



Analysis of Consumers and Competitors of Sweet Condensed Milk Case on PT Nestle Indonesia

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Abstract. The more intense the competition and the more open the opportunities for the domestic market, the more the business world is growing in today's era. It means that sweet condensed product has many competitors. This study aimed to determine why consumers chose the product and to find product sales in 3 markets in Magetan and Madiun City. The research uses qualitative data with an inductive approach. This research uses observation and Interviews as data collection techniques. The participant of this research are women or housewives aged 20–45 years old and stored in 3 markets in Magetan and Madiun city. The total informant/participant in the first project was 50 respondents, and for the second project, the entire store observed was 44 at Pasar Barat, Pasar Maospati, and Pasar Besar Madiun. The result of this research indicates that external factors and internal factors from informants influenced consumer behavior. The first external factor comes from the culture or habits of the Indonesian people, who like products that have promos. Social factors and personal factors influence the second. Furthermore, to increase demand for market offers for consumers, companies must know the activities carried out by competitors as insight or evaluation material for their products in the future.

Keywords: two Consumer behavior analysis · theory of planned behavior · sweet condensed milk analysis

1 Introduction

1.1 Background

In the business world that's growing chop-chop in today's era, the other intense competition. Therefore, the other opens the opportunities for the domestic market, and an organization should have a bonus. It will be easier to extend the aggressiveness of the business globally as long as the company is ready to reduce existing constraints and take full advantage of existing benefits [1]. Additionally, it has been followed by quality improvement and enlargement of selling reach to regions, as diversifying merchandise per the tastes and habits of the community, each competitively and relatively [2].

The success of a corporation is powerfully influenced by its ability to hold out promoting activities that square measure integrated with the proper promoting policies and techniques. It means that selling is one of the corporate's main activities to ensure the company's survival and acquire the expected profit. It is marked by an increase in purchases [3]. The correct selling strategy powerfully influences the success of an organization. Therefore, the ability to hold out selling activities that are integrated in addition to that approach. It means that selling is one of the corporate's main activities to confirm the company's survival and expected profit [4].

A rise within the range of purchases indicates this issue. It is necessary to concentrate on buying selections, as this can verify the viability of the business [5]. Purchasing decision is an activity to buy several goods and services, which are selected based on the information obtained about the product. When needs and desires arise, this activity becomes information for subsequent purchases. (Kotler and Keller 2009, p.213) [6].

Products that can be hand-picked are merchandise with the best worth in terms of cost, quality, benefits, packaging, promotions, and services. Once a shopper needs to shop for a product, the patron has the motivation to shop for it. However, generally, the patron needs to figure out his cause. Thus, naturally, a shopper changes his call once shopping for a product. Therefore, this is where marketers should analyze all perceptions, preferences, behavior, and surroundings in shopping [7].

Marketing at intervals, a corporation should think about the correct ways to finish up product sales. Several aspects should be thought-about and applied before a corporation establishes and implements a method of promoting. One among the practices that have got to be used could be a strategy to succeed in as several shoppers as potential and keep the shoppers. It is where marketers will do an Associate in Nursing analysis of shopper behavior. It will later be used as a method that will be used and enforced by the corporate [8].

One of the largest dairy processing companies in Indonesia, PT Nestle Indonesia, established in 1866, is based in Vevey, Switzerland. Surviving and being able to face competition in Indonesia takes work. Companies must maintain and maintain their customers and improve the relationship between the company and its customers. Human nature or buyers are very diverse in wanting their needs. Companies need to understand and know what their customers want. The various types of buyers and the kinds of consumer desires make marketers have to analyze all consumer behavior.

Kotler & Keller (2009:166) argue that consumer behavior studies how individuals, groups, and organizations choose, buy, and use goods, services, ideas, or experiences to satisfy their needs and desires [9]. This definition explains three essential things. Client behavior is dynamic, elastic, tough to predict, or challenging to form [10]. From an associate interaction perspective, behavior is typically created by factors. See the Exchange of the Seller's merchandise with the buyer's cash. In addition to the 3 necessary things on top, once shopping for sweet milk, internal and external factors affect customers. For external factors, specifically advertising and sales factors, for internal factors, the costs and product packages have square measure taken into consideration [11].

1.2 Problem Formulation

To clarify the problem as the basis for the author's discussion, the writer tries to formulate the situation in the research based on the description. The author has put forward the problem's background and the problem's identification. The formulation of the case in this research is 1. What are the reasons consumers choose the product? 2. How is the potential for product sales in 3 markets at Madiun & Magetan?

1.3 Research Objectives

Based on the description of the problem formulation, the objectives to be achieved from this research are as follows: Identify and discuss the reasons for consumers to choose products, and identify and discuss the Product sales potential in 3 markets at Madiun & Magetan.

2 Theoretical Basis

2.1 Consumer Behavior

2.1.1 The Definition of Consumer Behavior

Consumer behavior is shown in searching, exchanging, using, evaluating, and arranging a product that satisfies their needs (Wibowo and Supriadi, 2013) [12]. Consumer buying behavior involves selecting merchandise to meet a corporation's business requirements. As a result, selling aims primarily to apprehend better and perceive client inclinations. It is necessary to monitor changes in client behavior to boost promoting methods endlessly. Consumer behavior is vital for making choices. This stage begins with identifying the matter within the associate degree impulse to satisfy a necessity and initiating action.

According to J.F Engel, consumer behavior is the activities of individuals directly involved in obtaining and using goods and services, including making decisions and preparing and determining these activities [13]. Consumer behavior is how consumers will respond when the demand for goods or services needs changes. Consumer behavior is motivated by needs. Needs evoke behaviors that are most likely to satisfy a particular condition. Needs recognized consumer behavior.

In different words, every person's action area unit is designed to fulfill them to realize a selected want, goal, energy, or drive. Therefore, consumer-driven behavior is a motivation for customers. The evident behavior of marketers may be a series of selections they create to settle on the product they obtain to fulfill customers' wants and desires. The decision to choose a product to be purchased is based on meeting their needs and wants [14].

2.1.2 Consumer Behavior Model

Understanding consumer behavior is a complex issue to try as a result of several factors influencing one another. Therefore, we should design the business created in addition to potential. Additionally, marketers should be ready to perceive and study how customers

behave, act, and think. Customers have several variations. However, they even have a great deal in common [15].

Marketers ought to perceive the variety and similarities of customers' or clients' behavior to market their merchandise successfully. Marketers should perceive why and how customers build consumption choices to better style their promoting ways [16]. Marketers who perceive consumer behavior will predict; however, shoppers can reply to client behavior. We will receive data so marketers will formulate acceptable selling methods. There is little question that marketers whom agencies perceive their consumers are a lot of competitive [17].

According to Kotler and Keller, the model of consumer behavior shows that several factors influence purchasing decisions, one of which is selling stimuli (products and services, prices, distribution, communication) and different stimuli, particularly economy, technology, politics, and culture [18]. Each company styles the most effective promotional inspirations to draw in consumers' attention, styles quality products at competitive costs, distribute them all over and uses promotions to showcase their product.

These stimuli can affect consumer psychology like Motivation, Perception, Learning, and Memory and affect client Characteristics like Cultural, Social, and private. When science and client Characteristics square measure involved within the Purchase call method, customers can act with what customers have antecedently thought. Until they create selections concerning the merchandise alternative, complete alternative, Dealer alternative, Purchase Amounts, Purchase temporal arrangement, and Payment ways.

2.1.3 Factor Influencing Consumer Behavior

We cannot separate consumer behavior from the behavior of consumer purchases. Factors influencing consumer buying behavior include cultural, social, personal, and psychological factors (Kotler & Keller, 2009) [19].

2.1.4 Consumer Decision-Making Process

The consumer decision-making method includes the stages wherever shoppers build getting selections. A stage model of the buying decisions process for the call method is employed to assist firms' higher perceive the decision-making method. According to Kotler and Keller (2009), there are five stages of consumers making purchasing decisions for a product [20], there are:

1. Problem recognition

Problem recognition is the consumer's initiative to recognize the matter and its wants. A necessity or downside begins with the drive to shop. This situation would like triggered by internal or external stimuli. Marketers should determine the foundation explanation for a specific would like by gathering data from numerous customers to decide which stimuli will produce demand for their product.

2. Search for Information

Consumers who care about their desires will be intended to hunt data. Customer knowledge sources are often divided into four groups: 1. Personal sources: family,

friends, acquaintances, and close people. 2. Commercial sources: advertising, salespeople, distributors, and packaging. 3. Public sources: mass media, online media. 4. Source of experience: product use and research. Marketers should implement ways that may market their merchandise into data pools, alternative sets, and awareness sets to form client product selection.

3. Evaluation of Alternative

The section of the buying decision process for call method during which customers use data to judge various brands in an exceedingly alternative set—consumers' attitudes towards certain brands square measure fashioned through many analysis ways. However, customers come upon businesses to judge purchase choices that can depend upon the individual customer and their specific buying decision for the scenario. In some cases, consumers use careful calculation and intellection. Affected customers may create impulse purchases or trust hunches with little or no judgment.

4. Purchase decisions

After consumers evaluate to form preferences, the next step is to make a purchase decision. The consumer's perceived risk perception strongly influences the consumer's decision to buy, delay, or not buy at all. For this reason, marketers need to understand the factors that can reduce consumer perceptions of risk by providing information and the support consumers need.

5. Post-purchase Evaluations

It is a situation where customers choose the purchased product whether they are glad or not. The buyer will likely repeatedly shop for constant development if a product satisfies a consumer.

2.2 Theory of Planned Behavior

2.2.1 The Definition of Planned Behavior

The Theory of Planned Behavior (TPB) is a theory developed by Ajzen and complements the Theory of Reasoned Action (TRA) proposed by Fishbein and Ajzen. The main focus of the idea of Planned Behavior is the same because of the Theory of Reasoned Action. That is the individual's intention to perform specific actions. The choice is seen because of the ability to know the psychological factors that influence behavior. The purpose could be a life of significant proportion, what quantity individuals are willing to do, and how much effort they put into closing their actions.

“Intention is an indication of a person's readiness to perform a given behavior, and it is considering to be the immediate antecedent of behavior. The intention is based on attitude toward behavior, subjective norm, and perceived behavioral control, with each predictor weighted for its importance in relation to the behavior and population of interest” (Ajzen, 2005).

The intention is a sign of an individual's readiness to perform a definite behavior and is considered a primary determinant or reason for the emergence of behavior. The

definition is based on attitudes toward behavior, subjective norms, and perceived behavioral control, where each of these predictors has a vital relationship weight to behavior and interest. (Ajzen, 2005).

Ajzen explained that activity intentions often predict how robustly a personality wants to perform a behavior and how much effort is planned or placed into exhibiting the behavior.

2.2.2 Elements of Theory of Planned Behavior

The Theory of Planned Behavior develops the Theory of Reasoned Action (TRA), which Fishbein and Ajzen previously proposed in 1975. According to Fishbein and Ajzen (1975) [21], TPB explains that three factors, namely determine an individual's intention to behave:

1. Attitude Toward the Behavior

According to Sulistimo (2012), attitude toward the behavior is a person's assessment when he sees or knows a behavior being carried out. Someone will assess the behavior of a person. The evaluation given can be in the form of a positive or negative assessment [22]. Ajzen and Fishbein (2010) explain that in the context of attitude toward behavior, the strongest salient beliefs link behavior to achieving valuable results, either positive or negative [23]. Attitude toward the behavior that he considers positive is what the individual will choose to behave in his life.

2. Subjective Norms

Sulistimo (2012) states that the subjective norm is an individual who will perform a specific behavior if his behavior can be accepted by people he considers essential in his life and can take what he will do. Thus, normative beliefs generate awareness of pressures from the social environment or subjective norms.

3. Perception of Behavioral Control

Ajzen (2005) explains perceived behavioral control as a function based on control beliefs, namely individual beliefs about the presence or absence of factors that support or prevent individuals from eliciting a behavior. This belief relies on the individual's previous expertise of a behavior, info command by the individual, a few behaviors obtained by observant the information possessed by oneself and others World Health Organization square measure legendary. Individual, and additionally by numerous alternative factors that may increase or decrease the individual's feelings concerning the number of issues in playing a behavior.

2.3 Porter's Five Forces

The five forces model of competitive advantage proposed by Michael Porter posits a clear view of how a firm can achieve competitive advantage in a particular industry by leveraging on five imperative forces of the industry. Although widely illustrious and accepted, this modern theory of competitive advantage is still being determined by its flaws. The following essay critically analyses the framework given by Michael Porter

on Competitive advantage. The five forces are factors that could affect the positioning of a firm in a particular industry. It includes Rivalry Among Existing Competitors, the Threat of New Entrants, the Bargaining power of suppliers, the Bargaining power of Buyers, and the Threat of Substitution.

1. The threat of New Entrants

Porter (1985) states that “new entrants to an industry bring new capacity, and the desire to gain market share that puts pressure on prices, costs and the rate of investment necessary to compete” (p. 8) [24]. However, the threat of entry will largely depend on how high entry barriers are and how many organizations are in the industry (Johnson et al., 2008) [25]. Furthermore, new entrants can disrupt established players in a particular market, directly affecting competitive advantages. When the demand is not increasing or decreasing, an additional supply of goods or services will decrease the profit margins of the market participants. Porter (1985) differentiates seven critical barriers to entering the market: (a) supply-side economies of scale, (b) demand-side benefits of scale, (c) customer switching cost, (d) capital requirement, (e) incumbency advantages independent of size, (f) unequal access to distribution channels, (g) restrictive government policy. [26].

2. Bargaining Power of Suppliers

It can have a detrimental effect on profitability in an industry as suppliers can threaten organizations with increasing prices of products and services; when organizations cannot recover, the cost increases in its prices. Some reasons can be seen as indicators of the high bargaining power of suppliers. For instance, domination within an industry may be controlled by a few organizations and is, therefore, more concentrated than the industry it sells to, or the industry is not the most critical customer of the supplier group (Porter, 1979) [27]. On the other hand, the bargaining power of suppliers can be manipulated by the number of suppliers, the size of the supplier, and the availability of substitute customers (Slater & Olson, 2002) [28].

3. The Bargaining power of Buyers

In a monopoly market, buyers have the most significant bargaining power when they are large and can switch comfortably to alternative suppliers (Slater & Olson, 2002). Other relative buyer concentrations are (a) competitiveness – many buyers and suppliers, (b) mutual dependence – few buyers and suppliers, and (c) monopoly power – few suppliers and many buyers. Furthermore, buyers compete with the industry by forcing prices down (Porter, 1980) [29]. When buyers are influential, sellers may develop ways where buyers are prepared to pay a premium price for some products. For instance, sellers must be compelled to settle for an imbalance of power in which profitableness is reduced. Alternatively, to accept a rate of return that is on the point of the capital value.

4. Threat of Substitution

The threat of substitutes refers to the competition created by substitute merchandise. Once the customer faces an alternative between inventory, it will doubtless supply an equivalent level of utility. For example, the Eurostar train is the substitute for a flight between London and Paris. It is cheaper and cost-efficient. Therefore a large proportion

of the population would prefer the Eurostar over a flight. The threat of substitutes is high when there is an attractive price-performance trade-off or when the buyer has lower switching costs. It seems easy to remove but is complicated. Many times, firms need to be aware of all their potential substitutes. [Porter, 2008] [30].

5. Rivalry Among Existing Competitors

When rivalry among existing competitors is significant, profitability within the industry suffers, and organizations may introduce measures such as price discounting, introducing new products, advertising campaigns, and service improvements (Porter, 1985) [26]. However, the frequency of the previously stated will also depend on the intensity of the competition. It is also about how the industry is affected by the growth rate, storage, and fixed costs. The number of organizations competing against each other, differentiation, exit barriers, and switching cost between competitors (Hubbard & Beamish, 2011) [31].

3 Research Methods

Research methods and research techniques are the essential components of research. The method is the scientific step to finding a solution to a problem (Ulber Silalahi: 2009: 13) [32]. The type of this research is field research, and it uses a qualitative research method with an inductive approach. According to Bogdan and Taylor, quoted by Lexy J. Moleong, "Qualitative research is a procedure that produces descriptive data in the form of written or spoken words from people and observable behavior [33]. As for this research, the researcher used the inductive approach. According to Erliana Hasan, "the inductive approach starts from facts in the field, is analyzed contains questions and then is connected with appropriate theories, arguments, laws, then statements to conclusions" [34]. The subject or the informant of this research analysis of consumers and competitors of sweet condensed milk is 1. Women/homemakers that use sweet condensed milk at home. 2. Seller of sweet condensed milk at a traditional market. 3. Seller B2B outlet of drink and food using sweet condensed milk. The object of this research or the product analysis in this research is from Carnation brand sweetened condensed milk in the market, and also analysis of competitors from Carnation such as Tiga Sapi, Omela, Kremer, Indomilk, Frisian Flag, and Dairy Champ on homemakers and B2B sellers in using of sweet condensed milk.

This research study was conducted during an internship within 5 months, starting from September 2021 - February 2022. They carried out this work internship at PT Nestle Indonesia. When completing this research survey, the location was in the Magetan & Madiun region to find homemakers who could be interviewed as users of sweet condensed milk. The informants for this qualitative study were selected who have characteristics based on age and occupation social categories. The classification of the informants has a reason because, in the opinion of researchers, sweetened condensed milk users are very diverse, so variety is needed to make it easier for researchers to conduct the research. The data types researchers use are our opinion, behavior, fact, and knowledge. The source of data used by researchers in this study is primary data. According to Suhartanto, preliminary data is data obtained directly from the object of research obtained

Table 1. Age of research informants

Age	The Number of Informants (People)	Percentage (%)
20–24 years	9	18
25–30 years	12	24
31–35 years	8	16
36–40 years	14	28
41–45 years	7	14

Source: Primary data, 2022

from respondents' answers through questionnaires. This research uses observation and Interviews as data collection techniques.

3.1 Analysis of Data

Qualitative data analysis is performed when the empirical data obtained is qualitative in a set of specific words, not a series of numbers, and cannot be organized into categories/classification structures. Data can be collected in many different ways (observation, interviews, document summaries, tapes) and are usually processed before being ready for use (recording, writing, editing, or transcribing). However, the qualitative analysis still uses words that are traditionally organized. Do not use mathematical calculations or statistics as analytical tools for the extended text. Co-occurring means that data reduction, data presentation, and conclusion drawing/verification as intertwined are cyclical processes and interactions before, during, and after data collection in parallel forms that build general insights called "analysis" (Ulber Silalahi, 2009: 339) [35] (Table 1).

Data analysis techniques used in qualitative research include interviews, data reduction, analysis, data interpretation, and triangulation. We can then draw conclusions based on the results of the data analysis. Miles and Huberman's data analysis techniques used in this research are reduction data, triangulation, and verification or concluding [37].

4 Results and Discussion

4.1 1st Project – The Reason Consumer Choose Sweet Condensed Milk

4.1.1 Characteristics Participant of the Research

The participants in this research are women/housewives aged 20–45 years who use sweet condensed milk at home as 50 selected informants in Magetan & Madiun cities. We included three characteristics of informants in this research, namely social categories for age, occupation/profession.

Table 2. Occupation of research informants

Profession	The Number of Informants (People)	Percentage (%)
Housewife	24	48
Civil Servant	8	16
Entrepreneur	5	10
Midwife	2	4
Shopkeeper	2	4
Office worker	1	2
Chef	1	2
Nurse	1	2
Parker	1	2
Environment Health	1	2
Health Analyst	1	2
Banker	1	2
Staff Lanud	1	2
Medical Record	1	2

Source: Primary data, 2022

1. Age

The number of informants based on age, consisting of informants aged 20–24 years, as many as 9 informants or 18%. Then, for informants aged 25–30 years are 12 informants or 24%, while for informants aged 31–35 years, as many as 8 respondents or 16%. Furthermore, for informants aged 36–40 years are 14 informants or 28%, and for the last informants aged 40–45 years, as many as 7 informants or 14%.

2. Occupation

The number of informants based on occupation consists of informants whose occupation is primarily homemakers—with 24 informants or 48%, followed by the civil servant profession as many as 8 informants or 16%. The third is the entrepreneur occupation, with as many as 5 informants or 10%. The subsequent occupation is the profession of midwife and shopkeeper, with 2 informants or 4%. The rest of the 9 informants, or 9%, are from office workers, chefs, nurses, parkers, environment health, health analysts, bankers, air base staff, and medical records (Table 2).

4.1.2 The Project's First Result

This consumer behavior research is to identify the use of sweetened condensed milk at home. In completing this first project, they must achieve the target weekly is finding 7 homemakers informants. It has been conducted every week to find as many as 7 informants. Moreover, the overall results obtained in working on this project 1 within

2 months are as many as 50 informants by getting various variations of social levels and ages (Table 3).

The conclusion of the results that have been obtained from 50 respondents are:

1. The first data obtained is that the number of informants based on brand preference was the highest, namely the Frisian flag brand, with as many as 28 informants or 50%. Those who chose this brand the most were aged 20–24, with 8 informants or 16%. The second is the Indomilk brand, with 23 informants or 46%, and those who most choose this brand are those aged 25–30 years, with 7 informants or 14%. The third is from the Dairy champ and Carnation brands, with 2 informants, or 2%, from the age of 40 years and 33 years old.

For the second data, the number of informants based on knowing the brand was the highest from advertisement. The 39 informants, or 78%, know a sweet condensed milk product; the second highest is from Supermarkets, with as many as 9 informants, or 18%. The last highest is from So, in conclusion, the attractiveness of advertising dramatically affects the purchasing power of a consumer (Table 5, 6, 7 and 8).

2. The number of informants based on usage behavior was the highest, that sweet condensed milk at home is still used for drinks, with as many as 31 informants or 62%.

Table 3. Preference brand of research informants

Brand SCM	Total Sales (in Cs)	Percentage (%)
Carnation (370 gr)	3	1%
Frisian Flag kaleng (370 gr)	25	8%
Frisian Flag sachet (40 gr)	93	31%
Indomilk kaleng (370 gr)	15	5%
Indomilk Sachet (40 gr)	149	50%
Kremer (370 gr)	9	3%
Kremer sachet (40 gr)	2	1%

Source: Primary data, 2022

Table 4. Knowing the brand of research informants

Knowing Brand	The Number of Informants (People)	Percentage (%)
Advertising	39	78
Supermarket	9	18
Family tradition	1	2
Friend's recommendation	1	2

Source: Primary data, 2022

Table 5. Usage Behavior of research informants

Usage Behavior	The Number of Informants (People)	Percentage (%)
Drinking	31	62%
Baking	2	4%
Topping	17	34%

Source: Primary data, 2022

The second highest data was used for toppings, with as many as 17 informants, or 34%. Moreover, the last one was used for baking as many as 2 informants, or 4%.

- The number of informants on the reason for choosing sweetened condensed milk was the highest, with 34 informants, or 68%, because of the delicious taste. The second highest data was 9 informants, or 18%, because of the famous brand. The third reason informants chose the product was the economical packaging: as many as 4 informants, or 8%. Furthermore, the reason for choosing it was because of the low price, as many as 2 informants or 4%. Finally, 1 informant, or 2% of the reasons for choosing sweet condensed milk, was the promo.

The number of informants based on the place of purchase of sweet condensed milk was the highest as many as 24 informants, or 48%, buying at residential stores. The second highest data was 21 informants, or 42%, buying at mini markets such as Alfamart/Indomaret. Third, as many as 4 informants, or 8%, purchase sweet condensed milk at the market. Furthermore, the last, with 1 informant or 2%, reasons for purchasing sweet condensed milk at Hypermart.

- The number of informants based on the highest adequate packaging of sweetened condensed milk was 32, or 64% chose pouch. The second highest data was 10 informants, or 20%, who chose bottles as adequate packaging. The third, as many as 8 informants, or 16%, chose cans as proper packaging for sweetened condensed milk.

Table 6. Reason for choosing sweet condensed milk

Reasons for choosing	The Number of Informants (People)	Percentage (%)
Famous brand	9	18
Low price	2	4
Delicious taste	34	68
Economical Packaging	4	8
Promo	1	2

Source: Primary data, 2022

Table 7. Place of purchasing sweet condensed milk

Place of purchase meant	The Number of Informants (People)	Percentage (%)
Indomaret/Alfamart	21	42
Store near home	24	48
Market	4	8
Hypermart	1	2

Source: Primary data, 2022

Table 8. Adequate packaging of sweet condensed milk

Effective Packaging	The Number of Informants (People)	Percentage (%)
Bottle	10	20%
Pouch	32	64%
Can	8	16%

Source: Primary data, 2022

5. The number of informants based on the Brand impact of sweetened condensed milk on consumer buying decisions was the highest. As many as 30 informants, or 60%, answered yes, meaning that the brand had a powerful impact on consumer buying decisions,

Based on the informant result that the researcher get is:

(Mrs. RM, 32 years)

"...For usually I buy sweet condensed milk product for my son is Indomilk sachet brand than other, because I believe that Indomilk is a brand famous it has good quality and have a good taste for my son...."

(Mrs. Rn, 33 years)

"... I usually choose Carnation for making topping because it has good taste and my friend was recommended to me, and other reason because Carnation has a good brand...."

(Mrs. Er, 29 years)

"...I always buy Indomilk sachet because it was from my family's suggestion and tradition. My family has a perception that Indomilk is a long brand. It means that Indomilk has good taste and quality and always gets a belief from the customer...."

The second highest data was 20 informants, or 40% answered no (Table 9).

The number of informants based on the highest price effect on consumer buying decisions was 30 informants, or 60% answered yes, meaning the price affects consumer buying decisions. The second highest data was 19 informants, or 38% answered no. The third, 1 informant, or 2%, responded maybe (Table 10).

6. The number of informants based on the highest chose "yes" on sales promotion. As many as 38 informants, or 76%, are interested in the glass gift promotion offered by

Table 9. Brand impact on the consumer buying decision

Brand Impact	The Number of Informants (People)	Percentage (%)
Yes	30	60%
No	20	40%

Source: Primary data, 2022

Table 10. Price effect on the consumer buying decision

Price Effect	The Number of Informants (People)	Percentage (%)
Yes	30	60%
No	19	38%
Maybe	1	2%

Source: Primary data, 2022

other SCM products. At the same time, those who chose “no” or were not interested in sales promotion were 12 informants, or 24%.

The reason they choose “Yes”:

- a. Interested in the promo and curious to try the taste if it tastes good is a consideration. (Ibu Wi, 34 years).

“...I’m still open to new products, if I feel they have good taste, then I will buy again....”

(Ibu Wn, 40 years)

“...I was interested because of the promo, so I wanted to try to buy it. If it tastes good, I may consider it....”

- b. The price is according to the quality. They are very open to new products. If there is a value, it will be taken into consideration.

(Mrs. Ra, 27 years)

“...I always curious to try other product because of promo and I don’t even care about the price...”

(Mrs. Ki, 38 years)

“...I am interested in trying another product; if it suits my needs and has more value, I would repurchase it.

- c. If you are curious to buy and interested in the glass gift, if it does not taste good, do not continue. If it is good, continue.

(Mrs. Iz, 41 years)

“...If I’m even interested, I’d love to try the sweetened condensed milk that comes with a glass as a prize, not bad...”

(Mrs. Tn, 29 years)

"...I am very open to trying other products, and something interesting, especially if there is a glass as a gift, I usually collect the glass as a gift...."

(Mrs. Mg, 35 years)

"...if there is a glass promo prize, I may buy it. I'm not too fanatical about the brand, if it tastes good it's okay...."

d. Attractive to price promo. (Mrs. At 37 years)

"...I personally prefer the discounted price to the glass gift, it's more useful for us housewives. Because if we have a lot of glasses at home, what's that for?..."

(Mrs. Nt, 43 years).

"...I'm not really interested in sales promotion prizes like that, I even prefer discounted prices..."

(Mrs. Pj, 40 years)

"...Price is the main consideration, especially when we as housewives are looking for something that's cheap but tastes good, plus if there's a well-known brand of sweetened condensed milk, there's a promo price, I buy it right away when I see it..."

The reason they choose "No":

a. There needs to be more glass and plates at home

(Mrs. Ika, 28 Years)

"...If there's sweetened condensed milk as a glass gift, I avoid it, I don't want to buy it, because what's the point, when there's already a lot of it at home..."

(Mrs. Ay, 37 years)

"...If it is a gift glass, it is usually easy to break, sis. The glass is not strong. So, I prefer buying glasses rather than getting them as gifts...."

b. Because the taste is different, they have been loyal to this product for a long time.

(Mrs. AD, 23 years)

"...I am a person who has been using this brand for a very long time from generation to generation in my family..."

(Mrs. Yl, 39 years)

"... I am already loyal to one product, just one. If I want to try a new product, I am afraid it will not match my expectations..."

c. Depend on their children

(Mrs. If 26 Years)

"...My son likes Indomilk. If I change to another product, I am afraid he will not like it...."

(Mrs. Vt, 36 years)

"...I buy it depending on what my child wants, I once bought another brand and he didn't want it to be redundant..." (Table 11)

4.2 2nd Project – The Product Sales Potential at Magetan & Madiun City

The results of the progress obtained from working on this second project are as follows:

Table 11. Sales promotion interest of research informants

Sales Promotion	The Number of Informants (People)	Percentage (%)
Yes	38	76%
No	12	24%

Source: Primary data, 2022

1. Pasar Barat

The following is data obtained from 13 stores at Pasar Barat with total volume sales of 296 cartons. The pie chart below shows the percentage of sales of sweet condensed milk in each store every month. The highest sales of sweet condensed milk are from Toko Pak Sp, as many as 85 cartons or 29%. The second highest sales of sweet condensed milk at Pasar Barat are from Toko Bu Rn, as many as 51 cartons or 17%. Next, the highest sales are from Toko Pak Ki, as many as 40 cartons or 14%. The fourth highest sales are from Toko Bu Sr, with as many as 26 cartons or 9%. The fifth highest sales of sweet condensed milk are from Toko Bu Ss, as many as 18 cartons per month or 6%. Next are from Toko Cr and Toko Bu Ph as many as 16 cartons and 14 cartons or 5%, Toko Bu Sk as many as 11 cartons sales per month or 4%, Toko Bu Ek and Toko Pak Af as many as 10 cartons sales per month or 3%, Toko Bu Gk and Toko Bu Ut as many as 7 cartons and 5 cartons or 2%. Moreover, the last is from Toko Bu Sd, as many as just 3 cartons or 1% of monthly sales (Table 12).

Table 12. Total sales of sweet condensed milk

Store Name at Pasar Barat	Total SCM (in Cs)	Percentage (%)
Toko Bu Ek	10	3%
Toko Pak Sp	85	29%
Toko Bu Sr	26	9%
Toko Bu Sk	11	4%
Toko Pak Ki	40	14%
Toko Bu Gk	7	2%
Toko Bu Ss	18	6%
Toko Ct	16	5%
Toko Bu Ut	5	2%
Toko Bu Sd	3	1%
Toko Bu Ph	14	5%
Toko Pak Af	10	3%
Toko Bu Rn	51	17%

Source: Primary data, 2022

The number of total brand sales at Pasar Barat per month, the highest, is from Indomilk sachet (40 g), as many as 149 cartons or 50%. The second highest is from Frisian Flag sachet (40 g), as many as 93 cartons or 31%. The third highest is from Frisian Flag Cans/kaleng (370 g), as many as 25 cartons or 8%. Moreover, the last is from Indomilk cans/kaleng (370 g), as many as 15 cartons every month or 5%, Kremer (370 g) as many as 9 cartons or 3%, Carnation (370 g) and Kremer Sachet just 3 cartons and 2 cartons sales every month or 1% (Fig. 1).

Based on this study above, the researcher found the research finding from Pasar Barat (Table 13).

(Toko Grosir Pak Sp).

“... We usually buy take sweet condensed milk product from sales that are in a great demand brand like Frisian Flag & Indomilk...”

(Toko Bu Et).

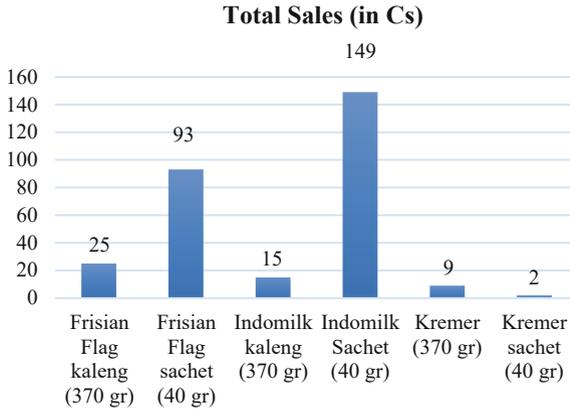


Fig. 1. Total sales of every brand of sweet condensed milk (scm) at Pasar Barat. Source: Primary data, 2022.

Table 13. Total sales of every brand of sweet condensed milk (SCM) at Pasar Barat

Brand SCM	Total Sales (in Cs)	Percentage (%)
Carnation (370 gr)	3	1
Frisian Flag kaleng (370 gr)	25	8
Frisian Flag sachet (40 gr)	93	31
Indomilk kaleng (370 gr)	15	5
Indomilk Sachet (40 gr)	149	50
Kremer (370 gr)	9	3
Kremer sachet (40 gr)	2	1

Source: Primary data, 2022

"...The longer the price of sweetened condensed milk increases for all types of brands, even though it increases Rp. 200 - Rp. 500 per can / renteng. But if I buy a lot, I usually get a discount per carton...."

2. Pasar Maospati

The following is data obtained from 12 stores in the Pasar Maospati with a total volume sales of 181 cartons. The pie chart below shows the percentage of sales of sweetened condensed milk in each store every month. The highest sales of sweet condensed milk are from Toko Bu Su, as many as 33 cartons or 18%. The second highest is from Toko Bu Se, with as many as 29 cartons or 16%. The next highest is from Toko Bu La, with as many as 20 cartons or 11%, and Toko Bu Sa, with total value sales of 16 cartons every month or 9%. Toko Po and Toko Ta have the same absolute value sales of sweet condensed milk, as many as 15 cartons every month, or 8%. In contrast, Toko Bu Ni and Toko Bu Ha have a total sales volume of 13 and 9 cartons every month, equivalent to 7% and 5%. The last is from Toko Bu Dw, Toko Bu Lu, and Toko Bu El have the same total volume selling with 7 cartons every month, or 4% (Table 14).

The number of total sales of the brand at Pasar Maospati every month, for the highest, is from Frisian Flag sachet (40 g), as many as 93 cartons or 51% every month. The second highest is from Indomilk sachet (40 g), as many as 35 cartons or 19%. The third highest is from Kremer (480 g), as many as 25 cartons or 14%. Moreover, the last is from Indomilk cans/kaleng (370 g), as many as 18 cartons every month or equivalent to 10%. Meanwhile, the total sales of canned Frisian Flag sweetened condensed milk (370 gr), and canned Indomilk (370 gr) have the same sales amount, which is 12 cartons or 7% per month. Moreover, lastly, minor total sales came from Carnation, as much as 5 cartons or 3%,

Table 14. Total sales of sweet condensed milk (SCM) in every store at Pasar Maospati

Store Name at Pasar Maospati	Total SCM (in Cs)	Percentage (%)
Toko Bu Ni	13	7
Toko Bu Ta	15	8
Toko Bu Su	33	18
Toko Po	15	8
Toko Bu Dw	7	4
Toko Bu Yu	10	6
Toko Bu El	7	4
Toko Bu Ha	9	5
Toko Bu La	20	11
Toko Bu Se	29	16
Toko Bu Lu	7	4
Toko Bu Salam	16	9%

Source: Primary data, 2022

Frisian Flag Pouch just 3 cartons or 2%, while for omela it was 2 cartons per month or 1%, and Indomilk pouch for 1 carton selling or 1% per month (Fig. 2).

Based on this study above, the researcher found the research finding from Pasar Maospati (Table 15).

(Toko Bu Nt).

“...We usually buy sweet condensed milk products from agent/grocery stores, not from sales, because the sales do not even get a discount....”

(Toko Bu Hr).

“...We got an offer from a new sweet condensed milk product, that is "Yaqin." We will try ½ cartons first to try there are interested consumers or not....”

3. Pasar Besar Madiun

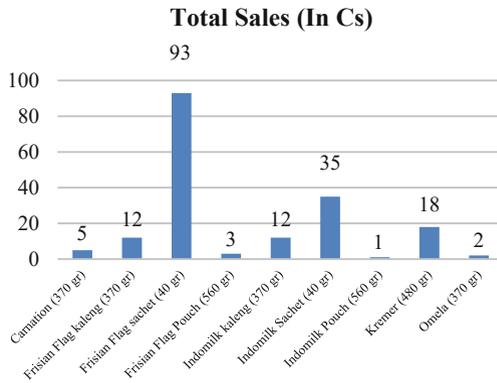


Fig. 2. Total sales of every brand of sweet condensed milk (scm) at Pasar Barat. Source: Primary data, 2022.

Table 15. Total sales of every brand of sweet condensed milk (SCM) at Pasar Maospati

Brand SCM	Total Sales (in Cs)	Percentage (%)
Carnation (370 gr)	5	3%
Frisian Flag kaleng (370 gr)	12	7%
Frisian Flag sachet (40 gr)	93	51%
Frisian Flag Pouch (560 gr)	3	2%
Indomilk kaleng (370 gr)	12	7%
Indomilk Sachet (40 gr)	35	19%
Indomilk Pouch (560 gr)	1	1%
Kremer (480 gr)	18	10%
Omela (370 gr)	2	1%

Source: Primary data, 2022

The following is data obtained from 19 stores in the Pasar Madiun with a total volume sales of 136 cartons. The pie chart below shows the percentage of sales of sweetened condensed milk in each store every month. The highest sales of sweet condensed milk are from Toko Bu Kn, with 27 cartons or 20%. The second highest is from Toko Bu Jm, with 15 cartons or 11% of total value sales. The next highest is from Toko Bu Ti, as many as 13 cartons or 10%. The fourth highest are from Toko MN, and Toko Pak Sw has the same total volume sales of 9 cartons or equivalent to 7%. At the same time, Toko Bu Hr & Toko Bu Mr have the same total sales volume, 8 cartons or 6%. Next, Toko Bu Mr with total volume sales of 7 cartons or 5%, and Toko Bu Su with total volume sales of 6 cartons or 4%. Toko Pak Nj, Toko Bu Sl & Toko pak MT have the same total volume, selling as many as 5 cartons or equivalent 4%. The last, for the least number of sales, that are from Toko Bu Di as many as 4 cartons or 3%, Toko Bu Ye as many as 4 cartons or 3%, Toko Bu TG and Toko Bu YM as many as 3 cartons or 2% per month. While Toko Mbak WS and Toko Plastik Af have the same total volume selling with 2 cartons or 1% (Table 16).

Table 16. Total sales of sweet condensed milk (SCM) in every store at Pasar Besar Madiun

Store Name at Pasar Besar Madiun	Total SCM (in Cs)	Percentage (%)
Toko MN	9	7
Toko Bu Ti	13	10
Toko Bu Di	4	3%
Toko Bu Mr	7	5%
Toko Bu Hr	8	6%
Toko Bu Mr	8	6%
Toko Bu Su	6	4%
Toko Pak Sw	9	7%
Toko Pak Nj	5	4%
Bu TG	3	2%
Toko Bu Kn	27	20%
Toko Mbak WS	2	1%
Toko Plastik Af	2	1%
Toko Bu Ye	4	3%
Toko Bu Siti	1	1%
Toko Bu Sl	5	4%
Toko Pak MT	5	4%
Toko Bu YM	3	2%
Toko Bu Jm	15	11%

Source: Primary data, 2022

The number of total sales of the brand at Pasar Besar Madiun every month, for the highest, is from Frisian Flag sachet (40 g), as many as 42 cartons or 31% every month. The second highest is from Kremer (490 g) with 25 cartons or 18%. The third is from the Indomilk sachet (40 g), with 19 cartons or 14%. Moreover, the last is from Omela (370 g), as many as 10 cartons every month or equivalent to 7%. Meanwhile, the total sales of Indomilk Can sweetened condensed milk (370 g) was 9 cartons or 7% per month. Furthermore, lastly, the most negligible total sales came from Carnation, as much as 3 cartons or 2% per month (Fig. 3).

Based on this study above, the researcher found the research finding from Pasar Besar Madiun (Table 17).

(Toko Bu Jm).

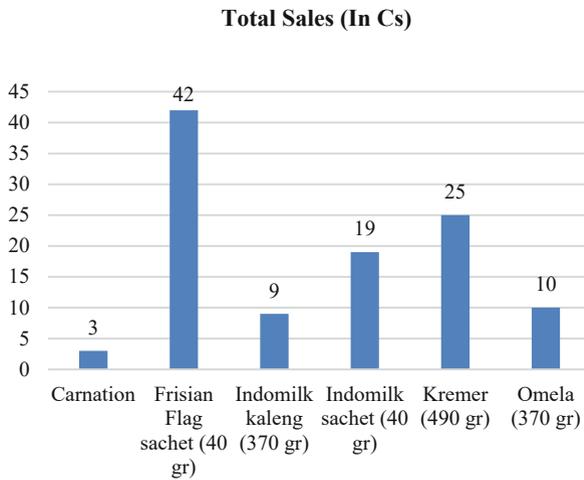


Fig. 3. Total sales of every brand of sweet condensed milk (SCM) at Pasar Maospati. *Source: Primary data, 2022*

Table 17. Total sales of every brand of sweet condensed milk (SCM) at Pasar Besar Madiun

Brand SCM	Total Sales (in Cs)	Percentage (%)
Carnation	3	2%
Frisian Flag kaleng (370 gr)	28	21%
Frisian Flag sachet (40 gr)	42	31%
Indomilk kaleng (370 gr)	9	7%
Indomilk sachet (40 gr)	19	14%
Kremer (490 gr)	25	18%
Omela (370 gr)	10	7%

Source: Primary data, 2022

“...We never take carnation products anymore because there are less buyers, more have sales increase for Kremer & Omela.”

(Toko Bu YW).

“...We don't sell Carnation product because the sales never come here...”

5 Conclusion and Implications

Based on the results of the research and discussion above, we can draw the following conclusions:

1. Consumer behavior among homemakers and B2B consumers has almost the same results in product selection for price, taste, and quality, as well as sales promotion.
2. External factors and internal factors from informants influenced consumer behavior. The first external factor comes from the culture or habits of the Indonesian people, who like products that have promos. Social factors and personal factors influence the second.
3. To increase demand for consumer market offers, companies must know the activities carried out by competitors as insight or evaluation material for their products in the future.
4. Companies must keep abreast of market developments to analyze new and old competitors from any perspective so they can be competitive properly, get maximum profits, and increase their product sales.
5. One of the things that they must do is to find out consumer interest through sales promotion. With the sales promotion, consumers will be more interested in buying.
6. The theory of planned behavior can be used to predict the consumer behavior of homemakers in buying sweetened condensed milk. This behavior ultimately underlies the buying decision of homemakers. This study uses the theory of planned behavior to make it easier for researchers to predict the behavior or desires of consumers or market demand.

In terms of implications, this study provides literature on consumer behavior for sweetened condensed milk consumers and competitors. So that companies in this industry must pay more attention to what factors make consumers make purchases and what activities are carried out by competitors.

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