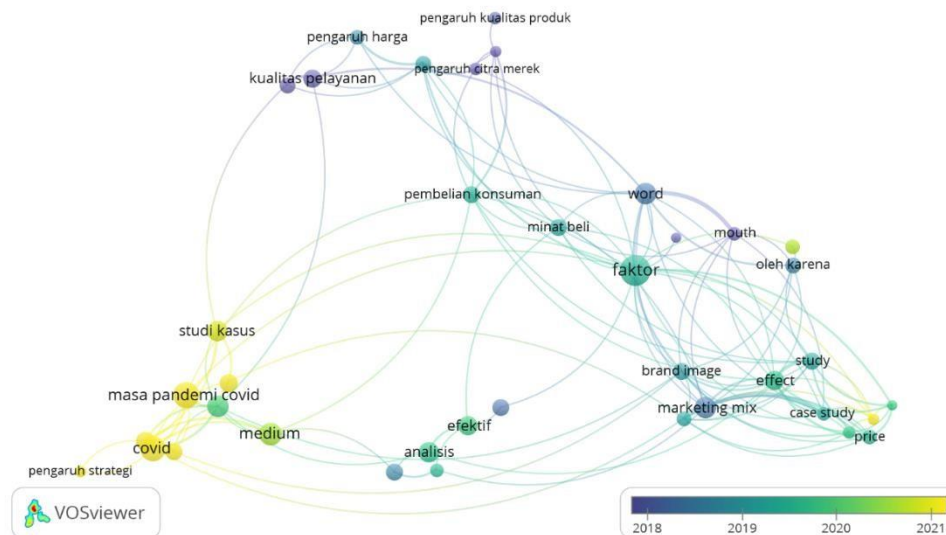
Source: Author

Table 2 uses 15 words that frequently appear in the consumer behavior and marketing strategy research areas. The word consists of the covid pandemic, company, marketing mix, strategy analysis, factors, factors, case studies, brand image, MSMEs, price, service quality, satisfaction, product, decision, product quality, and price influence. The word with the highest occurrancy is the covid pandemic with 25 occurrences and 1.93 on the relevance score. So that the following picture of consumer behavior trends and marketing strategies can be seen:



**Figure 4. Network Visualisation on the Research Trend of Consumer Behavior and Marketing Strategy**  
Source: Author

Figure 4 shows the visualization of images on the research trend of consumer behavior and marketing strategies. From this research it is known that there are 39 items which are divided into 5 clusters, namely cluster 1 (brand image, case study, effect, influence, marketing mix, marketing strategy, price, product, service quality, study). Cluster 2 (brand image, satisfaction, service quality, product quality, purchase intention, consumer purchase, brand image influence, price influence, product quality influence), Cluster 3 (strategy analysis, covid, digital marketing, covid pandemic period, medium, online strategy influence, case study, MSMEs), Cluster 4 (quality influence analysis, factors, strategy implementation), Cluster 5 (factors, producers, products).



**Figure 5. Overlay Visualization of Trend Research in Consumer Behavior and Marketing Strategy**  
Source: Author

Figure 5 shows that the latest trends in Consumer Behavior and Marketing Strategy Research from the last 10 years. It is found that the most recent trend is related to Covid issues while the earliest research is about service quality. Furthermore, to find out how the implementation of Consumer Behavior and Marketing Strategy in the business context will be explained in the next section.

## CONCLUSION

This research concludes that strategy is a long identification process of marketers through indicators and models that can later help organizations / businesses in aligning the wants, demands, and needs required by consumers. In contrast to general business strategies, marketing strategies certainly focus on marketing programs that have the ultimate goal of achieving marketing plans. Recent trends in Consumer Behavior Research and Marketing Strategy from the last 10 years. It was found that the latest trend is related to the Covid issue while the most recent research is about service quality.

The limitation in this study is that the database used has not yet reached global, even from the highest citation still in one country. It is hoped that the next research can use a more credible search database with available data. Then for the topic, it is hoped that the next research can be more specific to the research study, such as marketing strategies for online consumers.

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