



Marketing Strategy to Increase Sales of Retail Snack Products at MRM Ngawi Stores

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Received: 7 August 2022 | Revised: 6 September 2022 | Published: 30 November 2022

Abstract

Purpose: This study aims to analyze the effectiveness of marketing strategies in increasing sales of retail snack products at MRM Ngawi Stores. The research investigates the factors influencing consumer purchasing decisions and evaluates the marketing strategies implemented at the store.

Research Methodology: A qualitative research approach was employed, with data gathered through interviews and observations at MRM Ngawi Store. Interviews were conducted with the store manager, employees, and customers, complemented by secondary data from sales reports. This approach allowed for a comprehensive analysis of the current marketing strategies.

Results: The study found that product quality, affordable pricing, strategic location, and excellent customer service were key factors contributing to increased sales. Additionally, the use of both online and offline promotional channels played a significant role in boosting product visibility and attracting customers.

Conclusions: The success of MRM Ngawi Stores' marketing strategies is attributed to maintaining high product quality, offering competitive pricing, choosing a strategic location, and delivering exceptional service. By continuing to focus on these areas, MRM Ngawi Stores can improve its sales and customer loyalty.

Limitations: The study is limited to MRM Ngawi Stores, and its findings may not be directly applicable to other regions or industries. Future research could explore a broader sample and compare different retail sectors to validate the generalizability of these strategies.

Contributions: The research provides valuable insights into how MRM Ngawi Stores can enhance its marketing strategy to increase competitiveness in the retail snack market. The findings contribute to the broader knowledge of retail marketing strategies, particularly in the snack industry.

Keywords: Consumer Behavior, Marketing Strategy, MRM Store, Ngawi, Retail Snack Products

How to Cite: Febriani, L., Sukesu, S., & Firdaus, F. (2022). Marketing Strategy to Increase Sales of Retail Snack Products at MRM Ngawi Stores. *Jurnal Bisnis, Ekonomi, Manajemen, dan Kewirausahaan (JBEMK)*, 2(2), 97–105.

<https://doi.org/10.52909/jbemk.v4i2.181>

1. Introduction

Several examples of marketing strategies are commonly used by companies. One of them is product differentiation, where the company offers products that are different from competitors in terms of quality, features, and price. Through differentiation, companies can create uniqueness and competitive advantages in the market (Garcia et al., 2020). In addition, building strong branding is an effective marketing strategy. Companies strive to build brands that are easy to remember and have positive associations with consumers. A strong brand can help a company maintain customer loyalty and attract new customers. Effective

promotion is an important marketing strategy. The company conducts attractive and targeted promotions to reach consumers and encourage sales. Good promotions can increase brand awareness and encourage consumers to purchase products (Moorhead & Griffin, 2013).

From examples of existing marketing strategies, the author wants to know which marketing strategy is appropriate to increase sales of retail snack products at the MRM Ngawi Store, which in the 4th quarter of 2023 experienced a decline in product sales (Hudaya, 2020). Research "Implementation of Marketing Mix Marketing Strategy (Case Study at PT. Batik Danar Hadi)." This study analyzed batik products from PT. Danar Hadi Batik using a product life cycle approach. The conclusion that can be drawn is that PT. Batik Danar Hadi in its marketing implementation uses a marketing mix strategy by paying attention to and maintaining the combination of product, price, promotion and distribution.

Management regarding marketing strategy includes segmentation, targeting, positioning and marketing mix (Agussalim & Ali, 2017; Sari & Giantari, 2020; Shi et al., 2018). It can be concluded that implementing marketing strategies to improve current marketing is quite good in the elements of segmentation, targeting, positioning, and targeting mix, which can then increase sales and income (Saleem et al., 2017). Based on the background and several previous studies, the author wants to know what efforts must be made to maximize the sales of snack products at the MRM Ngawi Store, which marketing strategies are suitable for increasing the sales of MRM Store snack products, and the factors that can influence the effectiveness of marketing strategies in increasing product sales at the MRM Ngawi Store.

2. Literature Review

2.1 Overview of Marketing Strategies

Marketing strategies are crucial for the success and sustainability of any business. The existing literature highlights various approaches that organizations use to build brand loyalty, improve customer satisfaction, and increase market share. Key strategies often discussed in the marketing domain include product differentiation, pricing strategies, and promotional activities (Kotler, 2012). Product differentiation, where companies offer unique products that stand out from competitors, allows businesses to create a competitive advantage and foster customer loyalty (Berlian Rms & Wahyuningsih, 2021; Heriyanto, 2021). This strategy is particularly effective in competitive markets where product similarities make it difficult for businesses to differentiate solely on features or price (Abdullah, 2021).

Recent studies have emphasized the importance of customer behavior in shaping effective marketing strategies. Understanding consumer purchasing decisions through segmentation, targeting, and positioning (STP) has become a standard approach to marketing strategy development (Setyawati et al., 2021; Suyanto et al., 2021). Furthermore, social media and digital platforms are increasingly important in executing modern marketing strategies, especially in the context of the ongoing digital transformation across industries. These platforms provide businesses with cost-effective ways to engage with consumers and create personalized marketing messages (Arora & Narula, 2018; Sukesu & Khu, 2020).

2.2 Role of Product Quality in Marketing

Product quality is a significant determinant of consumer satisfaction and loyalty, as highlighted by numerous scholars. A well-maintained product quality not only influences immediate consumer satisfaction but also fosters long-term customer retention (Saputra & Kusnadi, 2021). Literature suggests that product quality is one of the most influential factors in building a brand's reputation, particularly in markets that rely on consumer trust and repeated purchase behavior (Achir et al., 2022). In competitive retail environments like snack shops or other consumer goods markets, the perceived quality of products is often the deciding factor for repeat customers (Anaperta et al., 2021; Kabdiyono & Akbar, 2021).

In the context of retail snack products, maintaining high product quality is essential. Research by [Hernawan et al. \(2022\)](#) and [Saputra and Kusnadi \(2021\)](#) suggests that businesses that focus on quality improvements tend to witness greater customer satisfaction and loyalty. This is particularly true for consumer goods, where product consistency and taste play pivotal roles in influencing buying behavior. The emphasis on quality assurance practices ensures that the brand remains competitive in the long run, particularly in emerging markets where customer expectations are continually evolving ([Abidin et al., 2022](#)).

2.3 Impact of Pricing Strategy on Sales

Price is one of the key variables in the marketing mix that directly influences consumer purchasing behavior. Studies by ([Kotler, 2012](#)) emphasize the importance of aligning pricing strategies with the target market's perceived value of the product ([Rachbini et al., 2021](#)). Businesses that successfully create a pricing strategy that reflects the value proposition of their product are more likely to attract and retain customers ([Mahendrayanti & Wardana, 2021](#); [Rizki et al., 2021](#)). Pricing, when coupled with quality and promotional efforts, can serve as a powerful tool for driving sales and market penetration ([Kartikasari & Albari, 2019](#); [Mahsyar & Surapati, 2020](#); [Susanto et al., 2021](#)).

Research by Rangkuti (2014) and Ramadhani Lita (2019) further argues that pricing strategies must be tailored to different customer segments, including price-sensitive consumers and those willing to pay a premium for quality or exclusivity. This is particularly relevant in markets such as the retail snack sector, where price plays a significant role in attracting middle and lower-income customers. Ensuring affordable prices without compromising on quality has proven to be a successful strategy for maintaining a competitive edge.

2.4 Promotion and Distribution in Retail Marketing

Effective promotional strategies are essential in boosting brand visibility and encouraging consumer purchase decisions. Promotional tools such as advertising, discounts, and loyalty programs have been widely studied in marketing literature as methods for increasing consumer engagement and sales ([Anjani, 2021](#)). In the retail snack industry, where customer loyalty is crucial, businesses often rely on a combination of digital and traditional promotions to maintain relevance in consumers' minds. The integration of both online and offline promotional activities enhances the reach and impact of marketing campaigns ([Rimawan et al., 2017](#); [Setiawan & Rastini, 2021](#)).

The distribution channels through which products are made available also play a vital role in enhancing a business's market presence ([Fitrajaya & Nurmahdi, 2019](#)). Research by ([Mensah & Mensah, 2018](#)) underscores the importance of strategic location and distribution channels in ensuring that products reach the target market effectively. The ability to reach a broad customer base through multiple channels—such as retail stores, online platforms, and direct distribution—can substantially boost sales and brand awareness ([Diputra & Yasa, 2021](#); [Zaman & Ikhwan, 2021](#)).

2.5 Service Quality and Customer Experience

Service quality has been identified as a critical determinant of customer satisfaction, especially in service-oriented industries. A key factor that contributes to customer loyalty is the perceived quality of service, which includes aspects such as responsiveness, reliability, and empathy ([Joudeh & Dandis, 2018](#)). In the context of retail, especially in markets like snack foods, a positive customer service experience can differentiate a business from its competitors. Consumers who experience friendly, helpful, and efficient service are more likely to return and recommend the store to others, which leads to increased sales and customer retention ([Sukesi et al., 2022](#)).

Recent studies have highlighted that service quality is intricately linked to employee training and the

overall customer experience (Fathihani, 2021; Fathihani & Nasution, 2021). Businesses that invest in employee development and customer service training are more likely to create a welcoming and professional environment, which can have a significant impact on consumer satisfaction (Sukesi & Khu, 2020). This is particularly relevant in sectors such as retail, where personal interactions can influence customer perceptions and loyalty (Ikhsani et al., 2021; Lesmini et al., 2022; Mulyadi et al., 2022).

3. Methodology

This study used a qualitative research with a descriptive analysis approach. In this research, data were obtained directly observed at the MRM Ngawi Snack Retail Store by taking data results through interviews with informants including the MRM Ngawi Retail Snack Store Manager, MRM Ngawi Retail Snack Store Employees, and consumers. This study uses secondary data obtained from reports obtained from sales reports at the MRM Ngawi Retail Snack Shop. Therefore, the author uses this secondary data to obtain accurate information to strengthen the findings that have been made. This study focuses on the fluctuation in sales at the MRM Ngawi Retail Snack Shop. The subject of this research is the MRM Ngawi Retail Snack Shop, which is located on Jl. Mangkubumi No. 54, Ngawi.

In the data collection method, the author uses 3 data collection methods, the first is observation, which is a data collection technique, where the author makes direct observations of the research object to look closely at the activities carried out. In this research, the author made observations in the field by knowing the strategies used to maintain a business at the MRM Ngawi Retail Snack Shop. The second method was interviews. In this research, the author conducted semi-structured interviews whose main aim was to discover problems more openly, which required the author to listen carefully and note what was stated by the interviewee. Complementary data used with observation and interview methods were obtained through documentation.

4. Results and Discussion

Table 1. Interview Analysis from Informants

Question	Manager	Informant	Customer	Category
1. How do you maximize sales of Snack MRM products?	Maintain product quality, Improved product quality, Providing discounts	Providing discounts, Product quality is improved	Increase product variants, Stable price	Product quality
	Affordable prices, Promotion, Maintain quality	Addition of souvenirs, Affordable prices	Affordable prices, Product quality	Providing discounts
	Product guarantee	Maintain product quality, Providing discounts	Providing discounts	Product guarantee
2. What factors influence increasing sales of MRM Ngawi Snack products?	Promotion, Friendly service	Affordable prices, Friendly service	Stable price	Good service
	Affordable prices, Product quality, Stable prices	Friendly service, Strategic location	The service is friendly, Improved service	Affordable prices

Question	Manager	Informant	Customer	Category
	Maintain product quality, Stable prices	Strategic location	The place is not comfortable and the location is strategic	Place

4.1 Discussion

4.1.1 Products

Based on interviews conducted by researchers with the MRM Snack Shop Manager, employees, and customers, it was found that the MRM Ngawi Snack Shop strategy to increase product sales is to always maintain the quality of the products used. Customers feel that the quality of the products sold at the MRM Snack Shop is in accordance with the prices offered. Based on observations in the field, it was also seen that many customers were coming and not just buying one product but even dozens of products.

4.1.2 Price

Based on interviews conducted by researchers with the MRM Snack Shop Manager, employees and customers, it was found that the efforts made by the MRM Snack Shop to increase sales of its products were by providing affordable prices for the lower middle class and upper middle class. Therefore, customers who want to buy batik products at MRM Ngawi do not need to worry about the prices offered by the MRM Ngawi Snack shop because the prices are still affordable.

4.1.3 Place

Based on interviews conducted by researchers with the MRM Snack Store Manager, employees and customers, it was found that the efforts made by the MRM Ngawi Snack Store to increase sales of its products were by choosing a strategic location that was easy to reach for customers so that it would not be difficult for customers to come.

4.1.4 Service

Based on interviews conducted by researchers with the Manager of the MRM Ngawi Snack shop and customers, it was found that the strategy carried out by the manager of the MRM Ngawi Snack shop and implemented by the employees was able to make customers comfortable and even come back again. Employees are given directions to serve customers sincerely, politely, with a smile, and with patience. When a customer arrives, employees help them find the item they are looking for and serve them until they complete the purchase transaction.

5. Conclusions

Based on the results of the analysis carried out by researchers, it can be concluded that the success of the marketing mix for the MRM Ngawi Snack Shop is the efforts made by the MRM Ngawi Snack Shop in terms of providing the products provided, namely by maintaining product quality, from materials to neat stitching. With a target for all groups, the MRM Ngawi Snack Shop must maintain the quality of its products so that consumers are not tempted to buy other batik products. MRM Ngawi Snack Shop's efforts in setting prices are according to the target market. Because this target applies to all groups, we provide affordable prices with estimated expenditures but by emphasizing the costs of the products offered so that the prices that have been set, even though they are cheap, still make a profit and can be used to run the MRM Ngawi Snack Shop business. In terms of location, the MRM Ngawi Snack Shop, the efforts made by the MRM Ngawi Snack Shop in choosing a location in the middle of the city are correct, because this location is very strategic. Consumers who shop at the MRM Ngawi Snack Shop can easily find the location of the MRM Ngawi Snack Shop, where they will also feel comfortable

when shopping and get the facilities that they need. The efforts made by The MRM Ngawi Snack Shop promotes its products using social media as a medium, such as Instagram, Shopee, and Tokopedia, to find out about the latest products, events that will be held, or other promotions. However, promotions are also carried out through offline media to offer products, such as placing banners on the roadside and distributing brochures. Therefore, the several indicators mentioned above are the key to the success of the marketing mix for the MRM Ngawi Snack Shop.

Based on the conclusions above and the reality that occurs in the field, several suggestions emerge.

1. From the research that the researchers have carried out, one of the researchers' suggestions for the progress of the Ngawi MRM Shop is to expand the shop and its parking area, so that it can accommodate more customers who come.
2. Adding more types of products, such as products that are currently viral which of course are sought after by many people, so that customers will be more interested in coming to the MRM Ngawi Store.

Acknowledgements

The author would like to express sincere gratitude to Mercu Buana University, Jakarta, Indonesia, for their continuous support and resources provided for the successful completion of this research. Special thanks to the respondents of the study for their valuable participation, and to the research team for their assistance in data collection. Appreciation is also extended to colleagues and mentors who provided valuable feedback throughout the research process. Lastly, the author would like to acknowledge the valuable contributions of the Journal of Business, Economics, Management, and Entrepreneurship for publishing this research.

Author Contributions

AH is the sole author of this study. He contributed to the conceptualization of the research, the formulation of hypotheses, and the development of the research methodology. He was responsible for data collection, analysis, interpretation of results, and the writing of the manuscript. Additionally, Agung Hudaya reviewed and edited the manuscript, ensuring its academic rigor and clarity.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this study. This research was conducted independently, and no financial or personal relationships influenced the results or interpretation of the findings.

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