

INACTIVE PROBLEM RECOGNITION PERSPECTIVE IN CONSUMER'S BUYING DECISION : STUDY LITERATURE

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ABSTRAK

Marketing activities are not just sales or advertising, but are focused on fulfilling the needs and wants of consumers. In the fulfillment of their needs, consumers have different preferences of products or services they need. In addition, more and more choices are available for consumers to choose products that suit their needs and wants. With the increasingly diverse range of products and services it is increasingly also the desire of consumers associated with these products and services. Consumers often have a desire for products and services but can not describe clearly so that producers can not understand the desire and can not realize consumer desires. The condition of consumer and producer's lack of understanding in describing the need related to this product is called inactive problem. In active problem, the company only convince consumers that they have problem and company product is the best solution in solving the problem. While the inactive problem, the company must be able to capture the phenomena of consumer behavior associated with problems that can not be disclosed (problem capture) so that the company is able to provide products that can provide solutions to consumer problems. Problem recognition with inactive problem approach has the advantage that defining problem exist in consumer but can not or can not be expressed by consumer if company can reveal and define it become a concept of product development hence will be opportunity that product will have some advantage if company can make it, The benefits are: the product will have brand awareness for the consumer so that the consumer is more loyal to the product, the product will have a long life cycle because the competitor has not thought of the product with the inactive problem design, product replication by the competitor takes a long time, Supernormal profits and the company can make many derivative products.

Keywords : *inactive, problem, recognition, consumer, behavior*

INTRODUCTION

Consumers as stakeholders of a company that must be considered, have different behaviors and perceptions. Consumers can determine the viability of a company, therefore the company must be able to take heart and create a good image in the eyes of consumers (Katila and Mang, 2003; Ashby and Johnson, 2006). Attribute analysis on consumer behavior is a fairly new demand theory, in which the analysis of attribute approach states that consumer satisfaction on purchased goods or services is not actually located on the product or service itself, but from the

characteristics or attributes attached to the product concerned. In other words, when a person buys an item, actually does not buy the item, but purchases the attribute on the item, which is generally the attribute of a good not just one, but there may be some (Coney, 2011; Calegari, 2013). Thus if there are some goods or services to be consumed, the first consideration is to compare the value of attribute values on each - each item or service.

The purpose of marketing is to meet and serve the needs and wants of target consumers. But knowing the consumer is not easy. Customers may declare the needs and wants of the consumer and may act against influences that change the mind of the consumer (Cesarani, et.al, 2011). Marketers or corporations must study the consumer's wants, perceptions, preferences, and buying behaviors. It provides guidance on developing the product for new products, product features, prices, distribution channels, markets and other marketing mix elements. Most consumer needs are not strong enough to encourage someone to do something at a time. A need becomes a boost when the need arises until it reaches a sufficient level of intensity. Motives are a strong need to direct consumers to seek satisfaction with those needs (Lengnick and Hall, 2010; Robertson and Catignan, 2011).

LITERATURE REVIEW

Behaviour Customer Model

The starting point of understanding buyer behavior is to understand stimuli and responses. The stimulus of marketing and the environment goes into the mind of the buyer. Characteristics and decision-making processes by consumers produce certain purchasing decisions (Negation, 2004; Grawin, 2011). The task of the company to understand what is going on in the buyer's mind, between the influx of outside influences and consumer purchasing decisions.

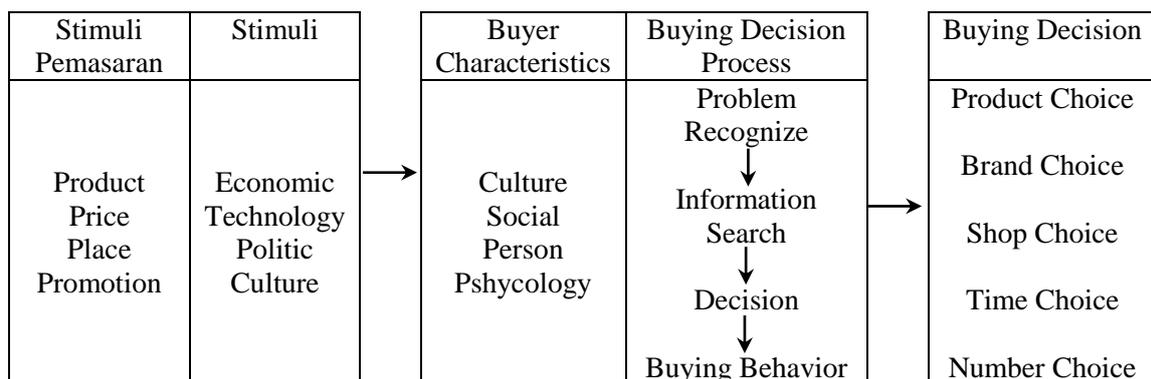


Figure 1. Behaviour Customer Model (Kotler, 2013)

The marketing mix on the buying behavior model is the most important marketing stimulus including: product, price, place and promotion. While marketing and the environment will enter the consciousness of the buyers so as to form a buying decision process. Furthermore, buyer characteristics that include culture, social, personal, psychology, and decision-making process include the introduction of problems, information search, alternative evaluation, purchasing decisions and behavior (Balachandra and Frior, 2007). Both of these will lead to the decision to purchase certain products. The consumer's decision in making a purchase is not within an exact being isolated from the surrounding environment. Their behavior is strongly influenced by cultural, social, personal and psychological factors. Most of these factors can not be controlled by marketers, but must still be taken into account. Kotler (2013) mentions four factors that influence consumers in buying decision-making behavior are as follows:

Culture				
Culture	Social			
	Reference Group	Personal	Phsycology	
Sub Culture	Family	Age Stage of Life Cyce Product Economic Condition Life Style Personality Self Concept	Motivation Perception Learning Trust Attitude	Buyer
Class Social	Role and Social Status			

Figure 2. Factors Affecting Consumer Behavior (Markham, 2013)

Customer Models

According to Schiffman and Kanuk (2016) there are four consumer models that have different perspective in making decisions, among others:

1. Economic Consumer. In a perfectly competitive market, consumers are often referred to as economic consumers, ie consumers who make rational decisions. To make an economical decision, one must recognize all alternatives, perhaps the consumer can make a sequence of advantages and disadvantages with alternatives and can also identify the best alternative. Nevertheless, consumers rarely have enough accurate information that lacks the power level in motivation to make the perfect decision (Fabiani, 2005: Hawkins, et al, 2011).
2. Passive Consumer. In contrast to economic man, passive man is described as a consumer who basically adheres to self-serving interests and business ventures. Consumers sometimes make purchases impulsively and irrational (Allione, et al, 2012).
3. Cognitive Consumer. Describe the consumer as an active person looking for products or services that can meet the needs and enrich the lives of consumers. This model focuses on the process by which consumers seek and evaluate selected information and retailers. In this model the consumer is also described as an information processing system that leads to the choice of choice and ultimately to the choice of purchase. In contrast to economic consumer, cognitive man is more realistic and describes consumers as people who do not search for all available information from each option, as they will discontinue their information search once they have enough information about the chosen alternative, which is enough information to make a decision Duanmu and Fai, 2012).
4. Emotional Consumer. Consumers always involve deep feelings or emotions when faced with a purchase or to have something. This can be seen when consumers make emotionally based decisions that do not emphasize the search for information before purchase, but rather emphasize the mood, which means that emotional people can not make decisions (Hosein, et al, 2011).

Types of Consumen Decision Making

The buying decision process varies greatly. Hawkins, et. Al (2011) divides the decision-making process into three types, namely:

1. Extended Decision Making, the most comprehensive type of decision-making, stems from the introduction of consumer problems that can be solved through the purchase of multiple products. For this purpose consumers are looking for information about a

particular product or brand and evaluating some, whether each of these alternatives can solve the problem. The evaluation of a product or brand will lead to a purchase decision. The consumer will then evaluate the outcome of his decision (Thorgren, et al, 2009; Senher, 2011). A broad decision-making process occurs for the specific benefit of the consumer or for decision making that requires a high degree of involvement, such as purchasing expensive products, containing prestige value and being used for a long time, or for the case of first-time product purchases.

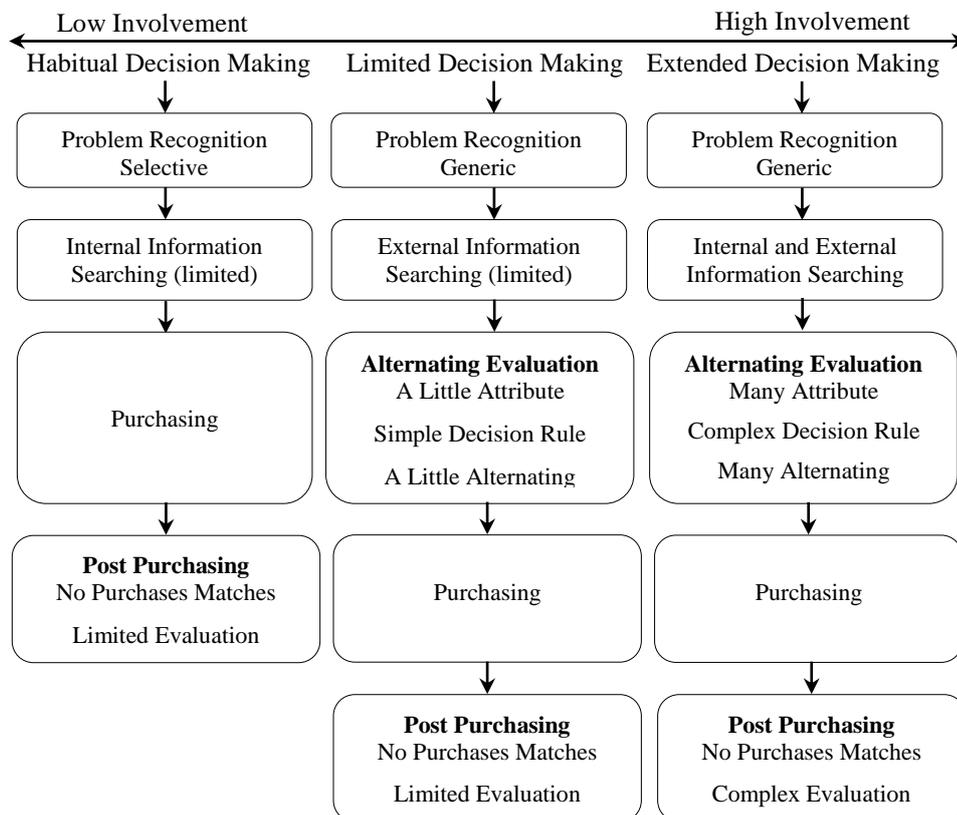


Figure 3. Types of Consumer Decision Making (Kotler, 2013)

- Limited Decision Making. A limited decision-making process occurs when the consumer knows the problem, then evaluates some alternative product or brand based on the knowledge held without seeking new information about the product or brand. This usually applies to purchases of less important products or routine purchases (Oxley and Sampson, 2014). It is also possible that the process of decision-making is limited to the needs of an emotional nature.
- Habitual Decision Making. Customary decision-making process is the simplest process, that consumers know the problem and then immediately take the decision to buy his favorite brand (Duanmu and Fai, 2012). Evaluation occurs when the brand turns out not to be as expected.

Inactive Problem Perspective

Purchase decisions will not be possible if consumers are not aware of a problem or identify problems first, so the solution to be obtained from the problem that will be the goal to make a purchase. The problem of the consumer may be an inactive problem and an active problem.

Active problem is when the consumer is already aware or will be aware of a problem (Flynn et al., 2010; McCutcheon, 2011; Meredith, 2013). Inactive problem is when the consumer is not aware (Hawkins, et al, 2011). In active problem, companies only convince consumers that they have problems and brand marketers are the greatest solution to the problem. While the inactive problem, the company must be able to capture the phenomena - the phenomenon of consumer behavior (customer behavior) in utilizing or using the products consumed.

According to Growin (2011), problem solving (problem recognition) consumer with inactive problem approach is needed by company in new product development compared with consumer problem collecting through active problem (Eisenhardt, 2006; Kotler, 2013). Differences between Inactive Problem and Active Problem can be seen in Table 1.

Table 1. Difference between Inactive Problem and Active Problem

No.	<i>Inactive Problem</i>	<i>Active Problem</i>
1.	Consumers are not aware of the existing problems associated with the needs of consuming the product (Ashby and Johnson, 2006)	Consumers are already aware of issues related to product needs (Andido <i>et al.</i> , 2011; Hosein <i>et al.</i> , 2011)
2.	Companies have little information related to product problems that consumers need (Vezzoli and Manzini, 2008; Allione <i>et al.</i> , 2012)	The company has a lot of information related to product problems that consumers need (Lindahl <i>et al.</i> , 2013)
3.	Consumers exhibit conative behavior (psychological behavior that leads to action) to meet needs (Bhamra and Lofthouse, 2008)	Consumption decisions are based on the affective aspect (how to respond to a good product by receiving, responding and assessing) and cognitive is how consumers remember and understand the product (Baumann <i>et al.</i> , 2002; Boks, 2006; Borchardt <i>et al.</i> , 2009)

FINDING

According to Alba and Hutchinson (2010); Kessler (2010) and Stanton (2013) consumers for active problems generally have characteristics as economic consumer, ie people who make rational decisions. In this case to make economical decisions, consumers must recognize all alternatives, consumers analyze related advantages and disadvantages with alternatives and can also identify the best alternative. While other characteristic is cognitive consumer that is consumer which actively look for product or service that can fulfill its requirement. Consumers with cognitive types seek and evaluate selected information and products. The cognitive consumer in the processing of the selected information is directed to the choice of choice and ultimately to the choice of purchase. The difference with the economic consumer, the cognitive consumer is more realistic and does not look for all the available information from each option, as the cognitive consumer will stop searching for information once they have enough information.

As for consumers with inactive type generally characterized passive consumer that consumers who are interested in buying at the time interested in buying or marketers require a hard enough and creative efforts to persuade him to buy the product. Consumers sometimes make purchases impulsively and irrational (Shenhar, 2014). And the second characteristic for the consumer with the inactive type is the consumer conative that is the consumer who always involves a deep feeling or emotion when faced with a purchase or to choose something. This can be seen when consumers make emotion-based decisions that do not emphasize the search for information before purchase, but more emphasis on mood, this means that the person chooses the product in

accordance with the wishes that have been there before but can not be expressed (Hawkins, *et. al*, 2011).

Stages in new product development with inactive problem approach differ from new product development stage with active problem approach. In general, the development approach through the stages, among others, to observe consumer behavior related to how the use of products or information search related to alternative needs replacement (Kirchain, 2011). This step is a very important step to see consumer desire that can not be disclosed or see the phenomenon of new idea as innovation opportunity required by consumer but not yet known by consumer (Moorman *et.al*, 2011). The next step is to establish problem (problem recognizing) where it is important to be a determination that there is a problem to the need for product development from existing products to those who have an important role to the development of the product (Norman, 2012).

The third step to do is to adjust the innovation with the ability of resources, this as a basis to measure the ability of SMEs in realizing the needs and desires of consumers who become a capability to realize (tangible ability) new product development approaching or as desired (Blindenbach *et.al*, 2010). Furthermore, SME management must be able to innovate new product development process with knowledge management and inovative practice management. It is very important to find the most effective and efficient way of making process or project and to project the closest product Consumer desire (Calegari, 2013), in addition to the management of resource use in accordance with the needs in realizing new products (Griffin *et.al*, 2012).

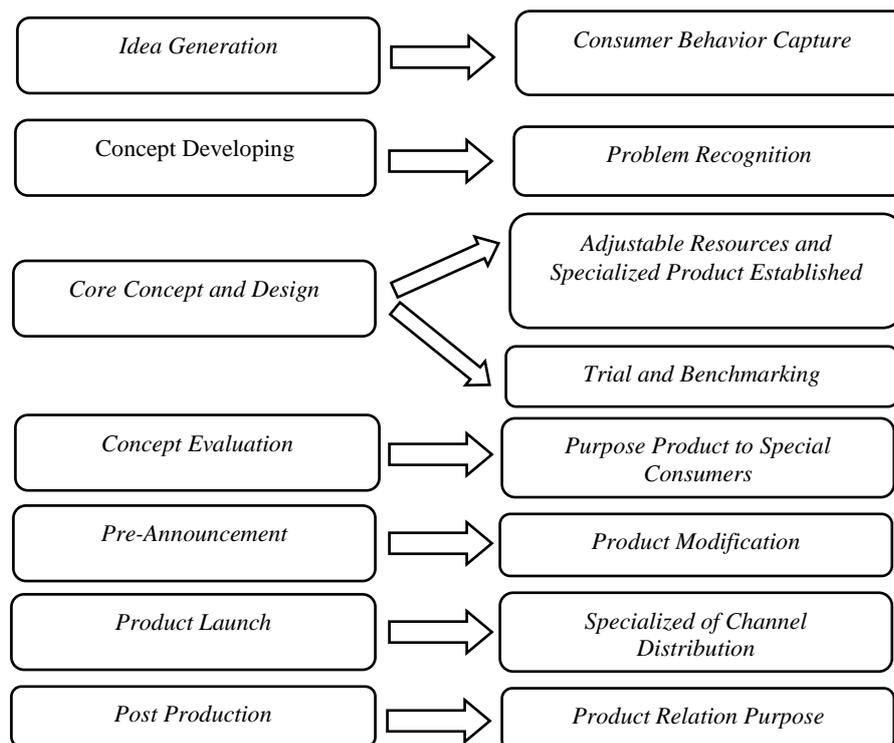


Figure 4. Stages of New Product Development through Inactive Problem Perspective (Prabowo, 2016)

The fifth step in new product development through an inactive problem perspective is to create a prototype with a physical type where real product development is made to estimate the finished product (Gruner *et.al*, 2010). Aspects of the product that the development team is

interested in are actually made into an object for testing and experimentation. The sixth step is to market a new product or create a new marketing channel for a specific consumer, which is marketing a product that has been created for a special customer or offering some features of a new product made in comparison with an existing product to a particular consumer (Chen *et.al*, 2010).

The seventh step in new product development through inactive problem is by modifying the product or process with lean and agile manufacturer approach, this is because the consumer with the prototype or the new product that has become more understand the function or the desired needs of the product so that it can provide input Or suggestions to further complement the features or functions in accordance with consumer expectations (Katila *et.al*, 2014). The eighth step is to create a special distribution channel, this is because the communication channel and the consumer type on the inactive problem perspective are different from the active problem perspective then in general the distribution channel for marketing new products with inactive problem perspective is also special (Liesio *et.al*, 2013).

DISCUSSION

Researchers have conducted a study of 75 journals that discussed the development of new products, SMEs and problem-solving either through the perspective of active problems and inactive problems, but from the study researchers see that research related to new product development through the perspective of inactive problem in SMEs is still not much discussed comprehensively. The issue of new product development research through the perspective of inactive problem at the time is an interesting and growing topic to be studied, this is because the level of business competition is getting tight (red ocean) so that company need to apply rapidly of product innovation.

According to Brezet and Hemel (2012) and Shenhar (2014) research into new product development leads to the exploration of connective, behavioral and psychological aspects of consumers because companies will be longer in innovation development if only expect feedback from consumers (feedback) as more variations Of the product itself. This is reinforced by the opinion of Stanton (2013) that the idea of new product development at a time of increasingly fierce market competition will lead to the company's ability to know the psychological desire and consumer expression or better known as micro expression method.

From the literature study that has been done by researchers, there is still no research describes the relationship of each variable forming new product development with the perspective of inactive problem comprehensively. Research conducted by Tambunan (2011) describes the type or classification of SMEs in Indonesia in four types namely artisinal, active, dynamic and advance, but does not discuss product development conducted by SMEs. Tambunan (2011) focuses more on SME growth, the role of SMEs in Indonesia, the barriers of SMEs and SME success factors in Indonesia While Cooper (2001), Carbonel, Rodriguez and Pujari (2009) discuss the process and type of new product development in SMEs do not classify SMEs nor explain the concept of collaboration undertaken by SMEs so as to develop new products.

Pershon (2004) and Hormiga *at.al* (2009) explained that SMEs who have the ability to develop new products should have managerial knowledge or innovative types, but do not explain the business aspects of cost analysis, profit projection, risk assessment and so on. While Shenhar (2014) and Hawkins, Best and Coney (2011) describe the type of consumer for the perspective of inactive problem: the passive and conative type in which the passive-type consumer has a tendency to buy when interested in buying or tends to be impulsive and irrational so that the marketer and the company must be creative To persuade him to buy the product. While the type of conative is where consumers always involve deep feelings or emotions when faced with the purchase or selection of products. However, this study does not specifically categorize

producers as SMEs and does not explain the concept of collaboration in new product development.

Morales and Fernandes (2010), Meredith (2013) and Moran (2011) discussed the types of collaboration undertaken by the company in the development of new products with consumers, suppliers and competitors in innovation or innovative products resulting in various product development alternatives new. But in this research does not discuss about the classification of SMEs, research objects in large companies and managerial types. Similarly, research conducted by Kaplan (2003), Punttoni (2004) and Zawada (2010) which discusses about business analysis related to innovation in several companies with large corporate category with aspects of problem determination, cost, sales projection, risk assessment, Process analysis, profit projection and marketing design. However, the study did not explain aspects of consumer type, managerial type or type of collaboration conducted by the company.

This review representatively and comprehensively describes the relationship and interrelationship between the aspects that become the variables forming new product development in Indonesian SMEs through the perspective of inactive problem that is type of SMEs in Indonesia, managerial type, consumer type, type of collaboration and business analysis concept so that can be developed into An appropriate business strategy for SMEs in Indonesia with all its characteristics.

Managerial Implication

Problem recognition with inactive problem approach has the advantage that defining problem exist in consumer but can not or can not be expressed by consumer if company can reveal and define it become a concept of product development hence will be opportunity that product will have some advantage if company can make it , The benefits are: the product will have brand awareness for the consumer so that the consumer is more loyal to the product, the product will have a long life cycle because the competitor has not thought of the product with the inactive problem design, product replication by the competitor takes a long time, Supernormal profits and companies can make many derivative products (Kim and Wilemon, 2009; Norman, 2011; Oxley and Sampson, 2014).

Consistent product development and introduction as well as new product design is crucial to the survival of most SMEs (Bessant, 2003; Uzzi, 2009). Products generated by SMEs generally experience little change and if they want to remain competitive most SMEs must continually improve their products (Harabi, 1998; Negassi, 2004). Decisions about the product affect the decision of the operation, so the product decision must be carefully coordinated with the operation to ensure that the operation is integrated with the product design. Through careful cooperation between operations and marketing, market and product strategies can be integrated with decisions about process, capacity, inventory and quality (Duanmu and Fai, 2007).

The development of new products through the perspective of inactive problem according to the researchers more appropriately applied in SMEs because SMEs can directly interact with consumers (interactive relational) more can give special attention to the consumer (Shenhar et.al., 2014), SMEs have a fast in decision making process (Rapid response to growth opportunities) so that new product development ideas are faster (Audretsch and Fritsch, 2002) and according to Jijou (2008) SMEs are able to create some types of products that are not standardized and vary according to consumer demand (product made in small lots and Short runs).

CONCLUSION

Stages in new product development with inactive problem approach differ from new product development stage with active problem approach. In general, the development approach through

the stages, among others, to observe consumer behavior related to how the use of products or information search related to alternative needs replacement.

In the inactive problem, companies must be able to capture the phenomena of consumer behavior (customer behavior) associated with problems that can not be revealed (problem capture) so that the company is able to provide products that can provide solutions to these consumer problems.

Problem recognition with inactive problem approach has the advantage that defining problem exist in consumer but can not be disclosed by consumer if company can reveal and define it become a concept of product development hence will be opportunity that product will have some advantage if company can make it , The benefits are: the product will have brand awareness for the consumer so that the consumer is more loyal to the product, the product will have a long life cycle because the competitor has not thought of the product with the inactive problem design, product replication by the competitor takes a long time, Supernormal profits and the company can make many derivative products.

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