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Understanding Consumer Market Behavior in Agribusiness

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ABSTRACT

The consumer market is a fundamental element in agribusiness marketing management because understanding consumer behavior is the basis for the formulation of an effective marketing strategy. This paper aims to examine the basic concept of the consumer market with a theoretical approach based on marketing and agribusiness literature. The method used is a literature study by examining the main theories of marketing experts as well as national agribusiness research related to consumer behavior of agricultural products. The results of the study show that cultural, social, personal, and psychological factors have a significant influence on the purchasing decisions of agribusiness consumers. Understanding these factors can help agribusiness actors in designing a more targeted marketing strategy. This research is expected to make a conceptual contribution to the development of agribusiness marketing management science in Indonesia.

Keywords: Consumer Market, Marketing Management, Agribusiness, Consumer Behavior.

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INTRODUCTION

The agribusiness sector has a very strategic role in the national economy because it is directly related to the provision of foodstuffs, industrial raw materials, and job creation for the community. The success of the agribusiness sector is not only determined by production capability, but also by the effectiveness of marketing management in distributing products from producers to end consumers(Jacobi et al., 2024; Shi et al., 2025). In agribusiness marketing management, consumers play a central role because the purchasing decisions they make determine the sustainability and competitiveness of agribusiness businesses in the market.

The basic concept of the consumer market in agribusiness marketing management is related to the understanding of individuals and households as end users of agribusiness products, both in the form of fresh products and processed products. Agribusiness products have special characteristics, such as perishability, are affected by the seasons, and are closely related to basic human needs(García-Cornejo et al., 2025; Minh & Schmitter, 2025; Werdofa et al., 2025). Therefore, consumers' purchasing decisions for agribusiness products are not only influenced by price factors, but also by product quality, food safety, nutritional content, and product availability in the market.

Changes in social and economic conditions of the community also affect the behavior of agribusiness consumers. The increase in people's income and education levels has led to a change in consumption patterns from simply meeting basic needs to meeting needs that are more oriented towards quality, health, and sustainability(Acevedo-Urquiaga et al., 2025; Njurumana et al., 2025;

Ulya et al., 2025). Today's consumers are increasingly selective in choosing agribusiness products, taking into account aspects of product origin, production process, and environmental impact. This condition requires agribusiness actors to understand the basic concept of consumers more deeply in order to be able to adjust marketing strategies to market needs and preferences.

Based on this description, the study of the basic concept of the consumer market in agribusiness marketing management is very important to provide a comprehensive theoretical understanding of market characteristics, consumer behavior, and factors that influence purchasing decisions. This understanding is expected to be the foundation for the formulation of an adaptive, effective, and sustainable agribusiness marketing strategy.

THEORETICAL FOUNDATION

A consumer market is defined as a collection of individuals and households who purchase goods and services for personal consumption, not for the purpose of reproduction or resale. In the context of marketing management, the consumer market is the main focus because the purchasing decisions made by consumers determine the success of the product in the market. (Rohaeni et al., 2025; Tran et al., 2025)state that the consumer market includes all end consumers who have diverse needs and desires, thus requiring a consumer-oriented marketing approach. In agribusiness, the consumer market has special characteristics because the products marketed are mostly basic needs, such as food and agricultural products(de Boon et al., 2024; Estrada-Carmona et al., 2024; Olugbenga et al., 2025). Agribusiness products are generally perishable, seasonally affected, and have a high variety of quality(Hu et al., 2025). This characteristic requires agribusiness actors to deeply understand the needs and preferences of consumers in order to design effective and sustainable marketing strategies.

The consumer market has a strategic role in the agribusiness marketing system because it is the final destination of the entire series of production and distribution activities. Agribusiness marketing management not only focuses on selling products but also aims to create added value for products to suit consumer needs and desires as well as creating satisfaction. (Solidario de Souza Benatti et al., 2025)stated that understanding the characteristics of the consumer market allows agribusiness actors to determine the right marketing strategy, starting from determining products, prices, to distribution channels. Marketing of agricultural products must pay attention to consumer characteristics, consumption patterns, and market demand dynamics so that agribusiness products can be accepted and competitive(Mouratiadou et al., 2023). Thus, the success of agribusiness marketing is largely determined by the company's ability to understand the consumer market in depth.

Agribusiness consumers have diverse characteristics in terms of age, income, lifestyle, and education level. These differences in characteristics lead to variations in consumption patterns and preferences for agribusiness products. Consumers with high incomes tend to choose products with premium quality, such as organic products or certified products, while consumers with low incomes are more sensitive to prices(Makate et al., 2022; Nguyen et al., 2025). Therefore, market segmentation is an important step in agribusiness marketing management to adjust product offerings to the characteristics of the target market.

Understanding the basic concepts of the consumer market provides important implications for the preparation of agribusiness marketing strategies. An effective marketing strategy must be able to accommodate the dynamic needs, preferences, and behaviors of consumers.(Mulatu et al., 2025) emphasized that a consumer-oriented marketing strategy will increase customer satisfaction and loyalty. In the context of agribusiness, the implementation of consumer-based marketing strategies is also supported by the use of digital technology that allows direct interaction between producers and consumers.

METHODOLOGY

This research uses a conceptual approach with a study method. The conceptual approach was chosen because this study aims to understand and examine the basic concepts of the consumer market in agribusiness marketing management through tracing and analyzing relevant theories, models, and previous research results. The literature study method allows researchers to gain a comprehensive understanding of the development of thought and conceptual frameworks related to consumer behavior and agribusiness marketing.

The data source in this study is secondary data obtained from various scientific literature. These resources include marketing and agribusiness textbooks, articles in national and international scientific journals, seminar proceedings, and official publications that address the topics of consumer behavior, consumer markets, and agribusiness marketing management. The literature used is selected selectively based on relevance to the research objectives, credibility of the source, and the novelty of the information, so that it can provide a strong and accurate theoretical foundation.

The data collection technique was carried out through a systematic literature search using relevant keywords, such as "consumer market", "consumer behavior", "marketing management", and "agribusiness". The literature that has been collected is then classified based on themes and topics of discussion to facilitate the analysis process.

DISCUSSION

The basic concept of the consumer market is the main foundation in the study of marketing management because the consumer market is the ultimate goal of most business activities. The consumer market includes individuals and households who purchase goods and services for personal consumption, not for reproduction or resale. Therefore, a comprehensive understanding of the consumer market is essential for companies in designing and implementing marketing strategies that are effective and oriented to consumer needs.

The agribusiness consumer market has different characteristics from the industrial market and other business markets because its orientation is more focused on meeting the needs of personal and household consumption. Agribusiness products, especially food, are essential because they are directly related to human survival. Therefore, demand for agribusiness products tends to be stable, but very sensitive to changes in taste, quality, price, and product availability. In the basic concept of the consumer market, consumer behavior is a central aspect that marketers must understand. Consumer behavior encompasses the entire process that consumers carry out in selecting, buying, using, and evaluating products. This process usually begins with an introduction to needs, followed by information searching, evaluation of alternatives, purchasing decisions, and post-purchase behavior. Each of these stages is influenced by internal and external factors of consumers who interact with each other. Agribusiness consumers generally buy products in relatively small quantities, but with high frequency, so purchasing decisions are often routine and repetitive. The factors that determine consumer patterns include: cultural, social, personal, and psychological factors.

Cultural factors are the most fundamental determinants in shaping consumer behavior. Culture reflects the values, norms, and habits that influence people's consumption preferences. In agribusiness, eating culture and food consumption habits greatly determine the type of products consumed by consumers(Adhikari et al., 2025; Borman et al., 2025). Each region has different food consumption patterns, for example, people in certain regions prefer rice as a staple food, while other regions consume corn or sago. In addition, culture also influences the way agribusiness products are processed and presented, such as the choice of fresh products, traditional processed products, or instant food. Cultural values related to health, halal, and environmental sustainability also increasingly influence consumer purchasing decisions for agribusiness products.

In addition to cultural factors, social factors also significantly affect the behavior of agribusiness consumers. Social factors include family, reference groups, and social status. The family plays a role as the main decision-making unit in the consumption of agribusiness products, especially for household food needs. Reference groups also influence consumer attitudes and preferences through social interaction(De Jonge et al., 2025; Figueira et al., 2025). Social status and economic level determine consumer purchasing power and the type of product chosen. Consumers with higher income levels tend to choose agribusiness products with premium quality, such as organic products, certified products, or imported products. In contrast, consumers with low incomes are more price-sensitive and tend to choose products with affordable prices even though the quality is standard. Reference groups, such as family, friends, and communities, also influence consumer preferences through recommendations, shared habits, and certain consumption trends, such as increased interest in healthy and environmentally friendly food products.

Personal factors are an equally important aspect in determining agribusiness consumption patterns. Personal factors include age, occupation, income, and lifestyle. Differences in income levels and lifestyles cause differences in the consumption patterns of agribusiness products, both in terms of type, quality, and quantity of products consumed(Gava et al., 2025; Pečurlić et al., 2025). Age affects the type and quantity of products consumed, where children, adults, and the elderly have different nutritional needs. Work and activity levels also affect consumption choices, for example, workers with high physical activity require greater energy intake than workers with light activity. Income and lifestyle also determine the ability and preferences of consumers to choose agribusiness products, both in terms of quality, brand, and how to obtain these products.

Psychological factors include motivation, perception, learning, and attitudes and beliefs. Consumer motivation in consuming agribusiness products is not only to meet basic needs, but also to meet the needs for health and comfort. Consumer perception of product quality and safety greatly influences purchasing decisions(Pinto Santos et al., 2024; Yuliana et al., 2017). Through the process of learning and previous experiences, consumers form attitudes and loyalty towards certain agribusiness products or brands. The positive attitude formed will encourage repurchase and recommendations to others.

Economic factors are related to the financial condition of consumers and economic conditions in general. Income levels, job stability, inflation, and product prices affect consumption capabilities and decisions. In good economic conditions, consumers tend to increase consumption and choose products with higher quality. On the other hand, in unstable economic conditions, consumers are more cautious and tend to prioritize basic needs.

In the context of agribusiness marketing, a deep understanding of consumer behavior is the main key for business actors in designing adaptive and market-oriented marketing strategies. Agribusiness actors need to segment the market based on demographic, geographical, psychographic, and consumer behavior characteristics. For example, segmentation based on healthy lifestyles allows manufacturers to offer organic, low-pesticide, or functional food products that have added value for consumers.

Agribusiness marketing strategies must also be able to adapt to technological developments and changes in people's consumption patterns. The use of digital technology, such as social media and e-commerce platforms, opens up great opportunities for farmers and small business actors to reach consumers directly without going through many intermediaries. This not only expands market reach, but can also shorten the distribution chain, improve marketing efficiency, and provide more competitive prices for consumers(Niero et al., 2024; Rodríguez-Mañas et al., 2024). In addition, direct interaction with consumers through digital platforms allows agribusiness actors to obtain useful feedback for improving the quality of products and services.

Thus, understanding the basic concepts of the agribusiness consumer market and the factors that influence consumer behavior is important for the formulation of an agribusiness marketing strategy. By understanding the characteristics and behavior of consumers, agribusiness actors can conduct appropriate market segmentation, determine potential target markets, and determine

appropriate product positions supported by the use of technology and understanding consumer behavior, which will increase the competitiveness of agribusiness products in the market and provide greater economic benefits for business actors and society at large. A consumer-oriented marketing strategy will increase the satisfaction, loyalty, and sustainability of agribusiness businesses(Han et al., 2023; Suminah et al., 2022). A deep understanding of the basic concepts of the consumer market is key for companies to design effective, consumer-oriented, and sustainable marketing strategies.

CONCLUSION

Based on the results of the conceptual study and literature analysis that has been carried out, it can be concluded that the consumer market is a very important element in agribusiness marketing management. The consumer market includes individuals and households as end users of agribusiness products, both in the form of fresh products and processed products. The success of agribusiness marketing is largely determined by the ability of business actors to understand the characteristics, needs, and behaviors of consumers that continue to evolve along with social, economic, and technological changes. The basic concept of the consumer market in agribusiness marketing management shows that consumer behavior is influenced by various factors that interact with each other, namely cultural, social, personal, and psychological factors. Cultural and social factors shape people's consumption patterns and food preferences, while personal and psychological factors influence consumers' motivations, perceptions, and attitudes towards agribusiness products. Understanding these factors is the basis for designing a consumer-oriented marketing strategy. Understanding the basic concepts of the consumer market is the key to increasing the competitiveness and sustainability of agribusiness businesses.

Based on the conclusions that have been described, some of the suggestions that can be given include the following: First, for agribusiness business actors, it is recommended to increase their understanding of the characteristics and behavior of the consumer market in a sustainable manner. Business actors need to conduct regular market analysis to identify changing consumer needs, preferences, and consumption patterns. With a deeper understanding, a designed marketing strategy can be more targeted and effective.

Second, agribusiness actors need to integrate the concept of the consumer market into all aspects of marketing management, from product development, pricing, promotion, to distribution. Agribusiness products should be developed by paying attention to quality, food safety, and added value in accordance with consumer expectations. In addition, promotional strategies need to be tailored to consumer characteristics and utilize relevant media, including digital media.

Third, the use of information technology and digital platforms needs to be improved as a means to reach consumers more widely and directly. Digital marketing and e-commerce can be used to shorten distribution chains, improve marketing efficiency, and build closer relationships with consumers. Agribusiness actors, especially farmers and small businesses, need to be encouraged to increase digital literacy in order to take advantage of these opportunities optimally.

Fourth, for future researchers, it is recommended to conduct empirical research that examines the behavior of agribusiness consumers directly through surveys or field studies. Advanced research can quantitatively test the influence of cultural, social, personal, and psychological factors on the purchase decision of agribusiness products. Thus, the results of the research can make a stronger contribution to the development of agribusiness marketing management theory and practice.

Fifth, for policymakers and related institutions, the results of this study can be used as a consideration in formulating policies that support the development of consumer-oriented agribusiness marketing. Policies that encourage improved product quality, information transparency, and consumer protection are expected to create a more efficient, fair, and sustainable agribusiness market.

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