

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

