

## Consumer Perception Towards Digitalmarketing of A Pet Food At Indonesia

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**Abstract:** The purpose of this study was to determine the effect of consumer perceptions towards digital marketing of a pet food at Indonesia. The population in this study are consumers of animal food users in Indonesia. The research sample used accidental techniques sampling, with 100 people. The independent variable in this study is Digital Marketing (X), Consumer Perception (Y) of purchase decisions. The method of collecting data using a questionnaire is a technique data collection is done by giving a set of questions or a written statement to the respondent to answer.

**Keyword:** *Digital Marketing, Consumerr Perception*

### 1. INTRODUCTION

Digital media has now become an important media used in every society. This matter It can be seen from how Indonesia has become the second-largest Facebook user in Indonesia world. Digital media is growing rapidly along with the increase in internet users in the Asia region, especially Indonesia. Even now, digital media has become a lifestyle in every circle, besides that, the use of digital media has helped a lot of people in doing routines, including in communicating, both in individuals as well as in mass communication. The types of digital media that are often used today namely: Youtube, Facebook, Twitter, path, and Instagram, which is where each one is from This type of digital media has almost the same function, namely communicating. Other functions of using digital media, namely: branding, sharing, promotion, and marketing Digital Media has now become an important media used in every society. This matter It can be seen from how Indonesia has become the second-largest Facebook user in Indonesia world.

The number of conveniences and functions in the use of digital media, encourages many companies include pet food products to take advantage of the facility digital media as a means of promotion, marketing and branding of products and services. spread the information about their products, ranging from the household, skincare, makeup, food, and beverages, there were products pets food. There is currently pet food in Indonesia, Whiskas, Friskies, Maxi, Power Cat, Royal Canin, Alpo, Pedigree, Canin Section, Eukanuba. All of these brands got Top Brand awards to start from 2016 -2020, this award is given based on an assessment obtained from the results of a national survey under the implementation of the Frontier Consulting Group.

#### **Digital Marketing**

According to Kingsnorth (2019: 6), Digital marketing is a creature that can grow and develop by continuously spreading over time enter into a process that has been shaped by the organization for decades. It looks very dramatic but in reality, digital marketing is parallel with modern world travel. Digital marketing is an obligation in there is a business decision because digital marketing is a major process in doing so, those processes such as recruitment, public relations, product development to pricing.

### **Marketing Mix**

According to Kotler and Keller (2016, 47), “various marketing activities into marketing mixtools of four broad kinds, which he called the four ps of marketing: product, price, place and promotion”. Thatmeans that the marketing mix includes four things and can be controlled by the company including products, prices,place, and promotions. The marketing mix has an important role in influencing customersto buy the product or service being offered so that the marketing mix will show its levelmarketing success. In marketing it includes four things called the 4Ps, while in the mixthere are additional service marketing such as people, physical evidence and processes so that it is known asmarketing mix 7P. With reference to the above concept, the 7P marketing mix can be detailed asthe following:

1. Product
2. Pricing
3. Promotion
4. Place
5. People
6. Physical Evidence
7. Process

### **Product**

According to Kotler (2009: 33) is everything that can be offered to the market for attention, buy, use, or consumed which can satisfy a want or need. In Product conceptual is the subjective understanding of the producer of something can be offered as an effort to achieve organizational goals through fulfill the needs and activities of consumers, in accordance with the competence and capacity of the organization as well as market purchasing power.

### **Consumer Behavior**

Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and discard products, services, experiences, or ideas for satisfying consumer needs (Mothersbaugh& Hawkins, 2016: 6). Meanwhile, according to Solomon (2017: 51), consumer behavior is a study of processes that involve individuals or groups in selecting, buying, use, or dispose of products, services, ideas, or experiences for fulfill your needs and wants.The explanation of the expert opinion above can be concluded that behavior consumer is a study that involves individuals or groups in things satisfying their needs in choosing, buying, using, evaluate a product or service. In making a product / service bycompany should be based on the needs and wants of current customers, notbased on the will of the company itself.

### **Consumer Perception**

Perception is defined by Kotler (2002) as the process of an individual in select, organize, and interpret input and information for creates a meaningful picture of the world. Perception is an important activity that connects individual consumers to groups, situations, and marketers' influence (Hawkins et al. 1997). Craven (1997) defines perception as a process by which individuals choose, organize, and interpret stimuli into a picture that has meaning and makes sense so that it can be understood. Perception includes all processes that a person does in understand information about his environment, so this understanding process will influence the way a person organizes his perceptions. Several studies have determined the relationship between price and consumer perceptions of quality products (Rao and Monroe 1988) whereas perceived quality is defined as consumer decisions about the superiority of a product (Zeithaml 1988). In terms of choosing a green product, that is everything that is perceived by consumers about the environment will provide the greatest insight into awareness consumers will be environmental (Straughan and Robert 1999).

## 2. RESEARCH METHOD

### 2.1. Research Method

The type of data used in this study is secondary data. According to Sugiyono (2017: 219) secondary sources are indirect sources provide data-to-data collectors, for example through other people or through documents. Secondary data in this study came from books, internet, results research and other information deemed relevant to the research topic.

### 2.2. Research Variable

#### a. Independent Variable

The independent variable is a variable whose value affects other variables, namely the dependent variable. Digital Marketing is an Independent variable because can give Consumer Peception

#### b. Dependent Variable

The dependent variable is a variable that depend on other variable. In the study Consumer Perception is the dependent variable because can influence the Digital marketing

### 2.3. Data Analysis Method

This study has a clearly known population size the amount. Therefore, the sampling technique used is the Isaac formula and Michael in Sugiyono (2017: 149). As follows:

$$n = \frac{n}{1 + N(e)^2}$$

Information:

n = Number of Samples required

N = Total population

e = Sample error rate (sampling error)

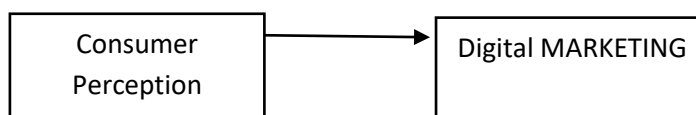
This study determined an error rate of 10%. Then:

$$n = \frac{29.640.254}{1 + 29,640,254 (0,1)^2} = 99,9$$

Based on the results of calculations using the Isaac formula and Michael then obtained a sample of 99.9 and made it 100. Therefore, the sample that will be used to represent the population is 100 respondents

## 3. RESULT AND DISCUSSION

### Framework



### Hypothesis

Based on the description on the previous framework that has been in explain, then the hypothesis proposed in this study are:

1. Alternative Hypothesis (Ha): There is an effect of digital marketing on Perceptions of Pet Food Consumers in Indonesia.

2. Alternative Hypothesis (Ha): There is no effect of digital marketing on perceptions of animal food consumers in Indonesia.

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