Analysis of Consumer Behavior in Purchasing Vegetable Products at Alfresh Store

Ajeng Dwi Astiani¹, Hamzah Robbani², Alin Alianny³
Universitas Indraprasta PGRI
¹dwiajeng405@gmail.com, ²hamzahstorage@gmail.com, ³alinalianny@gmail.com

Abstract
This research is to determine consumer behavior in purchasing vegetable products at the Alfresh Store. This research was conducted using a qualitative descriptive method. The data sources used are primary data and secondary data which help complete the research data, with data collection techniques through interviews. The results of this research show that consumer behavior patterns are in accordance with the approach (Awareness, Appeal, Ask, Act, Advocate) Hermawan Kertajaya is Effective. Without realizing it, consumers have actually implemented an approach in accordance with Hermawan Kertajaya’s 5A. Awareness consumers know Alfresh from their neighbors, Appeal is what makes consumers interested in Alfresh because it is attractive in terms of place and logo. Ask asks about the price and quality of the product. Act finally made a purchase at Alfresh because of the service and product quality at Alfresh. The consumer advocate recommended Alfresh to his neighbors.

Keywords: marketing strategy, sales, vegetable products

INTRODUCTION

In the era of increasingly sophisticated globalization, technological developments are increasing, especially in the field of digital marketing. Current technological developments have an impact on changes in lifestyle, one of which is consumption patterns and ways of selling. People use information and communication technology to sell and buy goods via the internet (Restuningtyaswidi & Simamora, 2021).

E-commerce will always need internet support from business partners all over the world, including the entire development, marketing, sales, delivery, service and payment processes (Saputra & Wongsosudono, 2017). The advantage of online business is the access feature that can be done anywhere, lots of product choices, can compare prices easily, many choices of payment methods, lots of discounts and can be accessed 24 hours, consumers don't need to rush to make transactions unless the website is down (Nofri & Hafifah, 2018). Online shopping makes it easier for many people because buying and selling can be done easily with just a click through the website or application. Therefore, online shopping activities have had an impact on a new type of industry known as the e-commerce industry (Yokiman et al., 2021).

Vegetables and fruits are agricultural products that are perishable and rotten so they need to be sold quickly. In the 4.0 era, the use of technology has been widely applied for all types of products. One of them is for agricultural products. To increase sales, manufacturers must be able to provide the best service to consumers by improving application performance and product delivery so that consumers are satisfied.

Vegetable products that consumers are interested in are fresh vegetables. To avoid a decrease in the quality of vegetables, vegetables must be immediately distributed to consumers (Pratisia & Nuswantara, 2021). The changes in modern lifestyle that are happening now have a big influence on purchasing fresh vegetables. Alfresh is an online business engaged in buying and selling agricultural products that serves consumers in the city of East Jakarta. Alfresh's e-commerce service aims to help and make it easier for consumers, especially those in the city of East Jakarta, to shop for daily necessities such as vegetables, fruit, frozen food, spices, basic necessities and many more without having to go through the hassle of going to the market or shop. mobile and conventional vegetables. Online shopping is quite easy to access by just downloading the application and installing the required application. Alfresh only serves at East Jakarta area because if it is too far away it will waste a lot of time and there are concerns that the products sent will be easily damaged or rotten. The large population in East Jakarta is one of Alfresh's opportunities to sell vegetable products via smartphone applications.
METHOD

The research method used in this research is qualitative descriptive research. Descriptive research is data collected in the form of words, images and not numbers. When writing a qualitative research report, data (facts) are revealed in the field to provide support for what is presented in the report. This data may come from interview scripts, field notes, photos, videos, personal documents, notes or memos and other supporting documents.

In this case, the author directly acts as the main research tool in carrying out the research process directly and actively interviewing, then collecting data that is directly related to the marketing strategy for sales at the Alfresh Store. To find the results of this research, the author needs to collect data, process data or analyze data, prepare reports and draw conclusions. This process is carried out in order to obtain research results objectively.

RESULTS AND DISCUSSION

Results

Marketing strategies in accordance with Hermawan Kertajaya’s 5A (Awareness, Appeal, Ask, Act, Advocate) approach are effective. Without realizing it, consumers have actually implemented an approach in accordance with Hermawan Kertajaya’s 5A. Awareness by placing a normal size banner or banner that says “Toko Alfresh” and also making a discount. Meanwhile, consumers go through their neighbors. Appeal; which makes consumers interested in the Alfresh Store? Consumers often ask about the products they want to buy. Ask; ask about why are consumers interested in the products sold at Alfresh Store? Consumers are interested in Alfresh products, because the vegetables and fruit here are guaranteed to be fresh. It can be exchanged if the product received is not suitable for consumption. Act; asked how could these consumers end up buying products at the Alfresh Store? The quality of the products at the Alfresh Store is very good compared to other stores. Advocate; asked are consumers very satisfied with the service? Can they also recommend this store to their friends and people? Consumers are satisfied with the service here which means that consumers don’t regret repeatedly buying the product at the Alfresh Store, then they recommend this store to their friends.

Table 1. Coding Interview Result Data

<table>
<thead>
<tr>
<th>No.</th>
<th>Marketing Elements</th>
<th>Informant 1 (Consumer)</th>
<th>Informant 2 (Employee)</th>
<th>Informant 3 (Shop Owner)</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Has Alfresh Store ever carried out promotions in its sales? What promotions are used most often? (Awareness)</td>
<td>For promotion, I got to know Alfresh from my neighbor</td>
<td>For promotions we only put up banners.</td>
<td>By placing a normal size banner that says “Toko Alfresh” and making a price discount. Meanwhile, consumers get to know the store from neighbors.</td>
<td></td>
</tr>
</tbody>
</table>
Discussion

Consumer behavior focuses on activities related to individual consumption. Consumer behavior is related to the reasons and pressures that influence purchasing, selection, use aimed at satisfying personal needs and desires (Firmansyah, 2018). The Alfresh Store is a business shop in the vegetable sector because the Alfresh Store sells various kinds of vegetables ranging from chilies, onions, tomatoes, carrots and others. Apart from that, the Alfresh Store also provides frozen food, fresh chicken and fresh fish. The strategy used by the Alfresh Store is a strategy that does not differentiate between markets, this can be seen from the way it sells various vegetable products. Apart from that, the Alfresh Store also developed a strategy from Hermawan Kertajaya 5A to always survive and be able to compete in business competition. Another important thing is that the Alfresh Store implements several strategies including:

a. Awareness: Consumers are starting to get to know the Alfresh Store and the products Alfresh sells. Awareness is a condition where consumers are aware of buying products at Alfresh stores. They may have heard or already know about the products in Alfresh stores directly.
b. Appeal: In his head, consumers feel attracted to the product. However, he was not yet sure about buying it. Here the consumer begins to be "curious" about the product he is going to buy but he is still not sure about the quality of the product. Consumers are starting to find out more about products at Alfresh stores.
c. Ask: Because they are not yet sure, consumers start asking friends, family, or googling on the internet to convince themselves. Ask here consumers start to find out about the product whether the product is good or not.
d. Act: If the additional information found is positive, then the consumer decides to buy the product. Then consumers receive the information about the product at the Alfresh Store which makes the consumer buy the product at the Alfresh Store.
e. Advocate: If they are satisfied, consumers will recommend the product they purchased to friends, family and people around them. This advocate is an action after the consumer buys goods at the Alfresh Store. Consumers are definitely satisfied with the products purchased as well as the service at the Alfresh Store, which makes these consumers finally recommend the Alfresh Store to their friends to buy from the Alfresh Store.

In the 5A concept (Aware, Appeal, Ask, Act, Advocate) there is the stage which describes the situation when consumers start looking for additional information about the quality, value and value of the product they want to buy.

CONCLUSION

The strategy used by Alfresh Store is a strategy that does not differentiate between markets. In terms of segmentation and positioning, the Alfresh Store strategy that has been implemented so far has been carried out quite well. In carrying out its sales, Alfresh Store focuses more on sales around the Gedong highway, where the building location stands right on the side of the highway and there is a densely populated area around Alfresh Store. The Alfresh Store targets all groups, one of it is the lower middle social class.

From the perspective of its marketing activities, the Alfresh Store sells halal goods or products, sells goods at affordable prices, honest with what is offered and is not excessive, which means getting value or consumer rating that the products offered or sold by the Alfresh Store are indeed worth buying, and useful for the people around you.
LITERATUS is a journal published by Neolectura, issued two times in one year. LITERATUS is a scientific publication media in the form of conceptual paper and field research related to social impact and cultural studies. It is hoped that LITERATUS can become a media for academics and researchers to publish their scientific work and become a reference source for the development of science and knowledge.

Our focus:
Social and Culture

Our Scope: