



## **Factors Influencing Consumer Behaviour in Indofood Products during Covid-19 Pandemic**

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### **ABSTRACT**

The research aims to determine factors influencing consumer behaviour at PT Indofood Sukses Makmur Tbk during the Covid-19 pandemic. The data processed by analysing the psychological factors, social factors, cultural factors, personal factors and economic factors. A questionnaire survey was employed to collect the data. The questionnaire was distributed to 129 respondents via online platform. Secondary data research methods such as previous journals and reports from used to obtain relevant information in this research. The result showed that psychological factors are considered as factors that influence consumer behaviour in Indofood's products during COVID-19 pandemic.

**Keywords:** Consumer Behaviour, Cultural Factors, Economic Factors, Personal Factors, Psychological Factors, Social Factors

### **INTRODUCTION**

This research aims to determine which factors influence consumer behaviour at PT Indofood Sukses Makmur Tbk during the Covid-19 pandemic and to find out the factors that influence consumers in making decisions about purchasing Indofood products as well as the right and potential strategy used by PT Indofood Sukses Makmur Tbk in marketing their products during the Covid-19 pandemic.

PT Indofood Sukses Makmur Tbk or otherwise called Indofood is an organization that produces different food and drinks. PT Indofood is settled situated in Jakarta, Indonesia. Sudono Salim is the individual who established this organization on August 14, 1990, with the underlying name PT Panganjaya Intikusuma, at that point rebuilt as PT Indofood Sukses Makmur on February 5, 1994. In the year 1990, PT Indofood Sukses Makmur Tbk went into participation through a joint endeavour in the nibble food industry. Later in the year 2013, PT Indofood Sukses Makmur Tbk opened beverage business and extended their refreshment business by led the bundled water business in the year 2014.



The vision of PT Indofood Sukses Makmur is “A *total food solution company*”. By accomplishing this vision, PT Indofood Sukses Makmur Tbk maintains the plan of action into four correlative strategic business groups which are Agribusiness, Bogasari, Consumer Branded Products (CBP), and Distribution. In addition, PT Indofood Sukses Makmur has won numerous honours in four correlative Strategic Business Groups. For instance, PT Indofood Sukses Makmur won Consumer Branded Products grant and Agribusiness grant.

As one of the huge organizations occupied with the food and refreshment area, there are an assortment of marked shopper items made and promoted by PT Indofood Sukses Makmur Tbk. The vast majority of the item brands of different purchaser marked items have a decent picture in their separate item classes, makes the competitors on the lookout. These item marks have additionally procured faithfulness of customers throughout the long term. The item classifications fabricated and promoted by PT Indofood incorporate noodles, dairy, nibble nourishments, food preparing, sustenance and unique nourishments, drinks, and bundling.

Shopper conduct is how they buy the items and make administrations by relying upon the different components. Moreover, the choice of the client to buy a thing is to relies upon the kind of merchandise. For instance, the quantity of clients when purchasing an espresso is unique in relation to purchasing a vehicle. In view of the perceptions, clearly more confounded and expensive buys require more pondering and undeniably more members. The measure of danger engaged with the exchange additionally impacts the lead of the exchange. More extravagant items will impact in the customers' buying choice. For instance, customer buying conduct which are intricate purchasing conduct, Dissonance-lessening purchasing conduct, Habitual purchasing conduct, and assortment looking for conduct.

Universally, in 2020 the world decline and coming about tension on pay because of the Covid-19 pandemic, families need to confront the deficiency food as individuals are confined by the law of government. Therefore, families will purchase a great deal of bundling food to save. With the assistance of the Ministry of Trade Indonesia, Indofood had the option to help sends out by expanding send out data assistance and administrations, guiding fare advancements and exploratory economic alliance through exchange agents, leading virtual fare to prepare in a joint effort with the establishment from accomplice nations to support exchange execution the new ordinary.

The financial viewpoint for the moment noodle area in Indonesia is extremely increased as far as rivalry, both from existing players and from new players. Not only that, the increase in per capita wages would build the prosperity of society and move the examples of utilization and customer use. Customers would be slanted to pick a product of premium quality at a moderate cost. Rivals in the food and refreshment industry have tried to abuse the open door by arranging an assortment of corporate greatness activities to address the interest of an undeniably serious area. This situation happens on account of the activities of the customer. Various buyers have unmistakable highlights that influence their buy behaviour and control the purchaser's behaviour in settling on an official choice.



Notwithstanding the profoundly mind-boggling worldwide economy, PT Indofood Sukses Makmur likewise builds up some particular procedures in Malaysia, particularly in the fields of creation, advancement and valuing. At the very beginning, Indofood consistently does advancement in quality and taste keeps on being made by changing the discoveries of examination into the desires and inclinations of customers. Indofood likewise builds up the flavour of Indomie by the inclinations of buyers in Malaysia. Indomie is as yet keeping a mission to remind clients that Indonesia actually exists and is ceaselessly advancing on its merchandise and advancement system. Through mass advancement utilizing appealing advertisements, Indofood intends to elevate an item brand to clients in order to improve its position in the picture of the client. In Malaysia, Indomie advances itself by some alluring and imaginative promoting on social media, for example, Facebook, Instagram and YouTube. In estimating technique, Indofood pick the markup evaluating of the items since this strategy can decide the benefit of the items, where the fixed number or level of the expense of the item is applied to the cost of the item to accomplish the deal cost of the item. By utilizing these techniques, Indofood can set the value lower than the contenders, for example, Mi Sedap, Ibumie, and Mi Bagus and attract the consumers.

Instant noodle products are produced and marketed by this division in a variety of brands and formats serving various market segments. For example, Indomie, which is PT Indofood's flagship brand. Indomie remains and has always been at the top among consumers both domestically and internationally. After that, there is a product that leads in the cup noodle category, Pop Mie and followed by Sarimi Gelas which takes second place in the same segment.

PT Indolakto is one of the companies that produce several dairy products, such as multi-cereal milk and sweet condensed cream ("SCC"). Its distinguished brands and quality products make this division get recognized. For example, one of the dairy products that has a 50-year heritage in Indonesia, Indomilk, is a flagship brand for this division. Other brands that the division also produces for dairy products include Indomilk Kids, Cap Enaak, Milkuat, Tiga Sapi, and Kremer.

This division is divided into two business units, snacks and biscuits. A variety of extruded snacks are marketed under the various brand such as Chitato, Doritos and Chiki. Meanwhile, the biscuit unit itself is only operated by ICBP. Various brands of biscuits are produced targeting different market segments. For example, Dueto which is produced for children, Canasta which is aimed at teenagers, then Trenz for young adults, Wonderland which is intended for families, to Indofood Inti Gandum which is produced for adults.

This division is a proud division for PT Indofood because this division is the famous culinary product manufacturers in Indonesia. There are some variety of food seasonings offered, ranging from chilies and tomatoes, soy sauce, and recipe mixes that are processed and marketed under the Indofood and Indofood Racik brands. Not only food seasonings, but also environmentally friendly syrup under the Indofood Freiss brand, as well as Buburia which is instant porridge are also produced and marketed by the food seasonings division.



Various kinds of nutritious special foods that are equal for babies and children are produced by this division. For example, the products produced and marketed by this division are noodle soup, cereal snacks for children, biscuits, pudding and rice puffs for babies and toddlers, cereal beverage powder for the whole family, milk products for pregnant and lactating mothers. Consumers in various market segments are the target market for this division.

The beverage division is almost the same as the milk division, which is neither directly managed by PT Indofood but by ICBC's subsidiary, namely PT Anugerah Indofood Barokah Makmur ("AIBM"). Fruit flavoured drinks under the Fruitamin brand, bottled water under the Club brand, and various ready-to-drink ("RTD") teas under the Ichi Ocha brand are produced and marketed by the beverage division. PT Indofood Sukses Makmur Tbk also supports Group operations and for third party clients by producing flexible and corrugated packaging, handled by the packaging division.

## RESEARCH METHOD

The research methodology is a particular technique for the authors to identify, select, process and analyse the research topic's information. Research methodology can also enable the readers to evaluate the overall data are reliable or valid. This chapter outlines the methodology research to gather the information on the different factors that influence consumer behaviour in Indofood's products from the public during pandemic COVID-19. Quantitative and qualitative methods were used in this research to analyse the data.

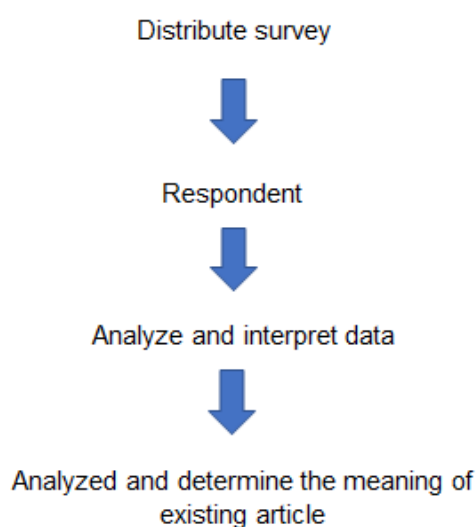
The authors chose the quantitative research method to collect and analyse data from the public in order to know the current consumer behaviour in Indofood during this pandemic with a large sample population. In addition, the authors also choose the qualitative research method from the article. The previous research that has been done by other people to determine the meaning of data. Quantitative analysis is a method to collect numerical data from the social problem and phenomena and analyse the data based on mathematical methods (Apuke, 2017). However, qualitative research is a method that collects non-numerical data and interprets the meaning of the data to study social life through the public (Crossman, 2020).

In the quantitative method, the authors were collected the data by using the survey method through google form to complete the data collection. The survey consists of 6 parts of the demography, cultural factors, personal factors, psychological factors, social factors and economic factors. Each part will have 4 questions except for part one. The questions from the factors were presented by using a linear scale from strongly disagree to strongly agree. This research with 129 target respondents aimed to research the factors influencing consumer behaviour in Indofood's products during pandemic COVID-19. The target participants were given 10 minutes to answer the questions in this survey anonymously. The respondents have answered the questions was based on their observation from this current pandemic COVID-19. The authors were also using Microsoft Excel to analyse and interpret the data collection. On the other hand, the authors analysed and determined the meaning of data by using the existing data. The previous articles and trustable websites such as Indofood main website in the qualitative method. For instance, the authors analysed and collected the data from the background company's website as a reference to complete the introduction of this research.





**Figure 1. Research Method**



## RESULTS AND DISCUSSION

**Table 1. Respondent's Demographic**

Demographic	Factor	Frequency	Percentage
Gender	Male	65	50.39%
	Female	64	49.61%
Age	20 years old and below	28	21.71%
	21 - 29 years old	79	61.24%
	30 - 39 years old	16	12.40%
	40 years old and above	6	4.65%
Nationality	Malaysia	110	85.27%
	Indonesia	19	14.73%
Status	Single	112	86.82%
	Married	17	13.18%
Have you ever heard about Indofood before?	Yes	116	89.92%
	No	13	10.08%
	<b>Total</b>	<b>129</b>	<b>100.00%</b>



There are 129 respondents for the questionnaire. In demography, 64 respondents or 49.61% are female and 65 respondents or 50.39% of them are male. This is good for our questionnaire as it shows almost a balance for males and females which let us know better for both genders. Next, majority of respondents are from age group 21 to 29 years old which is 79 people with 61.24% of 129 respondent. There is a different age of respondents taken to get the answer whether Indofood suit as a family product. Under the 129 respondents, 110 respondents or 85.27% are Malaysian and 19 respondents or 14.73% are Indonesian. Both nationalities are taken as there are two nationalities of peoples who work together to finish the investigation. There are also 112 of the respondents or 86.82% are single, and 17 of the respondents or 13.18% are married. As many as 116 respondents or 89.92% knew Indofood and 13 respondents or 10.08% of them never heard it. This means the popularity of Indofood from the sample taken is about 90%.

**Table 2. Factors that influence consumer behaviour in Indofood products during Covid-19 pandemic (N=129)**

Factor	Total	Strongly Agree	Agree	Disagree	Strongly Disagree	Mean
PSY1	129	38.76%	48.06%	11.63%	1.55%	32.25
PSY2	129	25.58%	50.39%	20.93%	3.10%	32.25
PSY3	129	38.76%	48.06%	11.63%	1.55%	32.25
PSY4	129	24.81%	52.71%	22.48%	0.00%	32.25
SOC1	129	41.09%	46.51%	10.08%	2.33%	32.25
SOC2	129	24.03%	45.74%	26.36%	3.88%	32.25
SOC3	129	24.81%	49.61%	20.93%	4.65%	32.25
SOC4	129	20.93%	59.69%	15.50%	3.88%	32.25
CUL1	129	41.09%	49.61%	8.53%	0.78%	32.25
CUL2	129	19.38%	53.49%	20.93%	6.20%	32.25
CUL3	129	24.81%	57.36%	14.73%	3.10%	32.25
CUL4	129	25.58%	55.04%	17.83%	1.55%	32.25
PER1	129	23.26%	54.26%	16.28%	6.20%	32.25
PER2	129	20.93%	48.84%	27.91%	2.33%	32.25
PER3	129	25.58%	56.59%	16.28%	1.55%	32.25
PER4	129	19.38%	55.04%	24.03%	1.55%	32.25
ECO1	129	26.36%	59.69%	9.30%	4.65%	32.25
ECO2	129	15.50%	56.59%	24.03%	3.88%	32.25
ECO3	129	24.03%	52.71%	21.71%	1.55%	32.25
ECO4	129	21.71%	55.81%	20.93%	1.55%	32.25

**\*Note: PSY=Psychological, SOC=Social, CUL=Cultural, PER=Personal, ECO=Economic**

In psychological factors, the authors found more than 40% of 129 respondents agree, and less than 2 % of 129 respondents strongly disagree that Indofood product has a good competitive advantage over the other brands. This is because PT Indofood Sukses Makmur Tbk surveyed to get the public's response to know the demand of the people in this generation. As a result, PT Indofood Sukses Makmur Tbk has a competitive advantage compared with other food industries. More than 50% of 129 respondents



agree and less than 4% of 129 respondents strongly disagree that Indofood's products attract people. In addition, Indofood's packaging may attract people to buy the product due to the positive image. Most people also agree that Indofood's products are easy to buy it. For example, Indofood's products can be bought at minimarket, supermarket and hypermarket. However, there are less than 30% of 129 respondents disagree that Indofood websites provide good customer services. This is because some people over age 40 years old do not prefer to use an online platform to buy the packaging food. Overall, psychological factors are considered factors that influence consumer behaviour in Indofood's products during COVID-19 pandemic.

There are 34 respondents or 26.4% strongly agree in economic factors, 77 respondents or 59.7% agree, 12 respondents disagree, and 6 respondents strongly disagree. The data collected shows that most of the respondents (111 respondents) agree that people with higher wages or income are willing to purchase Indofood's products. COVID-19, similar to severe acute respiratory syndrome (SARS) is a beta-coronavirus that can be spread to humans through intermediate hosts such as bats (Paules, Marston & Fauci, 2020). It is proved that people with higher wages also consider purchasing convenient products, especially during this COVID-19 pandemic. There are 93 respondents or 72.2% agree, people decided to save more money during COVID-19. However, 36 respondents chose disagree.

Based on the data given, we know most people are willing to save more during the COVID-19, therefore decreasing the purchase of Indofood's products. Besides, more than 70% of respondents agree that higher inflation affected people's purchasing power to decrease and 30 respondents or 23.3% disagree. In these statements, we know that inflation increases the common price of Indofood's product and reduces the purchasing power of the people. As a result, people purchase fewer products of Indofood. More than 70% of respondents agree that the increase in the unemployment rate makes people make discretionary spending purchases.

However, about 20% of the respondents disagree. We discover that COVID-19 cause a lot of people lost their jobs and unemployment occur in the country. Those who are unemployed have to make spending wisely until they find a new job. As a result, they will decrease to purchase the Indofood's products to reduce their burden during the pandemic. Generally, economic factors are known to affect consumer behaviour in Indofood products during the COVID-19 pandemic.

In social factors, 60 respondents with 46.5% of the total respondents agree that Indofood products are suitable for family needs, because during the pandemic happens, Indofood product provides a simple prepared food product and convenient to be purchase anywhere, while 3 respondents or 2.3% of total respondent chose strongly disagree, because the consumer believes that during the pandemic, high consumption of convenient food products may not provide the nutritious that a typical human need. There are 59 respondents with 45.7% of total respondents agree that families loyal to Indofood products rather than switching to other brands because Indofood focusing on high-quality products with substantial brand equity and loyalty that keeps their loyal customer choosing their products. As many as 5 respondents or 3.9% chose strongly disagree, because there are many other brands in the food and beverage industry choices provided to the customer to choose based on their preference.



There are 64 respondents or 49.6% of the total respondents agree that family prefers to stock up on Indofood products than healthy foods because there are most likely facing a shortage of fresh and healthy food during the country lockdown. As many as 6 respondents with 4.7% of total respondents strongly disagree because peoples think that high consumption of Indofood products like instant noodles will lead to an unhealthy lifestyle during the pandemic. There are 77 respondents (59.7%) agree that family prefers to be loyal to buy Indofood products rather than cheaper instant noodle other brands products because Indofood provides a nostalgic taste of Indonesian food customer craving, especially during the pandemic, while 5 respondents with 3.9% of total respondents strongly disagree, because peoples think that instant noodle is just instant noodle, the purpose of instant noodle is just to fulfil the starving. Social factors are generally known to affect consumer behaviour in Indofood products during the COVID-19 pandemic (Caballero-Anthony, Teng, Ma & Montesclaros, 2020).

In cultural factors, there are 64 respondents or 49.6% agree that convenient products such as Indofood becomes a culture for people because, with a hectic working day, some people may not have the time to prepared for their meal, which is the purpose of convenient food that can easily fulfil most people's needs. While there are only 1 respondent or 0.8% chose strongly disagree because people believe that culture is a part of lifestyle and lifestyle can be determined by every individual. There are 69 respondents or 53.5% agree that Indofood is the main choice of food for people during the pandemic because Indofood product has been around for the past decade and people already used to consume Indofood product especially the instant noodle "Indomie", this has become a part of the culture in people life, so during the pandemic, people are more likely to choose Indofood than other brands. There are also 8 respondents or 6.2% chose strongly disagree because there are also many other brands that can be chosen by the people. As many as 74 respondents or 57.4% agree that some people think that fast food practice reflects a high socioeconomic position during the pandemic due to the convenient preparation to be done. While 4 respondents or 3.1% strongly disagree because some people choose to have a healthier lifestyle, they would not choose fast-food. There 71 respondents or 55% agree that Indofood products have a huge impact on culture in this society because most of the respondents from the age below 20 years old to 29 years old, especially college students need the convenient food for their supper and it becomes a part of the culture. While 2 respondents or 1.6% chose strongly disagree because people believe that culture is a part of a lifestyle that can be determined by the individual itself. Overall, cultural factors are one of the major impacts on consumer behaviour during the COVID-19 pandemic (Smith & Wesselbaum, 2020).

In personal factors, 70 respondents with 54.26% of total respondents agree that people over age 40 years old not willing to buy Indofood's products. People who not willing to buy Indofood's products is because of the health problem. As many as 63 respondents with 48.84% agree and 3 respondents with 2.33% of total respondents strongly disagree that people are willing to buy Indofood's products even though their income decreases during COVID-19. People are willing to buy Indofood's products because people face a long period of lockdown in the city and cannot buy the foods easily everywhere. Furthermore, 73 respondents with 56.59% of total respondents agree and 2 respondents with 1.55% of total respondents strongly disagree that people living in a healthy lifestyle will purchase less Indofood's products during COVID-19 pandemic. This is due to the reason that people having these packaging foods for a long time will cause them to get





the disease easily. Indeed, 71 respondents with 55.04% of total respondents and 2 respondents with 1.55% of total respondents strongly disagree that people working in a higher position will consider buying more cheap and convenient products rather than premium products. People will always compare the time consumed and the price by deciding on consumer items. Overall, the authors can clearly see that personal factors are one of the factors that influence consumer behaviour in Indofood's products during the COVID-19 pandemic.

Consumers worldwide can be divided into categories such as age, gender, level of education, income, tastes, and life habits. When consumers buy products, they usually show differences, these purchasing behaviour can be relied on by consumers. The existence of factors that influence consumer behaviour, shows that the statement put forward by Armstrong and Kotler (2009) is correct, marketers cannot control the consumer behaviour. As with other similar research, our research of the factors that influence consumer behaviour in Indofood products is also based on very large technological changes, this has happened in the last two decades. Marketers need to know what factors influence consumer behavior to increase their sales especially during this pandemic.

According to Kotler and Armstrong (2009), cultural, social, personal and psychological factors are the influencing factor that affect the consumer behaviour. According to Engel, Blackward and Miniard in Nasution and Putri (2015), factors affecting consumer behaviour to make purchases are the influence of the environment, differences & individual influences, and psychological processes. After seeing the data graph from the questionnaire results that have been distributed online, most of the respondents agreed with the questions posed. It can be concluded that almost all factors influence consumer behaviour in making decisions to buy Indofood products. However, if these factors are sorted according to the most influential factors to the least influential, the order is psychological factors, cultural factors, personal factors, economic factors, and social factors.

Psychological factors play a role and chosen to be the most influential factors in consumer behaviour in Indofood products. There are 4 factors contained in it, motivation, learning, perceptions, and attitudes. Indofood understand how to motivate consumers to buy their products, the proof is that the respondents agree that Indofood products have a better competitive advantage than other brands. Indofood also has a website that provides good customer service, this creates a good consumer perception of Indofood products to build commitment and loyalty between consumers and products. Indofood's product packaging also attracts consumer interest and most respondents agree that the products are easy to buy anytime and anywhere during the Covid-19 pandemic. The easiness of the product to be reached by consumers in difficult situations provides a positive attitude or feedback.

Cultural factors also influence consumer behaviour the most in Indofood products after psychological factors. Companies spend a lot of money on influencing consumer opinion because they know the influence culture has on industry sales. Some people think that fast food reflects a high socio-economic position during the Covid-19 pandemic, this certainly impacts one of the Indofood products, Indomie. Most respondents agree that Indofood products have a great influence on culture in society, especially in Indonesia.



The proof is that many have chosen Indofood to be the food of choice for the people during the Covid-19 pandemic. It can be said that Indofood products have become a "culture" for people.

Apart from psychological and cultural factors, consumer behaviour also influenced by the personal factors. Consumer tastes of course change over time, and so do teenage and adult consumers. According to experts, adult consumer behaviour varies widely, meaning that adults have more reasons to buy things than teenagers. Indofood's target market is all people. Therefore, its consumers' personality, lifestyle, and economic class are very concerned because they can influence consumer behaviour. A person's lifestyle certainly has a big impact on the products they consume. Most respondents agree that people who live healthily buy fewer Indofood products during the Covid-19 pandemic. Judging from the data results above, people who are over 40 years of age rarely buy Indofood products even though some are still consuming them. During the Covid-19 pandemic, people continue to buy Indofood products even though their income has decreased. This is because the prices of Indofood products are affordable but having a high quality.

Economic factors also influence consumer behaviour in purchasing Indofood products. Economic factors that influence consumer behaviour are family income, personal income, savings, and other economic factors. As we can see in the previous table, even though the respondents have high incomes, they are still willing to buy cheap and comfortable products such as Indofood products instead of premium products, especially because the price is friendly in the pocket Indofood products accessible to all groups. Some respondents also agreed that due to the Covid-19 pandemic, the increase in the unemployment rate makes people make discretionary spending purchases such as Indofood products. However, due to Covid-19 pandemic, higher inflation may affect the level of people's purchasing power so that they buy several Indofood products.

Social factors are the least factor among the 5 factors influence consumer behaviour. Someone can certainly influence every consumer in making purchase decisions. Important social factors are family, references, roles and status. Each consumer is an individual who becomes part of the group. There are several points of comparison given by reference to consumers about their lifestyle, behaviour, or habits and influencing self-image and consumer behaviour. Indofood has a very good product image in the eyes of consumers, especially students and families. The price is affordable and quality makes many families prefer to be loyal to buy Indofood products than other cheaper brands of instant noodle products. In the online questionnaire we distributed to respondents, most agreed that their families would prefer to stock up Indofood products over healthy food during the Covid-19 pandemic. This is reinforced by the number of places to eat that are closed or do not serve sales during the pandemic, with Indofood products, food is more practical, cheap, and delicious. More than half of the respondents agree that Indofood products are suitable for family needs, everyone certainly prefers their delicious taste. Most Indofood consumers also choose to be loyal to Indofood products rather than switching to other brands, this shows that Indofood is truly successful in building a good product image and gaining consumer trust so that there is loyalty.



## CONCLUSIONS

There is a different age of respondents taken to get the answer whether Indofood suit as a family product. PT Indofood Sukses Makmur Tbk did the survey to get the response from the public to know the demand of the people in this generation. As a result, PT Indofood has a competitive advantage compared with other food industries. Those who are unemployed have to make spending wisely until they find a new job. As a result, they will decrease to purchase of Indofood's products. Social factors are known to have an effect on consumer behaviour in Indofood products during the pandemic. As much as 60% of the total respondents agree that Indofood products are suitable for family needs during pandemic because they provide simple prepared food products and convenient to be purchase anywhere. Some people think that fast food practice reflects a high socioeconomic position because due to the convenient preparation to be done. Overall, cultural factors are one of the major impacts on consumer behaviour during the COVID-19 pandemic.

Any proposals for change remain. The first is the home delivery service, with individuals more likely to render home delivery service with the present situation around the world. Both cultures around the world can be facilitated in this way. In order to produce more revenue amid the current pandemic, this approach is even more useful for food distribution workers. Furthermore, this home delivery programme will save time as well. This is because not appropriate for a long period of time to leave the home. It will, moreover, improve marketing activities. There are some initiatives, such as the Loyalty Program, that can be used to improve marketing activities. For using your commodity, reward your faithful clients. The deals for prospective clients. Submit emails to clients who have never browsed the website before. Include your sales campaign data as well as the offers they will get. Using social media such as Facebook is next. Using Facebook as your platform and even your clients. This is because you have made it convenient for Facebook to network and extend the market marketing of your brands. Sample Online is an old-fashioned strategy, but it worked to sell the commodities. The last is discount. Some people want to buy products at low prices. This will encourage more clients to purchase the items. Naturally, the current situation around the globe has also influenced society through the use of finance. It will help society alleviate the pressure and benefit from the price of cheap goods.

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