

Consumer Characteristics Analysis of Online Poultryshop (Case Study of CV. Biovita International)

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Abstract— The development of the world of information and telecommunications and the guidance of the times that require practicality and speed of service indirectly impact on the high Internet users in Indonesia. Data from the Association of Indonesian Internet Service Providers (APJII) states that internet user penetration in 2017 increased by 54.68 percent of the total 262 million inhabitants of Indonesia. This research was conducted at CV. Biovita International, located in Karangsono Village, Cepiring Subdistrict, Kendal Regency, Central Java Province from February to April 2020. The research was conducted by distributing questionnaires through Google form to corporate consumers in the period 2018-2019, amounting to 877 people to get characteristic data consumers and to test the independent variables in the form of E-Marketing mix (X1), Perception of Online Purchase (X2), and Channel E-Marketing (X3) on the independent variables namely the decision to purchase livestock production facilities online (Y). The conclusion of this study is that characteristics of farmers who shop online are dominated by male broiler poultry farmers aged 30-40 years old, graduate level education, earning 3-5 million / month, and actively using Facebook and Whatsapp in socializing after communicating. In addition, it can also be concluded that the characteristics of breeders, E-Marketing mix, Consumer Perception and E-Marketing Channel significantly influence the purchase of livestock production facilities online. Based on these results it can be suggested to animal husbandry employees, especially students to further enhance the competence of E-Marketing and as early as possible to penetrate the market for sapronak product segments using target data and marketing strategies mentioned in this study. Sealin that further research with more in-depth variables also needs to be done to complete the limitations of this study.

Keywords— Consumer Characteristics, E-Marketing Mix, Consumer Perception, E-Marketing Channels, Purchasing Decisions.

I. INTRODUCTION

The development of the internet in the current era of globalization has made things easier in various fields one of which is in the economic field. In the economic field, the internet is used as one of the transaction media that can facilitate economic actors in carrying out their business so that matters related to distance and time are no longer a matter of concern. This makes economic actors start to aggressively make the internet as a support in their business activities. By utilizing the internet, economic actors can reduce costs that should be incurred. This is what makes a good opportunity to offer goods and services to consumers via the internet (Wardoyo and Andinin, 2017).

According to a survey conducted by the Indonesian Internet Service Providers Association (APJII), internet penetration in 2017 increased 8 percent to 143.26 million from 2016, which is equivalent to 54.68 percent of the total 262 million population of Indonesia. This increase in growth does not only occur in big cities, but also in rural blood, which reaches 46 percent of the rural population who are already doing online activities. This is a good market opportunity for young entrepreneurs who want to penetrate the market or for companies that want to increase sales of their products.

Wide open market opportunities with the increasing number of internet users in Indonesia have been felt by various parties and even many neighboring countries that have penetrated a very massive market. Therefore, as people of animal husbandry it is also necessary to maximize this opportunity in order to develop and improve marketing of animal products. However, to do market penetration and market expansion requires a marketing strategy and marketing research data so that marketing direction is clearer and minimizes the risk of loss. This is as Zarella said (2019) that Marketing without data and strategy is like driving with your eyes closed. Without data and strategies, companies can only fumble and rely on personal feelings and tastes that are not necessarily appropriate.

Data or information related to consumers at this time are more important than some previous decades where companies no longer need to assign sales to come door-to-door to deliver product information or distribute brochures which requires a lot of time, effort and cost. Currently the company can reach consumers easily, quickly and economically only with personal information from prospective customers in the form of primary data such as telephone numbers, e-mail, social media accounts or secondary data such as hobbies, jobs, education, etc. This is what causes the rise of companies doing 'data mining' by making programs or free applications only as a means of collecting data.

In terms of analyzing data, it is also important to determine the segments for different customers and targets, in short segmentation is the division of different customer groups in order to find out consumer behavior and determine the right steps in marketing so as to bring profit / profit for a company. Each sector certainly has different consumer characteristics and this must continue to be done research because human behavior is very dynamic.

According to Safanta et al., (2019) data in having an important function before marketing the product include: as a reference for the preparation of marketing strategies, determining the direction or purpose of sales, knowing market desires, getting information on marketing opportunities, saving time and energy in marketing operations , and minimize business risk.

So far there has been no published research that discusses the characteristics of farmers who buy livestock production facilities online, their preferences in the form of types of products, ways of communication, and e-commerce channels of their choice and the perception of online product purchases themselves. In addition, the link between the E-Marketing mix and online purchasing decisions by Indonesian farmers both case studies, literature studies, or experimental research is still rarely found even though the online market opportunity is currently very large.

II. MATERIAL AND METHOD

This research on the CV. Biovita International is located in Karangsono Village, Cepiring District, Kendal Regency, Central Java Province. This site selection aims to facilitate the implementation of research because the instruments needed for this research are already available. Research time will begin from February 2010 to April 2020.

Based on the type of data, this research is quantitative research that is research that uses data in the form of numbers analyzed using statistical analysis. This study aims to determine whether or not the influence of the marketing mix includes products, prices, communication, distribution and community on the decision to Purchase Digital Livestock Production Facilities. This research is causal associative research, that is research used to find out Consumer Characteristics Analysis of Online Poultryshop.

The population in this study are Indonesian farmers who bought digital livestock production facilities at the company CV. Biovita International in 2018-2019, amounting to 871 people. In this study the authors narrowed the population by calculating the sample size carried out using the Slovin Technique.

III. RESULT DISCUSSION

CV. Biovita International is a company engaged in the business of producing, distributing and marketing livestock production facilities such as animal medicines, supplements, feed additives, feeds, livestock germs and livestock business equipment and pets. This company has been established since 2009 but was only formalized with a notarial deed on 27 February 2013 with its address in Yogyakarta City of Yogyakarta Province and then due to operational reasons it moved to Karangsono Village, Cepiring District, Kendal Regency, Central Java Province.

Since the beginning of the establishment of CV. Biovita International, this company directly focuses production and marketing lines that are different from its competitors at the time. It is intended that the company can continue to survive amid the crush of competition from large companies that have long played in the same sector. This company only

manufactures medicines and supplements that are not produced by the company or modifies the types of products produced by other companies. In addition, the marketing channel is not through conventional marketing of livestock products but instead uses digital marketing, namely social media, commercial websites and currently also uses Marketplace.

CV. Biovita International is targeting the consumer segment which is young farmers who are active on social media and are actively looking for information related to animal husbandry and products that support animal husbandry business via the internet. This causes the consumers of this company to spread all over Indonesia with the majority of them being broiler breeders.

1) Descriptive Analysis Data Collection

In this study, the questionnaire was distributed indirectly using Google Form to all respondents totaling 877 consumers online shop CV. Biovita International. From the number of questionnaires distributed as many as 877 questionnaires, the questionnaire returned with a total of 178 questionnaires. The return rate of the questionnaire that can be further processed will be presented in the table below:

TABLE 3.1. Questionnaire Distribution Results

Criteria	Total	(%)
Questionnaire distributed	877	100 %
Number of questionnaires returned	194	22,12 %
Number of questionnaires that did not return	683	77.88 %
Number of Questionnaires that do not qualify	43	4.90 %
Qualified questionnaire	151	17.22 %

2) Demographics of Respondents

Data collection was carried out for 6 weeks from 16 February 2020 to 16 April 2020 and until that date there were 194 questionnaire data entered into Google Forms spreadsheets. But after the filtering process, of the 194 incoming data there are 43 data that must be deleted because the data does not meet the expected criteria. So that the data used for the next analysis process is 151 questionnaire data. The demographics of respondents discussed in this section include gender, age, education, main occupation, income / month, types of livestock kept, products most frequently purchased, sources of information related to the product purchased and the method chosen to contact the online seller.

3) Gender

The high percentage of men is caused by livestock business is a type of work / productive business that requires a lot of physical activity so that gender equality or the inclusion of women in this industry is still very small. In addition, the social life of breeders who generally live in rural areas causes the role of men to become more dominant. This is as stated by Hubeis (2010) that there are three gender roles classified as follows:

1) Reproductive role (Domestic role) is the role carried out by someone to carry out activities related to the maintenance of human resources and household tasks such as preparing food, collecting water, finding firewood, shopping, maintaining

health and family nutrition, caring for and educating children. This role is routine and carried out in the household, so it is not counted as productive work because it is not paid (unpaid work).

2) Earning Roles concerns jobs that produce goods and services for consumption and sale (farmers, fishermen, consultations, services, entrepreneurs, and entrepreneurs). The division of labor in productive roles can show clearly the differences in responsibilities between men and women. The type of work considered as productive work is related to work that is calculated through the national calculation system.

3) Community (social) role is the role associated with service activities and political participation. Volunteer service activities are usually carried out by women. Whereas political roles are roles that are related to one's status and power at village level or higher level organizations

TABLE 3.2. Demographics and Respondents Preferences

Characteristics of Respondents		(%)
Gender	Female	11.90 %
	Male	88.10 %
Age	<30 Years Old	7.3 %
	30-40 Years Old	60.3 %
	41-50 Years Old	21.9 %
	>50 Years Old	10.6 %
Level Education	Elementary School	0.7 %
	Junior High School	4.6 %
	Senior High School	31.1 %
	Diploma	5.3 %
	Bachelor	45.7 %
Type Livestock	Magister/ Profesion/veterinarian	12.6 %
	Pets	4.60%
	Dont have Any Livestock	6.00%
	Cow/ Buffalo	9.90%
	Goat/ Sheep	11.30%
	Layer Chicken	11.30%
	Broiler Chicken	57.00%
Earning	<1 Million / Month	4.0 %
	1-3 Million / Month	13.2 %
	3-5 Million / Month	52.3 %
	6-8 Million / Month	17.2 %
	> 9M / Month	13.2 %
Profession	Student / Student	2.00%
	Trader	6.00%
	Animal Health Practitioners	7.90%
	Private Employees	8.60%
	ASN	13.90%
	Breeder	61.60%
Source Information	Marketplace	5.30%
	Friend of Farmer / Animal Owner	21.20%
	The website	27.20%
	Facebook	46.40%
Order Way	Come Directly	5.30%
	message / call	15.20%
	Facebook Chat	9.90%
	Marketplace	31.10%
	WhatsApp	38.40%

4) Level of Education

Based on the questionnaire data distributed online, from 151 respondents there were 1 person with elementary education, 7 people with junior high school education, 47 people with high school education, 8 people with diploma education, 69 people with Bachelor education and 19 people with Master / professional education /doctor.

In this study, it is known that the majority of consumers

are those who have an undergraduate education background of 46%, then high school as much as 31%, followed by masters / professions as much as 12%. This is different from the research of Mulyawati et al., (2016) which states that the level of education of farmers is dominated by the level of primary school education as much as 71% while undergraduate is only 5%. This is the general condition of farmers in the area. This causes the negative image of the livestock world that being a farmer is the work of uneducated people. However, with this research it appears that there has been an upsurge in millennial farmers with higher education. Improving the quality of animal husbandry human resources will indirectly advance the world of animal husbandry because with a higher education level, the ability of technology absorption (Maryam et al., 2016). This is in accordance with the statement of Satria et al (2007) that there is a significant relationship between the variables of formal education level with the level of adoption with a 95% confidence level. The reality in the field can be seen that the high level of education of farmers will make them increasingly understand about technology and its application well. Furthermore Sari (2014) added that the level of education also influences the ability to think so that it will affect the development and improvement of living standards

5) Livestock Raised

Based on data from questionnaires distributed online, out of 151 respondents there are 7 people who care for pets, 9 people who do not have livestock, 15 people who care for cows / buffalo, 17 people who care for goats / sheep, 17 people who keep laying poultry, 86 people who maintain Poultry Broilers. Based on these data it is known that the largest consumer is from the poultry sector, reaching 68% which consists of 57% broilers and 11% laying birds. Ruminants reach 21% consisting of cows / buffaloes and goats / sheep which are quite comparable, namely 10% and 11%. The remaining consumers are 5% pets and consumers who buy products but do not have animals as much as 6% who are likely traders or practitioners of animal husbandry / animal health (veterinarians) or food stall entrepreneurs who buy a lot of fly repellent products.

Knowledge related to the types of livestock owned by consumers has changed the strategy of CV. International Biovita. Initially this company focused on ruminants, but over time it turned out that more consumers came from the poultry sector so the company chose to focus on the poultry segment by developing products for poultry and displaying more information related to the poultry world on the company's website to capture more consumers from that segment.

6) Profession

Based on data from the questionnaire distributed online, from 151 respondents there were 3 people who had jobs as students, 9 people had jobs as traders, 12 people had jobs as animal health practitioners, 13 people had jobs as private employees, 21 people had jobs as ASN, 93 people have jobs as breeders.

Based on the above it is known that consumers CV. Biovita International, whose main occupation is as much as

61% of breeders and 39% of which has a major occupation other than breeders. The number of jobs as breeders is the majority of the company's consumers CV. International biovita is a natural thing because its products and segmentation are in the livestock sector. But what's interesting is 39% in addition to farmers who are also consumers. This can be caused by several things including the consumers owning livestock but not making livestock as the main occupation but only as a side job. Zdikri & Hassim (2018), interpreting side jobs are activities carried out at leisure outside the main work as activities that are preferred and can provide satisfaction for the individual concerned. Having a favorite activity can provide satisfaction other than the main job. Side jobs can provide opportunities to demonstrate self-competence, engage in meaningful activities and interact socially.

7) *Product Information Sources*

Based on data from the questionnaire distributed online, from 151 respondents there were 8 people who knew product information through the Marketplace, 32 people who knew product information through Friends of Farmers / Other Animal Owners, 41 people who knew product information via the Website, and 70 people who knew product information via Facebook. It is known that Facebook is the means by which most respondents get sources of information related to the product, which is 47%. In addition, the website also plays a role of 27% and information by word of mouth reaches 21%. This indirectly illustrates that Facebook is one of the most effective media in promoting or introducing products.

8) *The Way Order Products Online*

Based on data from the questionnaire distributed online, from 151 respondents including 8 people ordered products with Come Directly, 23 people ordered products by message/call, 15 people ordered products with Facebook Chat, 47 people ordered products with Marketplace, 58 people ordered products with Marketplace, 58 people ordered products with WhatsApp.

In the research conducted known using Whatsapp and Marketplace is the most preferred way of ordering by respondents by 39% and 31%, while ordering through Facebook chat is only 10% whereas in the previous question. This means consumers still have doubts about making an order through Facebook because of the risk factors that can occur during a transaction. Risk by Ashur (2016) defines decisions that attract consumers if they cannot predict their purchasing decisions. The high risk perceived by consumers causes a crisis of consumer confidence in online vendors so that it can reduce their purchasing decisions online. Risk perception is also interpreted as a subjective assessment by someone of questions about accidents on goods and people's concern with coverage of the problem.

IV. LIMITATIONS OF THIS STUDY

In the research that has been carried out certainly has many limitations. Limitations that limit this research include:

1. Respondents in this study only took respondents who were consumers of CV. Biovita International, so the results of this study cannot be generalized to the decision to purchase livestock production facilities in general.
2. This study only uses questionnaires distributed to respondents so that the conclusions obtained are only based on data collected through the questionnaire.
3. The study only took a sample of consumers within the past one year, so that data analysis cannot be done related to patterns of changes in consumer data and purchases between time
4. This study does not map the location of consumers based on types of livestock, income and the number of purchases so that it can be used as company data for targeting
5. This study does not compare variables between consumers of online and offline farm stores.

V. CONCLUSION

Based on the data collected, the answers from the respondents have been recapitulated and then analyzed to find out descriptive of each variable. The data from the deskriptive test results can be summarized as a segmentation strategy for consumers of livestock products, namely male, broiler breeders, 30-40 years old, undergraduate level education, with 3-5 million / month income, using Facebook and Whatsapp in socializing after communicate.

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