

MODUL PERKULIAHAN
PEMASARAN STRATEGIK

MARKET DRIVEN:
CUSTOMER AND COMPETITION
(2)

PROGRAM MM
FEB UNIV. TRILOGI
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MARKETING DISCIPLINE JOURNEY

- AN EVOLVING DISCIPLINE
- DYNAMIC
- ADAPTIVE TO CHANGE
- INCLUSIVE



MARKETING JOURNEY

1980–2000 and Forward:

- Marketing as a Social and Economic Process
 - Market orientation
 - Services marketing
 - Relationship marketing
 - Quality management
 - Value and supply chain management
 - Resource management
 - Network analysis
- Digitalization – Social and Commercial media



ISSUES

- CONSUMPTION VS ENVIRONMENTAL CRISIS
- GREEN MARKETING
- RESPONSIBLE CONSUMPTION
- CORPORATE RESPONSIBILITY/SOCIALLY RESPONSIBLE MARKETING
- SOCIAL MARKETING AND DEMARKETING



WHAT'S NEW

- CHANGING IN CONSUMER LANDSCAPE
- POST 2ND WORLD WAR GENERATION – DECLINE
- BABY BOOMERS – NOT DOMINATING ANYMORE
- GENERATION X – ON THE TOP, BUT DECREASING
- GEN Y (MILLENIAL) – STARTING TO PLAY IMPORTANT ROLE
- GEN Z AND POST GEN Z – DIGITAL NATIVE. THE EMERGING MARKET

CHANGING MARKET

GEN Z AND MILLENNIAL ARE DOMINATING:

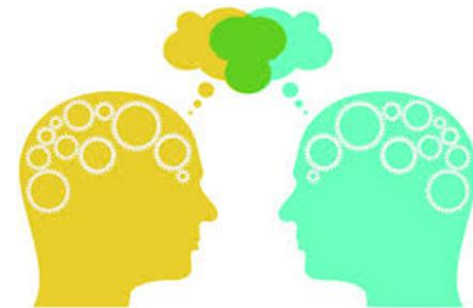
- GEN Z: 75.49 MIO (27,94%) -1997-2012
- MILLENNIALS: 69.90 (25.87%) – 1981-1996

FADEAWAY:

- GEN X: 21.88% - 1965-1980
- BABY BOOMER 11.56% - 1946-1964
- PRE-BOOMER: 1. 87 - LAHIR SEBELUM 1945

EMERGING:

- POST-GEN Z: 10.88% - SETELAH 2013.



GLOBAL CONSUMERS

ATTRACT GLOBAL
COMPANIES

Life Cycle and
Life Style

DEVELOPMENT
SHIFTING TO ASIA?

8 MILLION

BIRTH RATE & AGING
DIVERSITY

Cultural
Differences
RELIGION &
GENDER
CONSUMERS
Human being



FAMILY ORIENTATION



INTERNET IN INDONESIA

JAN
2020

INDONESIA

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND THE STATE OF MOBILE, INTERNET, AND SOCIAL MEDIA USE



INDONESIA

TOTAL
POPULATION



272.1
MILLION

URBANISATION:

55%

MOBILE PHONE
CONNECTIONS



338.2
MILLION

vs. POPULATION:

124%

INTERNET
USERS



175.4
MILLION

PENETRATION:

64%

ACTIVE SOCIAL
MEDIA USERS



160.0
MILLION

PENETRATION:

59%

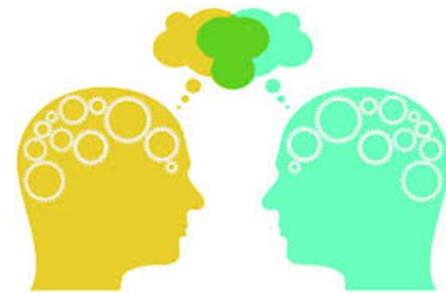
MARKETING RESEARCH

GENERAL::

- BRAND TO STRATEGY
- SERVICES
- CONSUMER ORIENTATION TO VALUE CO-CREATION
- MARKET FOCUS - MARKET SEGMENTATION, TARGETTING POSITIONING
- GLOBAL/INTERNATIONAL MARKETING
- VALUES AND ETHICS

RECENT:

- CB IN DIGITAL ERA
- SOCIAL MEDIA AND INTERNET OF THINGS
- NEUROMARKETING



MARKETING SUB-UMBRELLA

- CONSUMER MARKETING
- BUSINESS MARKETING
- INTERNATIONAL/GLOBAL MARKETING
- SOCIAL MARKETING
- SERVICE MARKETING
- DIGITAL MARKETING
- PLACE MARKETING
- VALUE BASED MARKETING
- STRATEGIC MARKETING
- CONSUMER BEHAVIOR
- MANY MORE...



WHAT NEXT'S

- CONFUSION, TURMOIL AND THREAT BUT OPEN OPPORTUNITY
- EMERGING NEW MARKET POTENTIAL
- WAR WITHIN TO WIN – MIND, HEART, SPIRITUAL
- DIGITAL AND ARTIFICIAL INTELLIGENCE
- INNOVATION AND LEARNING
- NEW LIFE STYLE – ENVIRONMENTAL ADJUSTMENT
- A CONSTANT CHANGE



DEREK THOMSON. US JOURNALIST

PENDEKATAN PALING RASIONAL DALAM STUDI YANG BERKAITAN DENGAN PERILAKU MANUSIA ADALAH DENGAN MENGASUMSIKANNYA SEBAGAI TIDAK RASIONAL



RICHARD THALER AND
DANIEL KAHNEMANN
BEHAVIORAL ECONOMICS



MR. SPOCK (STAR TREK)

- DINGIN
- RASIONAL
- BERHITUNG DENGAN CERMAT



HOMES THE SIMPSON
(CARTOON)

- RAKUS PADA JUNK FOOD
- PEMALAS EMOSIONAL
- TIDAK BERHITUNG DALAM MENGAMBIL KEPUTUSAN



KONSUMEN?

ECONOMICS ALONE DOES NOT EXPLAIN CONSUMER BEHAVIOR

EARLY THEORIES BASED ON NOTION THAT INDIVIDUALS ACT RATIONALLY TO MAXIMIZE THEIR BENEFITS (SATISFACTION) FROM PURCHASING.

LATER RESEARCH DISCOVERED THAT CONSUMERS ARE JUST AS LIKELY TO PURCHASE IMPULSIVELY.

BE INFLUENCED BY FAMILY, FRIENDS, ADVERTISERS AND ROLE MODELS.

BE INFLUENCED JUST AS STRONGLY BY MOOD, SITUATION AND EMOTION.



CONSUMPTION AS
SYMBOL STATUS



NOT NECESSERILY
RATIONAL

CONSUMPTION AND MEANING

CONSUMER – THOSE PURCHASING FOR THEIR OWN PERSONAL CONSUMPTION

ABOVE THE
FUNCTIONAL
VALUE



EMOTIONAL
VALUE



STATUS SYMBOL

PRESTIGE

LIFE STYLE

MARKETING SHIFTING

- FROM ECONOMICS (ORIGINAL MOTHER OF SCIENCE) TO OTHER DISCIPLINES, SUCH AS PSYCHOLOGY



MARKET DRIVEN

- MARKET DRIVEN: MARKET AND COMPETITION
- MARKET FOCUS
- RELATIONSHIP
- LEARNING ABOUT MARKET AND COMPETITORS
- SUPERIOR VALUE
- FIT IN WITH TARGET MARKET

CASE: TESLA

- TESLA AND ELON MUSK
- INNOVATION IS THE KEY
- TRANSPORTATION WITH NEW VISION

- CAR
- AEROSPACE
- TUNNEL
- SATELITE
- ELECTRIC HOME

THANK YOU

- The future is now – welcome!

ALL THE BEST