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# The Role Of Consumer Engagement, Preferences, And Opinions In Shaping The Market For Packaged Sambal Products

Peran Keterlibatan, Preferensi, Dan Opini Konsumen Dalam Membentuk Pasar Produk Sambal Kemasan

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#### **ABSTRACT**

This study examines the role of consumer engagement, preferences, and opinions in shaping the market for packaged chili sauce products. Using a quantitative research approach and descriptive statistical analysis, data for this study was collected from the TikTokShop platform, with a focus on eatsambel brands. The findings indicate that consumer interests, perceptions, and actions have a significant and positive influence on the decision to purchase and provide valuable insights for marketers and businesses in the packaged chili sauce industry, emphasizing the importance of understanding the lifestyle aspects of consumers to better meet their needs and preference.

Keywords: Consumer Engagement, Preferences, Opinions, Purchasing Decisions, Market Insights.

#### **ABSTRAK**

Penelitian ini mengkaji peran engagement, preferensi, dan opini konsumen dalam membentuk pasar produk sambal kemasan. Dengan menggunakan pendekatan penelitian kuantitatif dan analisis statistik deskriptif, data pada penelitian ini dikumpulkan dari platform TikTokShop, dengan fokus pada brand eatsambel. Penemuan ini mengindikasikan bahwa minat, persepsi, dan tindakan konsumen memiliki pengaruh yang signifikan dan positif terhadap keputusan untuk membeli serta memberikan wawasan berharga bagi pemasar dan pelaku bisnis di industri sambal kemasan, menekankan pentingnya memahami aspek gaya hidup konsumen untuk lebih memenuhi kebutuhan dan preferensi mereka.

Kata Kunci: Keterlibatan Konsumen, Preferensi, Opini, Keputusan Pembelian, Wawasan Pasar.

# 1. Introduction

In recent years, packaged chili sauce products have a fairly high level of popularity where it can be seen that the development of the market for packaged chili sauce products has experienced significant growth marked by the emergence of various sellers of packaged chili sauce (Agrina Online, 2019). This prompted us to explore the role of consumer engagement, preferences, and opinions in shaping this market. Understanding how consumer behavior and lifestyle factors influence purchasing decisions is critical for businesses operating in the packaged chili sauce industry. The packaged chili sauce business is one that is growing rapidly with minimal capital but the potential for large profits. Chili sauce packaging is a favorite of the community because it is practical and easy to serve (Wulandari, 2022a). Therefore, attracting consumers to the packaged chili sauce business is not a difficult task. By implementing the right marketing strategy, the chili sauce packaging business opportunity is very promising.

According to (BFI, 2023) The chili sauce packaging business is one of the promising businesses in the F&B sector. Spicy food is part of Indonesian food culture, and chili sauce is a source of spicy flavor that makes food more delicious and appetizing. In addition to its delicious taste, chili sauce is also rich in nutrients because it contains Vitamin C and Carotenoids from chili peppers, as well as good compounds from garlic. Trading packaged chili sauce is an attractive option for many people, this is due to the high demand for spicy food in Indonesia, making the target market for packaged chili sauce so wide and tantalizing. Another advantage is the ease of

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marketing; technological developments allow this product to be easily accessible both offline and online, expanding the market reach. In addition, the raw materials for chili sauce are easily available from traditional markets and supermarkets, making the production process smoother. Not only that, affordable prices for raw materials and chili products open up great opportunities to make a profit from each sale. Attractive and modern packaging is also an added value, attracting customers and increasing potential profits. So, it is no coincidence that the chili sauce packaging trade is a promising choice for entrepreneurs who want to achieve success.

Eatsambel was founded because the founders knew how much love Indonesians have for sambal. They understand how the taste of food can become unpleasant if the chili sauce is not good. Even when they are abroad, they feel empty because there is no good chili sauce. Therefore, every chili flavor variant produced goes through a long research to ensure a very good taste so that customers do not feel disappointed. In building Eatsambel they also prioritize the values they hold, such as providing the best service, conducting product development, purchasing the best quality raw materials, and committing to customers, partners, and business associates. In addition, Eatsambel also releases Business to Business products to help restaurants attract customers with the delicious chili sauce they offer.

According to research by (Adhikari & Panda, 2019), consumer brand engagement is when consumers think about a brand that is influenced by positive interactions and input which has an impact on brand performance in the view of consumers. (Anggoro et al., 2019) Brand attachment is a concept that refers to the sense of security that consumers feel towards a brand. (Toor et al., 2017) also state that consumer engagement is a major concern in online business, as it can increase revenue by up to 23 percent through frequent purchases from each visit, which in turn reduces the cost of attracting new consumers.

Conceptually, engaged consumers tend to be a persuasive influence for their family and friends to become consumers as well. According to (Abrar, 2018), customers will engage with brands if their needs, wants, and prices are relevant. Consumer brand engagement is considered positive and directly related to brand relationships and intention to buy at any given time. Strong brand engagement can generate relationships with potential new consumers, provide perks, discounts, and other offers that can encourage future purchase intentions for a particular brand (Lee et al., 2020). Today consumers are offered with various brands of the same type of product. The increase in the number of consumer brands has thus led to a form of "brand inflation". Almost all manufacturers implement strategies to strengthen the company's brand in the market (Sinambela et al., 2022). Research results (Yuwono, 2023) in the social media era, interactions between consumers have a significant impact on consumer brand engagement. The more active the interaction between consumers on social media platforms, the higher their level of engagement with a brand. Trendiness also plays a crucial role in influencing engagement. Brands that are able to keep up with the latest trends and present the latest information on social media will attract consumers. In addition, customization is also an important factor in increasing consumer brand engagement.

The ability to provide services tailored to consumer's preferences and styles increases convenience and appeal to the brand. E-WOM (electronic word-of-mouth) also plays a vital role in influencing consumer engagement. Reviews and testimonials from other consumers on internet platforms can drive consumer interest in a brand. Not only that, the level of consumer brand engagement also has a strong influence on purchase intention. The higher level of consumer engagement with the brand will affect the likelihood of consumers buying products with certain brands. Thus, companies should focus on strategies to increase interaction, follow the latest trends, provide customized services, and leverage e-WOM to build strong engagement with consumers. This will help improve brand image and increase conversion from potential consumers to loyal customers.

Preference has the meaning of preferring, choosing, liking, or special behavior given to someone. Subscriptions or preferences can also be defined as a tendency, choice, or what a consumer prefers or dislikes (Cindy, 2020). Consumer preferences provide a clear picture of positive or negative responses to the products they consume and also reflect the values that consumers consider when making a choice (Ramadhani et al., 2020). Consumer preferences are also mentioned as the first step in determining the reasons why someone prefers one type of product over another (Sumar'in, 2013). The considerations made in choosing a product will tend to occur frequently when there is a sufficient or excessive variety of ingredients. Many factors influence consumers' consideration of their choice of product, including the level of technological and communication development that influences product availability and variety (Tamba & Widnyana, 2022). Other factors such as economics aspects, culture, traditions and individual perceptions also have a significant influence.

Opinion has the meaning of when consumer's have their own ideas which comes from their own personality (Khan, 2006). According to LP2M (2022) Public opinion is a combination of the viewpoints of many different people, measured through methods such as surveys, indepth interviews, and focus groups. (Yulia et al., 2021) Opinion is the opinion of each consumer who comes from their own person. Investigating views and feelings about topics of world events, current trends in public opinion research is essential for understanding the public's views and desires on an issue, as well as helping organizations identify their needs and preferences. In marketing, public opinion research can help companies understand how customers feel about certain issues, allowing them to develop effective marketing strategies. Furthermore, public opinion research can help identify dominant attitudes within a particular market sector based on analysis of demographic data. Overall, public opinion research plays an important role in identifying problems, reflecting society's opinions and ideals, and helping to better allocate resources.

Social media is used to create creative businesses, expand business networks, and promote products quickly and easily to influence consumer purchasing decisions (Hartono & Santoso, 2021). The emergence of digital or online marketing trends brings new types of marketing and makes many companies or small businesses from previously conventional marketing switch to digital or online marketing such as endorses, product advertising through social media (Hardilawati et al., 2019).

TikTok, according to (Ghosh & Ghosh, 2021) is a social media application that originated on the Internet with a focus on creating and sharing short video content. Using TikTok, users can create and upload creative videos in a variety of themes or genres. The app has gained huge popularity among younger users with millions of active users using it every day where interactive features and smart editing algorithms allow interesting content to quickly spread and gain popularity on the platform. This research sheds light on the role of public opinion in shaping consumer's purchase intention towards packaged chili sauce products. Although TikTok is not an application specifically for chili sauce products, public opinion formed through this platform can influence consumer's perceptions, judgments, and purchase intention towards packaged chili sauce products. This research was conducted with the aim of being able to dig deeper into how public opinion formed through TikTok can influence consumer interest in buying packaged chili sauce products and how it can be used to support a more appropriate marketing strategy.

In addition, the purpose of writing this study is to understand how consumer involvement, preferences, and views contribute to shaping the market for packaged chili sauce products. By examining and understanding how consumer engagement, preferences, and opinions influence the dynamics of the packaged chili sauce products market to highlight the important role they play in shaping consumer behavior and purchasing decisions in the packaged chili sauce industry, we seek to provide valuable insights into the factors that drive consumer engagement, preferences, and opinions, and their impact on the overall market. The ultimate

goal is to help marketers and businesses better understand consumer needs and preferences, enabling them to develop effective strategies that suit target audiences and successfully navigate the competitive market for packaged chili sauce products.

#### 2. Literature Review

Customer Engagement represents the business communication relationship between consumers and a company or brand through various communication channels. This customer-company relationship can encompass responses, interactions, or the overall customer experience, occurring both online and offline. The term can be applied to define customer-to-customer communication regarding products, services, or brands. Customer Engagement also means things provided by consumers directly and voluntarily where a business/company receives feedback, recommendations, or ideas as a basis for identifying consumer needs that can help increase the company's added value (Harmeling, 2017).

Apart from customer brand engagement, a customer's preferences also participate in the process of shaping a market. Preference is a liking, choice or something that someone likes more about something. Preference is a consideration or information received by a customer which will influence the purchasing pattern of a product (Widana & Darma, 2018: 45).

According to Cutlip and Center, an opinion is an expression of an individual's stance on issues that are often subjects of debate (Olli & Erlita, 2011: 39). An opinion is a personal expression of one's perspective or judgment on a specific issue, topic, or situation. Opinions can also be based on personal experiences, beliefs, values, and individual judgments and may differ from factual or scientific knowledge.

(Kotler & Armstrong, 2018) said that consumer purchase decisions are decisions to buy the most preferred brand, but two factors can emerge between the intention to purchase and the actual purchase decision. Meanwhile, (Tanady & Fuad, 2020) state that consumer purchase decisions are influenced by how a purchase decision-making process is conducted. Purchasing decision is when choosing whether to buy a particular product or service that involves evaluating options, considering preferences, and ultimately making a choice based on various factors, including personal preferences, needs, and external influences.

Market insight refers to a deep understanding and awareness of a particular market, including its dynamics, trends, consumer behaviors, and competitive landscape. This information is utilized to make well-considered business choices, craft impactful marketing plans, and adjust to shifts within the market landscape. Market insight stands as a vital component for enterprises striving to achieve success and prosper within their specific sectors.

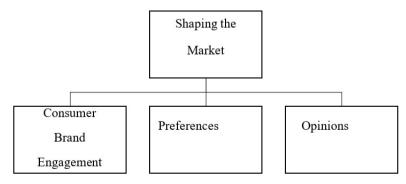


Figure 1. Diagram Research Framework

Based on the above understanding, here are some hypotheses in this study:

H1: Consumer Engagement partially has a significant effect onmarket

H2: Preferences partially have a significant effect on the market

H3: Opinions partially have a significant effect on the market

## 3. Research Methods

This research uses a quantitative research approach with descriptive analysis (Sugiyono, 2017). The research data was obtained through the online product review column. Data collection is done through direct observation of product reviews that have been sold. The collected data will be organized, analyzed, and interpreted to gain an in-depth understanding of the role of consumer attachment, preferences, and opinions in shaping the market for packaged chili products. Statistics are used to analyze data with the aim of explaining or describing the data that has been collected with the main objective not to make general conclusions or generalizations so that it is also used to understand the role of attachment, preferences, and consumer opinions in shaping the market for packaged chili sauce products.

In this research, a case study approach is used by focusing on the brand "eatsambel" which uses TikTokShop as a data sales platform, namely a questionnaire to measure data on the variables of Consumer Engagement (X1), Preferences (X2), Opinions and (X3) and Shaping the Market (Y). This study uses multiple linear regression techniques. The total population in this study was 11,560. The sample in this study is an infinite population, so it will be limited to a predetermined period of time, namely taking the number of sales results from the beginning of the existence of tiktok eatsambel approximately in 2018 to May 2023. Data collection techniques are carried out by direct observation of product reviews that have been sold. The research instrument is an eatsambel buyer who left a review on TikTok in the 2018-2023 period. The testing stage is carried out by testing the research instrument using descriptive analysis.

## 4. Results And Discussions

This study aims to investigate the role of consumer attachments, preferences, and opinions in shaping the market for packaged sambal products, with a focus on the local brand "eatsambel". The data obtained in this study was obtained through online product review columns on May 10, 2023. The data collected through this strategy will be analyzed qualitatively to answer research questions related to the role of Attachment, Preference, and Consumer Opinion in Shaping the Market for Packaged Sambal Products. Data analysis will involve data grouping, classification, and simplification techniques to provide answers relevant to the research topic.

There are six products listed on the online shop sales window via TikTokShop eatsambel. The first is named eatsambel - delicious squid which contains squid chili sauce with a net weight of 120g, eatsambel - remember you which contains anchovy chili sauce with a net weight of 120g, eatsambel - skipjack opium which contains chili sauce x weighing 90g, eatsambel - shredded chicken icikiwir containing chili sauce containing shredded chicken with a net weight of 150g, eatsambel - Mas Yangun's favorite package which contains three types of chili sauce, namely shredded chicken icikiwir, cakalang opium and delicious squid chili sauce with a total of 360g, and yang Lastly, eatsambel - Mas Yangun's collaboration package which contains four types of chili sauce that they sell, namely skipjack opium with shredded chicken icikiwir, teringat you, and delicious squid chili sauce with a total net weight of 480g.

Table 1. Product Rating & Sold Item

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Item Name	Rating/5	Sold Item				
Cumi Ciamik	4.7	299,600				
Teringat Kamu	4.8	55,500				
Cakalang Candu	4.7	86,800				
Ayam Suwir Icikiwir	4.7	163,000				
Paket Favorit Mas Yangun	4.7	392,600				
Paket Kerjasama Mas Yangun	4.8	20,700				

From the data seen in the table, the product of Mas Yangun's favorite package from the eatsambel online storefront on TikTokShop has recorded by the highest sales among the six products featured. This package combines three featured eatsambel variants of cakalang candu, icikiwir shredded chicken and ciamik squid. Nonetheless, it should be noted that this product received a slightly lower rating compared to the remember you and mas yangun cooperation package. However, this does not detract from the fact that the Mas Yangun's favorite package remains a customer favorite with impressive sales figures.

**Table 2. Product Review** 

	Cumi Ciamik	Teringat Kamu	Cakalang Candu	Ayam Suwir Icikiwir	Paket Favorit Mas Yangun	Paket Kerjasama Mas Yangun	Total
Would Buy Again	649	113	212	276	1100	141	2,491
Great shop service	440	2113	85	179	1200	121	4,138
Recommended	314	57	76	149	566	64	1,226
Great Value	241	16	40	76	289	24	686
Packaging Quality	96			91	121		308
Not Send		15					15
Late Delivery			28				28
Hassle Free Shipping				233	1400	172	1,805
Problem With Shipping	622	99	142				863

Through the data listed in the table, it can be concluded that "mas yangun's favorite package" achieved the highest score compared to the other five products. This achievement confirms that the product has a strong appeal to shoppers in the eatsambel online storefront onTikTokShop. In addition, when looking at the overall reviews from shoppers, it can be seen that b: great shop service ranked the highest as the most positive review. This shows that the shop service is satisfactory and contributes to customer satisfaction. In second place is a:would buy again, which indicates customer satisfaction with the product so that they are willing to buy again in the future. And in the last rank, the h:hassle-free shipping review confirms that a smooth delivery experience is a plus for customers. This research has some limitations related to the review points displayed in the table, so there are some tables that are not filled in because they are not visible at the time of the survey.

In conclusion, "mas yangun's favorite package" managed to stand out among other products, attracting customers with its appeal. Based on reviews from shoppers, satisfactory service and satisfaction with the product were key in creating a positive customer experience. Thus, the product display in the eatsambel online store on TikTokShop has successfully createda pleasant and satisfying shopping experience for consumers. This has important significance in the effort to build long-term relationships with customers and achieve success in the business world.

Consumer Brand Engagement has been shown to have a significant influence on the formation of brand relationship quality. In line with research conducted by which currently consumers believe more about the quality of a product from references given by others than advertisements provided. Marketing management is expected to increase consumers' positive experiences with a brand. Thus consumers will introduce a brand to their group members. Consumers will feel confident in their choice of a brand with an assessment from the reference group (Sinambela et al., 2022).

Based on the results of research from (Rahman & Hernosa, 2023), the preference variable is a factor that is very influential for a product seen from the level of sales of certain types compared to others, this supports the results of this study because when viewed from the frequency of items sold, there are some that have sold very highly such as "Mas Yangun's favorite package" and "Ciamik squid" but some others do not experience sales as high as the 2 products, namely "Remember you" and "Mas Yangun's cooperation package".

Hypothesis 3 is supported by research from (Chrysanthini et al., 2017) consumers tend

to buy products because they have obtained information about these products through promotional media such as social media and word of mouth. However, the most influential source of information in making decisions is the internet (social media). Most consumers stated that they were not influenced by reference groups in choosing products. This shows that previous research is in line with this research. The results of this study also provide an interesting insight into sales trends and customer preferences for packaged chili sauce products. By understanding the aspects that influence customer satisfaction and product appeal, eatsambel online stores can continue to improve product and service quality, and strengthen their position in market competition. In addition, eatsambel can also carry out promotional techniques through brand ambassadors or endorsements by several influencers so that this brand is increasingly recognized by many people. Suggestions for future research are expected to explore other factors that are different and not tested in this study in order to find out whether these factors have a specific effect or not on market sales.

#### 5. Conclusion

Based on a study of the eatsambel online storefront on TikTokShop, it was found that the "mas yangun favorite package" recorded the highest sales among the six products displayed, but customer ratings were slightly lower than other products.

Store service with the highest rating of "b: great shop service" indicates that satisfactory service and a positive shopping experience have a major impact on customer satisfaction. Therating "a: would buy again" indicates the potential for customers to become loyal repeat customers if products and services remain satisfactory. The assessment "h: hassle-free shipping" indicates that a smooth shipping experience gives a positive impression of the eatsambel online store.

In looking at the research results, it is important to pay attention to the limitations of theresearch and use more comprehensive methods in the future to understand customer preferences and opinions more deeply and accurately.

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