

## Consumer Market and Consumer Behavior

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**Abstract.** In this era of globalization, marketing is more of an information warfare between different parties with the aim of making sales. The marketing environment is rapidly changing, and with these changes, the need for information, latest products, shifts in buyer attitudes and behaviors towards decision-making and product acquisition, as well as the ability to identify opportunities in appropriate marketing, becomes essential. This paper is a literature review using a qualitative descriptive approach, aiming to describe product mix strategies. The methodology employed for data collection is documentation, along with various articles and books, followed by content analysis. The findings of this paper reveal that studying consumers can provide insights for the development of new products, product uniqueness, pricing, distribution channels, advertising messages, and other new marketing elements. A focal point for understanding behavior is the stimulus-response model. Buyer characteristics and decision-making processes lead to specific buyer decisions. The marketing task involves comprehending what occurs in the buyer's consciousness from external stimuli to the emergence of the buyer's purchasing decision.

**Keywords:** *Consumer Behavior; Business Sustainability; Digital Era.*

**Abstrak.** Pada era globalisasi ini pemasaran tidak lebih merupakan perang informasi dari pihak satu ke pihak lainnya dengan tujuan penjualan. Lingkungan pemasaran cepat sekali berubah dengan adanya perubahan-perubahan ini maka kebutuhan akan informasi, produk terbaru, perubahan sikap dan sifat pada pembeli akan keputusan dan pengambilan suatu barang produk, dan mampu melihat peluang pada pemasaran yang tepat akan sangat dibutuhkan. Makalah ini merupakan kajian kepustakaan dengan pendekatan deskriptif kualitatif, yaitu dengan mendeskripsikan atau menjelaskan strategi bauran produk. Makalah ini menggunakan metode pengumpulan data secara dokumentasi, serta berbagai artikel dan buku. Kemudian dianalisis menggunakan content analysis. Hasil Makalah ini adalah Mempelajari konsumen akan memberikan petunjuk bagi pengembangan produk baru, keistimewaan produk, harga, saluran pemasaran, pesan iklan dan elemen baru pemasaran lainnya. Titik untuk memahami perilaku adalah model rangsangan dan tanggapan. Karakteristik pembeli dan proses pengambilan keputusan menimbulkan keputusan pembeli tertentu. Tugas pemasaran adalah memahami apa yang terjadi dalam kesadaran pembeli dari adanya rangsangan dari luar hingga munculnya keputusan pembelian pembeli

**Kata kunci:** *Perilaku konsumen; Keberlangsungan Bisnis; Era Digital*

### INTRODUCTION

The marketing objective is to fulfill and serve the needs and desires of the target consumers. The consumer market and consumer purchasing behavior must be understood before a concrete marketing plan can be developed. The consumer market purchases goods and services for personal consumption, and this is the ultimate market where economic activities are regulated. The term "market" is interpreted differently depending on the perspective. Here, consumer needs and desires initiate the presence of products that can satisfy them. This is revealed through the bridge of motivation and the purchasing ability possessed by consumers. However, it's undeniable that the conditions vary and are subject to change. The generality of the product, product types, product levels, and brand competition assist us in defining the

market. A market determined in this manner is marked by clear boundaries of purpose, the presence of alternatives, and resilience to the impact of changing dynamics. Customers might express their needs and desires but act differently (Nofri & Hafifah, 2018). They might not fully comprehend their deeper motivations. Customers might respond to influences that change their minds at the last moments before purchasing a product. Still, gaining profits from understanding how and why customers buy remains possible. The lack of understanding of customer motivations, needs, and preferences can clearly disrupt the subsequent stages. Studying consumers will provide insights for the development of new products, product uniqueness, pricing, distribution channels, advertising messages, and other new marketing elements.

## LITERATURE REVIEW

In marketing management, it is emphasized that understanding consumer behavior and actions is crucial for marketers, and one approach to achieve this is by analyzing the consumer market. The consumer market refers to a group of buyers who purchase goods for consumption, not for resale or further processing. This group includes individual buyers/household consumers (non-business) (Aulia, 2020). Consumer purchasing behavior is influenced by cultural, social, personal, and psychological factors. Among these factors, the one with the broadest influence is the cultural factor. *First*, Culture, subculture, and social class play a significant role in purchasing behavior. Culture is the most fundamental determinant of desires and behaviors. Growing children acquire a set of perceptions, values, preferences, and behaviors from their families and other significant institutions. For instance, children raised in the United States are greatly influenced by values such as achievement, success, activity, efficiency, practicality, progress, individualism, freedom, humanism, and more.

Within culture, there are subcultures that demonstrate specific identities and social affiliations among their members. These subcultures encompass various aspects such as religion, nationality, racial groups, and geographic regions. When subcultures become significant and prosperous, companies often design marketing programs specifically to cater to them. Cross-cultural marketing arises from careful marketing research, revealing that different ethnic and demographic niches don't always respond well to mass-market advertising (Rumandong et al., 2020). Companies have funded multicultural marketing strategies that have been well-considered in recent years. For example, many banks and life insurance companies focus on Hispanic Americans, as despite their rising income, the 40 million Hispanic

Americans living in the United States haven't yet become significant consumers of financial services.

In essence, all individuals possess social stratification or what is better known as social class, a relatively homogenous and permanent division of a society's members into distinct and hierarchical money-related categories, adhering to similar values, interests, and behaviors. The description of social classes in the United States defines seven ascending levels: lower-lower class, lower-upper class, working class, middle class, upper-middle class, lower-upper class, and upper-upper class (Sunyoto & Saksono, 2022). Social class exhibits several characteristics: (a) individuals within the same social class tend to behave more uniformly than those from different social classes; (b) people feel they occupy an inferior or superior position within their social class; (c) social class is marked by a set of variables like income and occupation, and (d) individuals can move from one rung to another within their social class during their lifetime. The degree of this mobility varies depending on the rigidity of social stratification within a given society.

*Second, Social Factor.* Consumer behavior is also influenced by social factors including reference groups, family, and social roles and status; (1) Reference Groups, A person's reference group comprises all the groups that directly or indirectly influence their attitude, known as membership groups. Some membership groups are primary groups like family and friends, while others are secondary groups like religious or professional affiliations that are typically more formal and require less frequent interaction. People are highly influenced by their reference groups. Manufacturers whose products and brands are heavily influenced by reference groups must find ways to reach opinion leaders within these groups (Sunarto, 2006). One approach is to reach out to opinion leaders through media demographics that align with their characteristics; (2) The family is the most important consumer purchasing organization within society, and family members constitute the most influential primary reference group. A buyer's life comprises two families: the family of orientation and the family of procreation. The family of orientation consists of one's parents and siblings, while the family of procreation consists of one's spouse and children. Marketers are interested in the relative influence of husbands, wives, and children in the purchase of various products and services; (3) Roles and Status. Roles determine a person's position. Roles involve activities expected of an individual, and each role results in a status (Syafriana, 2016). A marketing vice president holds a higher status than a sales manager, and a sales manager holds a higher status than a clerical worker. People choose products that communicate their roles and status in society.

*Third.* Personal factors include age and stage in the life cycle, occupation and economic circumstances, personality and self-concept, lifestyle, and values. These factors are crucial for marketers as they directly impact consumer behavior; (a) Age and Life Cycle Stage, consumer consumption patterns change over time due to life cycle events, and people buy different goods and services as they progress through life. Marketers need to pay significant attention to these changes; (b) Occupation and Economic Circumstances. Occupation greatly influences a person's consumption pattern. Manufacturers must identify occupational groups with above-average interest in their products and services. Additionally, a person's economic situation affects their product choices. Manufacturers sensitive to price continually monitor personal income, savings, and interest rates; (c) Personality and Self-Concept. Each person is unique and this uniqueness affects their purchasing behavior. Personality is an individual's characteristic response patterns that generate relatively consistent responses to their environment. Personality can be a valuable variable in analyzing consumer brand choice (Sinaga & Sulisrudatin, 2015). The concept is that brands also possess personalities and consumers may select brands whose personalities align with their own, and marketers identify this and direct their brands towards individual lifestyles; and (d) Lifestyle and Values. Every individual has a distinct lifestyle and values. Lifestyle represents a person's pattern in the world as expressed in activities, interests, and opinions. Marketers aim to establish links between their products and consumer lifestyle groups. Thus, marketers can clearly position their brand within a consumer's lifestyle, and marketers continuously uncover new trends in consumer lifestyles. Lifestyles are partly shaped by financial and time constraints. Companies targeting price-constrained consumers develop low-cost products and services. Consumer decisions are also influenced by core values, the belief system that underlies consumer attitudes and behaviors.

There are four crucial psychological processes: motivation, perception, learning, and memory. These processes fundamentally impact consumer responses to various marketing. *First*, motivation, stems from the word "motive," which refers to a sufficiently strong internal need that drives action. Three motivation theories underlie this discourse: (a) Freud's Theory: Sigmund Freud assumed that the psychological forces shaping human behavior are largely unconscious, and that one can't fully understand one's motivations. When observing certain brands, individuals react not only to the overt capabilities but also to subtle cues such as form, size, weight, material, color, and brand name, which can trigger specific associations and emotions; (b) Maslow's Theory: Abraham Maslow explained why individuals are driven by specific needs at certain times. The answer is the hierarchical organization of human needs,

from the most pressing to the least. Based on their priority, these needs include physiological, safety, social, esteem, and self-actualization needs. People aim to satisfy their most urgent needs first; and (c) Herzberg's Theory: Frederick Herzberg developed the two-factor theory distinguishing dissatisfiers (factors causing dissatisfaction) from satisfiers (factors causing satisfaction). Merely the absence of dissatisfiers isn't sufficient; satisfiers must actively be present to motivate purchase. Herzberg's motivation theory has two implications: Sellers must avoid dissatisfiers, and manufacturers must identify the primary satisfiers in the market and provide them. As these satisfiers can significantly differentiate brands. *Second*, perception is the process by which individuals select, organize, and interpret input from the world to create a meaningful picture. Subliminal perception involves active engagement and thought by consumers, as marketers covertly embed subliminal messages in ads and packaging. Perception depends not just on physical sensations but also on the stimuli's relation to the surrounding environment and the individual's state. The critical point is that perceptions can differ significantly among individuals who experience the same reality (Mustaqor & Winanto, 2022). People can hold varying perceptions of the same object due to three perception processes: (a) Selective Attention: People tend to pay attention to stimuli relevant to their current needs; (b) Selective Distortion: People may interpret information to align with their preconceptions; and (c) Selective Retention: People remember information that supports their beliefs. *Third*, learning involves changes in an individual's behavior arising from experience. Most human behavior is a result of learning. Learning involves the integration of drives, stimuli, cues, responses, and reinforcement. Drives are strong internal stimuli that compel action. Cues are small stimuli that determine when, where, and how an individual will act. A new entrant can enter the market by offering the same incentives as competitors and providing similar cue configurations, and *fourth*, memory. All the information and experiences individuals encounter throughout their lives can be stored in long-term memory (Herawati et al., 2022). Consumers or some individuals are consistent with associative memory, and brand knowledge in memory can be conceptualized as consisting of a brand's knowledge network connected at nodes of brand associations. The strength and organization of these associations determine the information that can be recalled about a brand. Marketing can be persuasive when consumers possess the appropriate product and service experiences, like creating and maintaining a brand knowledge structure in memory. Companies like to create consumer mental maps that depict their knowledge of specific brands in terms of critical associations likely to be stimulated by marketing communications, strengths, likings, and relative uniqueness for consumers.

## **RESEARCH METHODS**

This paper constitutes a literature review employing a qualitative descriptive approach, wherein the objective is to delineate and elucidate the analysis of consumer markets and consumer behavior. The paper adopts the method of data collection through documentation, encompassing a variety of articles and books. Subsequently, a content analysis technique is employed, involving the scrutiny of literature data that are descriptive or encompass scientific analyses of premises' messages. Additionally, data analysis methods of deductive, inductive, and comparative approaches are employed.

## **RESULT AND DISCUSSION**

### **Stages in the Purchasing Process**

Breaking down the commonly followed stages of the purchasing process, Robinson and Associates have identified eight stages of industrial purchasing and termed these eight stages as buying phases. This model is known as the buygrid framework; (1) Problem Recognition. The purchasing process commences when an individual within a company becomes aware of a problem or need that can be addressed by obtaining goods or services. Problem recognition can be triggered by internal or external stimuli. Internally, common events lead to problem recognition. Companies decide to develop new products, necessitating new equipment and raw materials. Machinery breaks down, requiring new spare parts. Purchased raw materials prove unsatisfactory, prompting a search for alternative suppliers. Purchasing managers identify opportunities for obtaining better prices or higher quality. Externally, buyers might acquire new ideas at exhibitions, from advertisements, or through phone calls from salespeople offering improved products or lower prices. Business marketers can stimulate problem recognition through mail, telemarketing, and calls to prospective customers; (2) General Need Description. Buyers specify the general characteristics and quantity of the required goods. This stage is simple for standard products but more complex for intricate products, requiring collaboration between buyers, engineers, and users to determine characteristics such as reliability, durability, and price (Maulidizen, 2022b). Business marketers can assist buyers by clarifying how their product precisely meets the buyer's needs; (3) Supplier Search. Subsequently, buyers endeavor to identify the most suitable suppliers through trade directories, contacts with other companies, trade advertisements, trade exhibitions, and the internet; (4) Proposal Solicitation. Buyers invite qualified suppliers to submit proposals. For complex or expensive products, buyers demand detailed written proposals from eligible suppliers. After evaluating these proposals, buyers eliminate some suppliers and invite the remaining ones for formal presentations; (5)

Supplier Selection. Before selecting a supplier, the purchasing center specifies desired supplier attributes and assigns relative importance levels to these attributes (Maulidizen, 2022a). The purchasing center then assesses suppliers based on these attributes and identifies the most appealing ones. Purchasing centers frequently employ supplier evaluation models; (6) Order-Routine Specification. After selecting suppliers, the buyer negotiates final orders, detailing technical specifications, quantities, expected delivery times, return policies, warranties, etc. For maintenance, repair, and operations items, buyers are moving towards blanket contracts instead of periodic purchase orders. Blanket contracts result in more single-source buying and more quantity buying from that single source. This system brings suppliers closer to buyers and hampers the entry of outside suppliers unless the buyer is unhappy with the price, quality, or service of the current supplier; and (7) Performance Review. Buyers periodically review the performance of selected suppliers. Three methods are typically used. Buyers can contact end-users and inquire about their evaluations; buyers can rate suppliers based on various criteria using a weighted score approach; or, buyers can aggregate the costs of poor supplier performance to generate purchasing cost adjustments, including price (Maulidizen, 2019). Performance reviews can lead to buyers continuing, modifying, or terminating their relationship with the supplier. Suppliers must monitor the same variables that buyers and end-users are monitoring.

There are several decision-making processes as follows:

1. Five-Stage Model.

This fundamental psychological process plays a crucial role in understanding how consumers actually make purchasing decisions. Marketers need to understand every facet of consumer behavior. Here is a list of key consumer questions in terms of “who, what, when, where, how, and why.”(Nisa et al., 2022)

2. Recognition of Needs.

The purchasing process begins when a buyer recognizes a problem or need. This need can be triggered by internal or external stimuli. In the former case, common human needs like hunger, thirst, or sex reach a certain threshold and become motivators. In the latter case, needs are prompted by external stimuli. Marketers should identify triggers for specific needs by gathering information from various consumers. They can then develop marketing strategies that can pique consumer interest. This is particularly important for discretionary purchases, such as luxury goods, vacation packages, and entertainment options. Consumer

motivation needs to be heightened so that potential buyers give serious consideration (Maulidizen, Winanto, et al., 2022).

### 3. Information Search

The primary focus for marketers is the main sources of information that consumers refer to and the relative influence of each source on subsequent purchase decisions. Consumer information sources can be classified into the following four groups: (a) Personal sources: Family, friends, neighbors, acquaintances; (b) Commercial sources: Advertising, salespeople, distributors, packaging, store personnel; (c) Public sources: Mass media, consumer rating organizations; and (d) Experiential sources: Handling, examining, using products.

### 4. Alternative Evaluation

Several fundamental concepts help us understand the consumer evaluation process. First, consumers seek to satisfy needs. Second, consumers seek specific benefits from product solutions. Third, consumers view each product as a set of attributes with varying abilities to provide benefits that can fulfill those needs. Desired attributes differ depending on the type of product; (a) Camera: Image sharpness, camera speed, camera size, price; (b) Hotel: Location, cleanliness, ambiance, price; (c) Mouthwash: Color, effectiveness, germ-killing ability, price, taste /aroma; and (d) Tires: Safety, lifespan, driving quality, price (Winanto et al., 2022).

### 5. Beliefs and Attitudes

Evaluations often reflect beliefs and attitudes. Through action and learning, individuals develop beliefs and attitudes, which then influence their purchasing behavior. Belief is a person's mental picture of something. People's beliefs about products or brands influence their purchase decisions. Equally important to beliefs are attitudes. Attitude is a lasting evaluation, emotional feeling, and inclination to favor or not favor and take action toward a specific object or idea. People have attitudes toward nearly everything, such as religion, politics, clothing, music, and food.

### **Expectancy-Value Model**

Consumers ultimately form attitudes (decisions, preferences) towards various brands through an attribute evaluation procedure. They develop a set of beliefs about where each brand stands on each attribute. The expectancy-value model of attitude formation states that



consumers evaluate products and services by combining their brand beliefs - positive and negative - according to their importance (Maulidizen, Sofian, Adila, et al., 2022). The following are strategies to stimulate greater interest; redesigning the product, changing beliefs about competitor brands, changing the importance weight of attributes, drawing attention to overlooked attributes, and shifting buyer's ideal expectations.

### **Purchasing Decisions**

In the evaluation stage, consumers form preferences for the brands within their set of options. They also create an intention to purchase the most favored brand. When executing the purchase intent, consumers make five sub-decisions: brand, dealer, quantity, timing, and payment method. In everyday product purchases, the decisions are smaller and the freedom is also more limited. For instance, when buying sugar, a consumer doesn't think much about the supplier or payment method (Maulidizen, Sofian, Karimah, et al., 2022).

### **Non-compensatory Consumer Decision-Making Methods**

The expectancy-value model is a compensatory model where the positive aspects of a product can help offset the negative aspects. However, consumers might not want to invest so much time and energy in evaluating brands. They often resort to "mental shortcuts" that involve various simplifications of choice heuristics. With non-compensatory models of consumer choice, the consideration of positive and negative attributes doesn't need to be filtered (Maulidizen, Sofian, Ramadhan, et al., 2022). Delving deeper into attribute evaluation makes decision-making easier for a consumer, but here we highlight three such choice heuristics; (1) in the conjunctive experience, consumers set a minimum acceptable level for each attribute and choose the first alternative that meets the minimum standards for all attributes; (2) in the lexicographic experience, consumers choose the best brand based on the attribute they perceive as most important; and (3) in the elimination-by-aspects experience, consumers compare brands based on a selected attribute by considering the probability level.

### **Factors that Disrupt Consumer Decision-Making**

Even though consumers form brand evaluations, the following two factors can come between purchase intentions and purchase decisions. The first factor is the opinions of others, and the second factor is unforeseen situational factors (Maulidizen, Sofian, Alawiyah, et al., 2022). There are various types of risks that consumers can perceive when buying and consuming a product, including (1) Functional risk: The product does not perform as expected and is not worth the price paid; (2) Physical risk: The product poses a threat to the well-being

or physical health of the user or others; (3) Social risk: The product leads to embarrassment in front of others; (4) Psychological risk: The product affects the user's mental well-being, and (5) Time risk: Product failure results in opportunity costs due to seeking another satisfying product.

### **Post-Purchase Behavior**

Following a purchase, consumers might experience dissatisfaction due to noticing certain bothersome features or hearing favorable things about other brands, and they will always be vigilant for information that supports their decision. Marketing communication should provide beliefs and evaluations that reinforce the consumer's choice and help them feel at ease with the brand. Post-purchase satisfaction. What determines customer satisfaction with a purchase? Buyer satisfaction is a function of how well the buyer's product expectations align with the perceived performance of the product. Post-purchase actions. Satisfaction and dissatisfaction with a product will impact future consumer behavior. If satisfied, it indicates a higher likelihood of repurchasing the product.

### **Determinants of Customer Satisfaction**

After making a purchase, consumers might experience a sense of dissatisfaction if they notice certain features that bother them or come across positive information about other brands. They remain alert for information that supports their decision. Marketing efforts should provide the consumers with beliefs and evaluations that reinforce their choice and contribute to their comfort with the chosen brand. Post-purchase satisfaction is influenced by how well the purchased product aligns with the consumer's expectations. What determines customer satisfaction following a purchase? Customer satisfaction is a result of how closely the purchased product's performance matches the consumer's expectations. Post-purchase actions also have an impact. Customer satisfaction or dissatisfaction with a product can influence their subsequent behavior. If a customer is satisfied, they are more likely to exhibit a higher probability of repurchasing the same product.

## **CONCLUSION AND RECOMMENDATIONS**

In conclusion, understanding consumer behavior throughout the purchasing process is crucial for marketers to effectively tailor their strategies and meet customer needs. The journey from recognizing a need to post-purchase satisfaction involves various stages, each influenced by psychological, situational, and social factors. Consumers evaluate attributes, compare alternatives, and make decisions based on their perceptions, attitudes, and preferences. The

post-purchase phase is equally significant, as it impacts future behavior and brand loyalty. Satisfaction or dissatisfaction with a product can lead to repeat purchases or the abandonment of a brand altogether. Moreover, external factors such as social influences and unforeseen situations can also affect consumer decisions and attitudes.

To better address consumer behavior and improve marketing efforts, here are some recommendations:

1. **Enhance Pre-Purchase Communication:** Clear and persuasive communication about product attributes, benefits, and solutions to consumer needs can positively impact their decision-making process.
2. **Build Brand Trust:** Establishing a trustworthy brand through consistent quality, customer service, and ethical practices can foster customer loyalty and satisfaction.
3. **Anticipate Post-Purchase Concerns:** Address potential post-purchase dissatisfaction by providing excellent customer support, efficient returns or exchanges, and proactive problem-solving.
4. **Utilize Social Proof:** Leverage positive word-of-mouth and social media influence to build credibility and create a positive perception of the brand.
5. **Personalization:** Utilize data-driven insights to offer personalized recommendations and experiences that align with individual preferences.
6. **Continuous Engagement:** Maintain engagement with customers even after a purchase by offering valuable content, updates, and exclusive offers.
7. **Monitor Trends:** Keep track of evolving consumer behaviors, preferences, and market trends to adapt marketing strategies accordingly.
8. **Gather Feedback:** Regularly seek feedback from customers to understand their experiences, identify areas for improvement, and implement necessary changes.

By understanding the nuances of consumer behavior, companies can tailor their marketing efforts to create meaningful connections with their target audience and foster lasting relationships that extend beyond individual purchases.

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