

Conference Paper

Comparison Analysis of Product Research Based on Similar Kitchenware Products Between Shopee and Traditional Market (Case Study: Sumber Rejeki Shop)

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ABSTRACT

The Covid-19 pandemic has had a major impact on transactions and economic activities for online sellers and traditional markets. Sellers need a new strategy to determine products that have the potential to be sold, one of which is through product research. Product research is a strategy for sellers to find information about a product that customers need and reach the target market by comparing the competitive price, quality, and product variants. Not only online shops but also traditional market sellers must also know product research to be able to survive the Covid-19 pandemic. Based on these problems, community service programs were held by inviting seller partners from the Gresik city market to provide briefing and assistance on product research. The results of the product research show that the kitchenware products sold by Sumber Rejeki shops as seller partners in the program have similarities with competitor products sold in the Shopee marketplace. There were five products analyzed, namely plastic plates, rattan plates, egg molds, bakwan mold, and wooden vegetable cutters. The product descriptions listed by seller partners in the Shopee marketplace have disadvantages, they are not describing product quality, name product titles too short, set prices that are less competitive with competitors, and lack efforts to promote products. Therefore, the results of this product research are expected to be able to improve the strategy of sellers to determine product details and variants, prices, product quality against competitors

Keywords: Comparison analysis, product research, Kitchenware, Shopee, traditional market

Introduction

The outbreak of COVID-19 as unknown pneumonia in December 2019, was reported in Wuhan, Hubei Province, China. This disease spread rapidly and causes death. The World Health Organization (WHO) is declare this situation a pandemic on 12 March 2020 (Ciotti et al., 2020). COVID-19 has changed people's mindset about life and its impact on their lifestyle. Lockdown is a solution to life in hope and fear (Haque & Alam, 2021).

Indonesia's government published the regulation of lockdown in Ministry Health Regulation No. 9 Tahun 2020. This regulation regulates operational commerce activities in a pandemic situation and confines the capacity of customers to nothing more than 30% of the place (Kementerian Perdagangan, 2020). This regulation has an impact on a small business (UMKM) in which the customer is dependent on human activities (Sugianti & Sitorus, 2021). A solution for this obstacle is to change this traditional business system to hybrid marketing, which adopts

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online marketing in a marketplace. Indonesia Bank (BI) record that online transaction increases twice during the pandemic situation (Timorria, 2020). This positive trend makes some people expand their market and move into a hybrid system (Tian et al., 2018). Moving into the marketplace is not about opening accounts and waiting for the customer but we should know basic about market research and product segmentation based on utilizing e-commerce or marketplace platform (Al-Shatanawi, 2014) (Mandasari, 2020).

Market research is the process of identifying, collecting, analyzing, dissemination, and systematic use of information and objective to help management make decisions related to identification and problem solving (and opportunity) in the marketing field. Companies need to do market research when starting a new business, introducing new products, and maintaining an existing business. The market research also prevents companies from the risk of the product not selling. Market research must have clear objectives so focus on the things to look for (Nurani, 2015).

In addition to the research market, there is product segmentation. Product segmentation is a grouping of the product that have similar characteristics or attributes and serve a similar market. Product segmentation help to streamline the product into a specific target market. These things open the opportunity to get some profit. The product segmentation target should depend on competitor situation among others rivalry intensity segmentation, potential a new competitor, an obstacle to entering the industry, how was the complementary product, and the growth of bargain strength (Wijaya & Sirine, 2016).

Product research provides the advantage of getting an idea of the potential of the product to be offered while implementation of product segmentation is possible to see the result of the number of items sold because the effect of product segmentation is makes advertising more effective, saves time and money and increase the bottom line. It means higher customer satisfaction can be reached because there is an ability to match the expectations of a particular group of customers.

Based on the problems, Community Service activities are recommended to contribute to science and technology for the seller at Gresik City Market, especially Sumber Rejeki shop as our seller partner through training program and assistance in the use of dashboard analytics applications and product advertising through the marketplace.

Material and Methods

The Community Service activities are carried out based on the problems experienced by seller partners. Our seller partner of this program, Sumber Rejeki shop already has a shop on the Shopee marketplace. However, the store is not yet optimal and has not reached the appropriate target customer, namely those shopping for kitchenware product needs. This Community Service activity aims to provide education to the owners of Sumber Rejeki shop to optimize product sales through the features provided by the Shopee marketplace.

The Community Services activities to the partners were held in two sessions, in the first session, presentation material was presented on market research and product marketing segmentation on the Shopee marketplace. The second session is about product advertising, review, and improving advertising performance. In addition, the participants who were invited and presented to the Community Service activities such as Gresik City Market Seller Association (PPPKG), Technical Implementation Unit (UPT) of Gresik City Market, Sumber Rejeki shop, and participant of Gresik City Market sellers (1-3 sellers).



Figure 1. Diagram of Community Service Activities

Figure 1 shows the diagram of Community Service activities. The first session, which is scheduled to discuss two topics, namely market research and product marketing segmentation analysis on the Shopee marketplace on July 6, 2021, must be carried out online using Zoom Meetings due to the implementation of enforcement of restrictions on community activities (PPKM) nationally. Then continued to direct practice of market research and analysis of product marketing segmentation against several competitors who sell similar products by each seller who participates in this program. The second session, given the topic of product advertising, review, and improvement of advertising performance on the Shopee marketplace, was held on July 9, 2021, online through Zoom Meeting. Along with the presentation related to the product advertising topic, a discussion was carried out regarding the results of market research and product marketing segmentation analysis that had been carried out by each seller against several competitors who sold similar products on Shopee. To find out the impact of using advertising features on Shopee, observations and analysis are carried out on the side of changes in the visits of potential buyers to sellers on Shopee and their sales transactions. Another parameter that is observed is the response of sellers to education regarding the use of features found on the Shopee marketplace.

Table 1. The rundown of implementation of community service activities with Gresik City Market seller partners

No.	Day / Date / Time	Activity
1.	Tuesday, July 6, 2021 6:00 p.m. to 8:00 p.m.	Online meeting via Zoom Topic 1: Market research and product marketing segmentation on Shopee
2.	Wednesday-Thursday, July 7-8, 2021 6:00 p.m. to 8:00 p.m.	Group discussion of topic 1 via Whatsapp Group
3.	Friday, July 9th, 2021 6:00 p.m. to 8:00 p.m.	Online meeting via Zoom Topic 2: Product advertising, Review, and improvement of advertising performance
4.	Saturday-Monday, 10-12 July 2021 6:00 p.m. to 8:00 p.m.	Group discussion of topic 2 via Whatsapp Group
5.	Tuesday, July 13, 2021 09:00 a.m. to 11:00 a.m.	Offline meeting with the Covid-19 health protocol Topic 3: Evaluation of topics 1 and 2

Table 1 shows the rundown of Community Service activities with Gresik City Market seller partners. To facilitate communication, monitoring is carried out using a group discussion method using Whatsapp Group which is divided into three groups following the number of seller partners who attend Community Service activities. The first monitoring is after the presentation material on market research and analysis of product marketing segmentation on 7-8 July 2021. The second monitoring is after the presentation of the topic on product advertising, review and improvement of advertising performance on Shopee marketplace, a group discussion is to monitor and direct seller to be able to market products on Shopee marketplace advertisements. This monitoring was carried out for three days from 10-12 July 2021.

Activities outside of online Meetings are also to monitor and evaluate the results of experiments by sellers. Offline training was also carried out on July 13, 2021, to ensure and see firsthand the progress and results of the product research and advertising that had been carried out by the seller for the last week. This offline activity was represented by the Chief of the Community Service activities Team due to conditions that did not allow PPKM to make other members unable to attend the activity. The offline activity is carried out by implementing strict health protocols.

Results and Discussion

The Community Service activities held on 6-13 July 2021 was online meeting through Zoom and support using Whatsapp Group. The session with the opening and presentation by the Chief of the Community Service activities, Tresna Maulana Fahrudin, S.ST., M.T and also attended by a member of the team, Made Hanindia Prami Swari, S.Kom., M.Cs and 3 students. The Chief of the Community Service activities introduced the presenters and members who participated in this program. The session discusses market research and product marketing segmentation analysis on the Shopee marketplace.

The offline Community Service activities were held on July 13, 2021, for a direct open discussion of related parties of Gresik City market, which was attended by the Chief of the Community Service activities, PPPKG, Technical Implementation Unit (UPT) of Gresik City Market, and seller partners. The results of market research and product marketing segmentation analysis is explained as follows.



Figure 2. (a) Participants and community service activities team during online activities, (b) during offline activities

Market research and product marketing segmentation analysis

The presentation material discussed at the first session meeting on July 6, 2021, is about market research and product marketing segmentation analysis on the Shopee marketplace as shown in Figure 3, the presentation material was used presentation slides displayed via Zoom Meeting which were presented by the presenters of Community Service activities team. The main topics discussed in this first session are as follows :

- a) Market research
- b) Market research methods and types

- c) Steps to do market research
- d) Benefits of market research
- e) Product marketing segmentation
- f) Product marketing segmentation requirements
- g) advantages of product marketing segmentation
- h) Product marketing segmentation procedure
- i) Tutorial on market research and product marketing segmentation

After the presenters presented market research and product marketing segmentation analysis on the Shopee marketplace, participants from Gresik City Market sellers were given the opportunity for asking questions about related materials. The activity was continued on 7-8 July 2021 to carry out mentoring through Whatsapp Group so that participants could practice the material that had been obtained. The Community Service activities team prepares two mentors each for 1 participant and prepares the materials needed by the participants. If participants have difficulty understanding the material presented before, the mentoring team will open a discussion session to discuss the problems being faced by the participants which can be solved with the material that has been presented.

Product research analysis result of Gresik City Market seller partners

After the presenter presented the material and was given the opportunity of question and answer, participants were asked to show the results of market research and product marketing segmentation as well as explain whether the existing similar product with their competitor seller, both inside of quality and price. Figures 4-6, shows the result of market research and product marketing segmentation by participants when participating in the activity. 5 products have similar products on the Shopee marketplace.

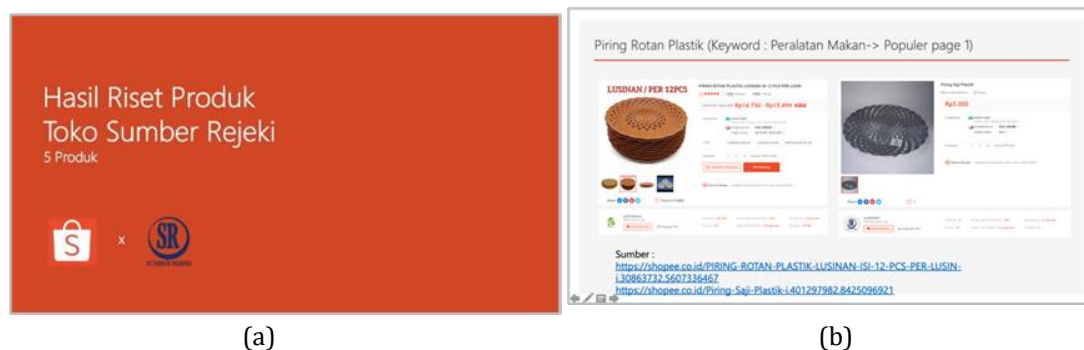


Figure 4. (a) Main Page of product research result by seller partner, (b) The product research of plastic rattan plate

The first product item, Figure 4 (b) shows a plastic rattan plate offered by our sales partner which is similar to the product offered by a competitor seller in the Shopee marketplace. However, there is a significant difference in the prices listed. If observed in more detail, the prices posted by competitor sellers on the Shopee marketplace are two or three times cheaper than our seller partner. Our seller partner sells plastic rattan plates for Rp. 5,000 per item, while competitor sellers sell for Rp. 16,000 per one dozen. Our suggestion to the seller partners on this product item is to claim better product quality if can't set the price close to the competitor's product price. Customers will usually consider purchasing product items at a lower price and get a large number of items. However, they do not understand the quality of the products they have purchased.

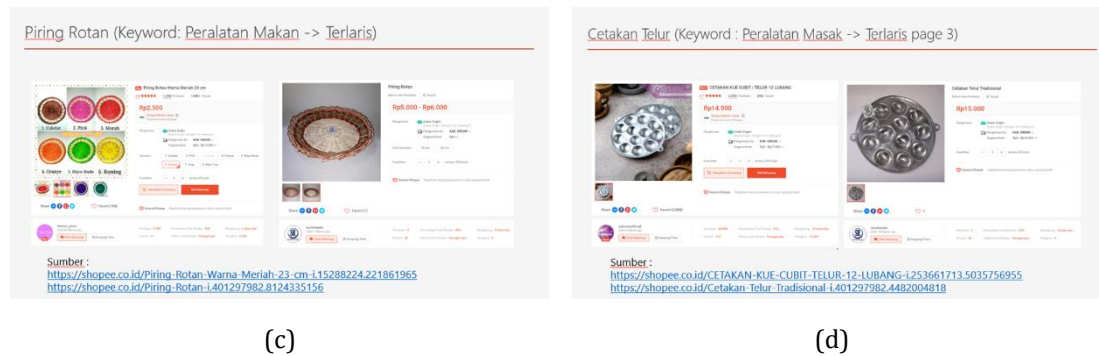


Figure 5. (c) Product research of rattan plate, (d) product research of egg mold

The second product item, Figure 5 (c) shows there is a product, namely a rattan plate. The product research results of our seller partners using the best-selling search method on the first page were found to match the type of item. The competitor seller at Shopee sells colour various types of rattan plates, while our seller partners only offer one color, that's brown. The offering prices listed are also quite different, which is a difference of 50% from the competitor seller at Shopee marketplace. Our seller partners sell rattan plates at Rp. 5,000 – 6,000 per item, while the competitor sellers sell for Rp. 2,500 with more benefits obtained by buyers being able to choose and determine the color as desired. This is an important consideration for our partners to provide a choice of various colors of rattan plates for buyers. In addition, it is necessary to set prices that are not too far from the prices of products offered by competitors.

The third product item, Figure 4 (d), shows that the market research results on page 3 of the best-selling category of Shopee are egg mold. The product of our seller partners has almost a similar price to the competitor seller on the Shopee marketplace. The competitor seller at Shopee sells for Rp. 14,900 per item, while our seller partners sell for Rp. 15,000 per item. The results of product research that have a price match for these conditions, the products offered by our partners at Shopee can compete with other sellers.

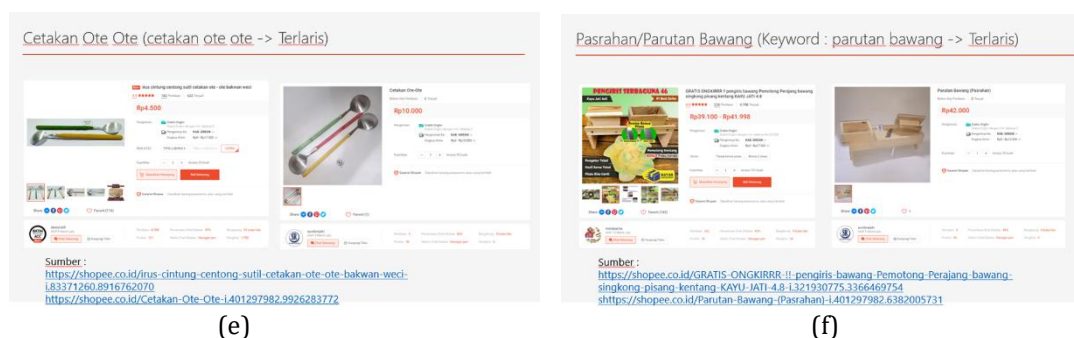


Figure 4. (e) Product research result of bakwan mold, (f) product research of wooden vegetable cutter

The fourth product item, Figure 6(e) shows the first page of the best-selling category, it was found that the competitor seller at Shopee had the same product item as our seller partners, bakwan mold. The product research shows that the offering prices of our seller partner product are more expensive than the competitor seller in the Shopee marketplace. The price listed shows the competitor seller at Shopee sells for Rp. 4,500 while our seller partner sells for Rp. 10,000. There is a significant price difference of 50% compared to the price of product competitors. Our seller partner needs to adjust to the price of competitors so that buyers can buy products at affordable prices.

The fifth product item, Figure 4 (f) shows the competitive offering prices of wooden vegetable cutters between our seller partner and competitor seller at Shopee. The product research results show that there is a slight price difference, the competitor seller sells for Rp. 39,100 – 41,998 while our seller partner sells for Rp. 42,000. This indicates a fairly close price competition between the two sellers to reach the buyers.

From the product research that has been done, it is known that the obstacles found in our seller partner are the lack of providing descriptions of product advantages and setting price offers. In addition, the product descriptions listed by our seller partner in the Shopee marketplace also lack details to describe the quality of the product, the naming of the product title is too short, and the lack of effort to promote the product. This causes buyers to be less interested in visiting the shop and ordering the product item offered. Therefore, the product research result is expected to become suggestions for improvement and immediately take the right strategy for our partners to choose potential products at competitive prices and reach target customers.

Conclusion

The Community Service activities contribute to inviting the traditional market seller in a training program and assistance in the use of dashboard analytics applications and product advertising through the marketplace. The program discusses two main topics for participants with Gresik City Market seller partners. First, market research and analysis of product marketing segmentation. Second, product advertising, monitoring, and improvement of advertising performance in the Shopee marketplace. The product research shows there are similarities between the products offered by competitor sellers in the Shopee marketplace with products offered by Sumber Rejeki shop as seller partner. The evaluation obtained from product research is that our sales partner needs to set competitive product prices, product descriptions, product quality claims, and product variations. This is an opportunity for sellers to survive in the Covid-19 pandemic using hybrid marketing and compete in the marketplace by considering the price and quality of the products offered to attract visitors to buy the products they need.

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