



LITERATURE REVIEW THE EXISTENCE OF MARKETING PRODUCTS

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Abstract

Marketing is part of management science that studies the activities of marketing products or services starting from planning, managing, implementing, controlling, to evaluating processes to meet the needs of the objectives of a particular company organization. One of them is the 4P marketing concept, namely Product, Pricing, Promotion, and Place.

Product is one of the marketing concepts, something goods or services that can be bought and sold. Something that is complex, visible or invisible, in which there are price packages, company prestige and company services received by buyers to satisfy their wants and needs.

In this study the aim was to find out the literature review of product existence from various journals and then synthesize it with a qualitative literature study. The results of the study show that a prolonged product existence is needed to retain customers both with innovation and technology; legality, strategy, and product factors; differentiation and branding; standardization; as well as marketing strategy.

Keywords: Literature Review, Product Existence, Marketing

INTRODUCTION

Product existence is a consistent and sustainable nature of a product, both services and goods. The era of technology causes a lot of marketing to be adaptive and flexible with changes in the environment that are developing rapidly digitally. Existence is carried out so that a product can withstand various challenges from both suppliers, customers and competitors. Many products cannot survive due to not being able to adapt to the market environment and not according to customer tastes. In general, the life cycle of a product usually looks interesting at the start of the launch, but marketers forget how to make the next step to keep the product in the hearts of customers. Sometimes the existence of a product can change as long as it can still be accepted by customers who are used to using the product.

The existence of business products is influenced by social factors and cognitive factors (Santoso et al., 2021). Product existence has not been maximized in developing innovation, although it is able to compete by implementing price, location, HR, and process strategies (Firdaus et al., 2022). Lack of local customer support related to poor product and brand quality compared to foreign products (Sari et al., 2023). Maintaining product existence is not supported by product business development and technological concepts (Fawaid, 2022). Until finally the existence of the product will create a good product image (Ma'sum, 2020).

Various studies have been carried out regarding the existence of these products by synthesizing existing journals, so that it can be seen the progress of product existence that has been carried out by previous researchers to be used as reference material in the future so that there are no obstacles as well as suggestions about the product so that it continues to exist.

LITERATURE REVIEW

Product Definition

There are several definitions related to the product, as follows:

1. Products are anything that can be offered for attention, requested, purchased, used, or consumed by the market to fulfill the needs or desires of the market concerned. Conceptually, the product is the

subjective understanding of the producer of something that can be offered, as an effort to achieve organizational goals through fulfilling consumer needs and desires, in accordance with organizational competence or capacity and market purchasing power (Tjiptono, 2002).

2. A set of tangible attributes, which include color, price, packaging, factory prestige, retailer prestige and services from factories and retailers may be accepted by buyers as something that might satisfy their desires (Stanton, 2000).
3. Everything that can be offered to the market for attention, purchase, use or consumption and which can satisfy a want or need (Kotler & Armstrong, 2003).
4. Products are stated as anything that can be advertised in a market that is useful for fulfilling needs and wants (Kotler, 2002)
5. Products are said to be all process concepts and objects that provide a number of value benefits to consumers (Lupiyoadi, 2013)

From the various definitions above, it can be concluded about the product, namely everything that is offered by manufacturers to meet the needs and desires of customers that have an impact with the aim of satisfying customers.

Product Level

There are five product levels that can increase greater customer value and are part of the customer-value hierarchy, as follows (Kotler & Keller, 2009):

1. The basic level of core benefits (core product), namely the basic services or benefits that customers actually buy
2. The second level (basic product), namely the characteristics of the product in the form of quality, style, characteristics, brand, and packaging.
3. The third level (expected product), namely several attributes and conditions that buyers usually expect when buying the product.
4. The fourth level (augmented product), which describes the completeness or refinement of the core product that exceeds customer expectations.
5. The fifth level (potential product), includes all possible improvements and changes that the product or offer might experience in the future.

Product attribute

Product attributes are seen by consumers as a basis for making purchasing decisions besides brands, packaging, labeling, warranties and services (Hasan, 2013). According to Tjiptono (2002), product attributes include the following:

1. Brand, is a symbol designed to identify the product offered by the seller. The function of a brand is to differentiate a product from its competitors, to make it easier for consumers to identify products and to convince consumers of the same product quality when making repeat purchases.
2. Packaging, relied on specifically to get the benefits of consumer protection and convenience in marketing to protect and maintain product safety.
3. Purchase Labels, labels are part of a product that conveys information about the product and the seller. A label can be part of the package or it can be an etiquette (identification) attached to the product.
4. Complementary services are characteristics that form a product image that are difficult to describe because they are usually intangible in services.
5. Product guarantee, is a promise which is the obligation of the producer for his product to the consumer, where the consumer will be compensated if the product turns out to be unable to function as expected or promised. Guarantees can be in the form of product quality, repairs, compensation (money back or product exchange), and so on.
6. Furthermore, product attributes were added by Hasan (2013), as follows:
7. Product standardization, this is done to strengthen the ability of marketing strategies, in particular to offer a higher price-benefit ratio
8. Product differentiation is the basis for marketers in determining purchase motives and attracting selective consumers.
9. Because these product attributes are easy to implement in field marketing, they can be used as indicators of product attributes.

Product classification

Based on its form, products can be classified into two main groups (Tjiptono, 2002), namely:

1. Goods are products that are physically tangible so that they can be seen, touched/touched, felt, held, stored, moved, and other physical treatment. Goods are divided into non-durable goods and durable goods.
2. Services are activities, benefits, or satisfactions offered for sale.

Existence

Existence comes from the Latin *existere* which means to appear, exist, arise, have an actual existence. *Ex* is formed from *ex* which means out and *sistere* which means to appear or appear. There are several definitions of existence which are explained into four meanings, namely (1) existence is what exists, (2) existence is what has actuality, (3) existence is everything that is experienced and emphasizes that something exists, and (4) existence is perfection.

The meaning of existence can be described as follows:

1. Existence means the existence or activeness of something, be it a work or the creator of the work itself (Hasan, 2008).
2. Existence is not rigid or stagnant but flexible and experiences development or vice versa depending on the ability to actualize its potentials (Zainal, 2008).
3. Existence or known as existence. Existence can be interpreted as something that assumes human existence is not static, meaning that humans are always moving from possibility to reality. This process changes if today becomes something possible then tomorrow it will turn into a reality. Existence means having the courage to make decisions to determine one's life. The consequence is that if you can't make a decision, it means you don't have the courage to act, so you don't exist in the true sense (Dagun, 2012).

So that it can be concluded that existence is a condition in which a person is considered present and exists in a social sphere.

METHOD

This research was conducted using a qualitative research method with a case study research design. In this case study, a single case was used. Qualitative research has a natural paradigm which assumes that phenomena are characterized by interactivity. A good approach requires an understanding of the possible effects on interactivity that need to be taken into account. The literature study method is a series of activities related to methods of collecting library data, reading and recording, and processing research materials (Zed, 2008)

DISCUSSION

In the literature review study obtained from various journals that have the same theme as the existence of products from previous researchers. The literature review of the journal can be seen in the table below.

Table 1. Product Existence Literature Review

No	Synthesis	Reference Resources
1	Innovation and technology	Attractive product innovations and packaging are neatly structured from the rational use of products and product advantages so that they still exist even though a pandemic occurs (Ageng & Suarmanayasa, 2022). The existence of the industry begins with the existence of culture, continued and strengthened by the interest of customers. This encourages the creation of innovative products that have aspects of religiosity and educational insight, and creates an attitude of respect for religious and sacred cultural nobility (Jayendra et al., 2019). Opening new product lines and innovating to make new products following technological developments. Changing sales models from

		conventional to online or e-commerce systems in carrying out product promotion strategies. Known more widely, closer and can check the quality and reputation of the product and can make transactions online to get the product as desired (Oktaviane et al., 2023).
2	Legality, strategy, and factors of a product	Concentric diversification is an alternative strategy compared to other alternative strategies. The strategic steps implemented to overcome and reduce the risk of narrow product lines, which are carried out with surveys, industry attractiveness, company competitiveness, business / new product entry costs and new businesses and products (Anggita, 2019). The existence of a product can be increased if it has a specific legal basis to regulate the product. Information is needed to customers about products, systems, uses, and product benefits (Jannah & Nugroho, 2019). Customer considerations in existence are production, supply, demand, marketing, policy and accessibility (Syahfey et al., 2022). Factors that influence the existence of traditional retail are product factors and buyer decision factors (price and place) (Suarantalla et al., 2020). The constraints faced were the equipment that affected product quality. The texture of the bread with attention to the quality of raw materials is maintained. Service to consumers is quite good, these efforts are made so that customers are satisfied and feel comfortable. Regulating the amount of production according to stock, efforts are being made to minimize losses to products that are not sold out (Tiara & Alam, 2022). Taste and fresh quality, relatively cheap prices, strategic location and customer loyalty have an impact on existence (Khairullah et al., 2022).
3	Differentiation and branding	Product existence is carried out with differentiation to fulfill market expectations. Branding is carried out in two steps, namely building a brand from scratch or borrowing other well-known products (Nastain, 2017). Product existence is influenced by the attractiveness of promotions, the effectiveness of branding images and the purchasing power of products (Hidayatulloh, 2020). Branding is carried out by making logos and packaging labels as business identity and packaging labels to attract consumers to buy products (Billah et al., 2022).
4	Standardization	Good product existence in terms of taste, popularity, price, and distribution. And must have a minimum of standard standards from existing rules and areas where production has the potential to become a tourism village (Pratama & Abidin, 2023).
5	Marketing Strategy	The existence of product markets can be carried out by optimizing the use of infrastructure, including building renovations, supporting facilities, product packaging and promotions with the help of technology, as well as changing customer mindsets by improving attitudes and awareness of clean attitudes (Furqon & Maulana, 2019). The marketing strategy is carried out offline, namely distributing picture posters, such as schools and the surrounding environment and online marketing strategies,

		namely by utilizing internet media or social media, namely Instagram (Ayuanti & Pratama, 2023). Islamic marketing has an impact on the characteristics of consumer shopping behavior (Rachmadi & Taqwiem, 2022). Defined marketing strategy regarding product, price, location. Varied products with innovations to add product variants. Prices are relatively cheap with the cooperation of suppliers who sell raw materials. The location chosen is strategic and the land rental price is cheap. Meanwhile, promotion utilizes social media and online motorcycle taxi delivery which is able to absorb a wider range of consumers (Cahyaningrum et al., 2021).
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From the table above it can be seen that the synthesis of product existence can be summarized into five things, namely innovation and technology; legality, strategy, and product factors; differentiation and branding; standardization; as well as marketing strategy. A product can be said to exist if it has qualified innovation and technology, where customers of various generations are able to accept innovative products and producers are able to adapt to digital marketing developments. Products have clear legality so that customers feel calm, products also have specific strategies to survive, and there are special factors of these products that can be accepted by customers. Brand strength and being a differentiator with other products must be carried out continuously so that the segmentation, targeting and positioning of a product will be seen. Standardization of a product is needed to reduce imitation or counterfeit products with black campaigns which can be detrimental to the producers themselves. As well as continuing to carry out marketing strategies on a regular basis so that the Product Life Cycle of a product does not disappear and exist.

CONCLUSION

Based on the discussion above that the research can be concluded that:

1. Product existence is an important matter in marketing so that products are still accepted and consistent and sustainable.
2. There are five syntheses from product existence that can be a concern, namely innovation and technology; legality, strategy, and product factors; differentiation and branding; standardization; as well as marketing strategy.

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