

## DYNAMICS OF ADVERTISING AND INCENTIVES IN INCREASING SALES OF SUPERIOR PRODUCTS: ANALYSIS OF ITS INFLUENCE ON CONSUMER PREFERENCES AND RETAILER STRATEGIES

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### ABSTRACT

Advertising and incentive dynamics play a crucial role in marketing strategies to increase sales of superior products. Effective advertising can strengthen consumer awareness of brands and products, while incentives can provide additional encouragement for consumers to choose certain products. However, it is important to understand how the interaction between advertising dynamics and incentives influences consumer preferences and retailer strategies. This research aims to analyze the influence of advertising dynamics and incentives on consumer preferences and retailer strategies in increasing sales of superior products. The research method used is qualitative using literature analysis and case studies. Data sources used include scientific journals, articles and books that are relevant to the research topic. The research results show that advertising dynamics and incentives have a significant influence on consumer preferences and retailer strategies. Effective advertising can create greater awareness of superior products and influence consumer behavior, while incentives can be a determining factor in consumer purchasing decisions. Good integration of advertising, incentives, and dilution strategies can create a holistic, integrated marketing experience for consumers, which can increase product awareness, preference, and purchases.

**Keywords:** Advertising Dynamics, Incentives, Featured Product Sales, Consumer Preferences, Retailer Strategy.

### INTRODUCTION

Product sales is a marketing process in which a company or individual sells goods or services to consumers or other businesses with the aim of earning revenue. The product sales process includes a series of activities, including prospect identification, approaching potential customers, product or service presentation, negotiating prices and purchase terms, and completing transactions (Julitawaty et al., 2020). The main goal of product sales is to increase sales volume, expand market share, build long-term relationships with customers, and obtain significant profits for the company. In a marketing context, product sales are often one of the final stages in a series of marketing activities, starting from product introduction to marketing and promotion. It is important to note that product selling is not only concerned with offering products to customers, but also involves efforts to understand customer needs and desires and

provide solutions that meet their expectations. Thus, product sales play an important role in meeting a company's marketing objectives and ensuring long-term business continuity.

Consumer Preference is a term that refers to the tendencies or desires that consumers have towards certain products, services, brands or attributes of a product or service. Consumer preferences are based on individual perceptions, experiences and values, and can be influenced by complex internal and external factors (Tia & Aisyah, 2023). Consumer preferences not only include direct preferences for the product or service itself, but also other factors such as price, quality, brand, customer service, and emotional factors. Consumer preferences can change over time and are influenced by a variety of factors, including changing trends, personal experiences, information obtained from various sources, and interactions with particular brands or products. Apart from that, consumer preferences can also be influenced by demographic factors such as age, gender, income and cultural background. For example, a young consumer may have different preferences than an older consumer, or consumers from different cultural backgrounds may have different preferences (Irawan, 2023).

Consumer preferences can also be distinguished between conscious and unconscious preferences. Conscious preferences are preferences that are consciously expressed by consumers, while unconscious preferences may arise through emotional reactions or instincts without realizing it. Revealing consumer preferences, both directly and indirectly, is the main focus in marketing strategies which aim to understand consumer needs and desires and develop products and services that suit these preferences (Syahputra & Ibrahim, 2024). In a competitive market context, understanding consumer preferences is key in developing effective marketing strategies. Companies that are able to identify and understand consumer preferences well can develop more relevant products and services, increase consumer loyalty and win market competition. Therefore, in-depth analysis of consumer preferences becomes an important element in a company's strategic decision making, which can help direct marketing efforts towards achieving larger business goals (Rayhan et al., 2024).

Advertising and incentives have become an integral part of the marketing strategies used by companies to increase sales of their superior products. The dynamics behind advertising and incentives not only include promotional aspects, but also reflect the complex interactions between market players, consumer preferences and the marketing strategies used. In today's digital and globalized era, it is important to understand how advertising and incentives can influence consumer preferences as well as the dilution strategies adopted by companies (Viera Valencia & Garcia Giraldo, 2019). Advertising and incentives have become the main motor in increasing consumer awareness about the products and services offered by companies. Along with the development of information technology and increasingly widespread internet penetration, advertising has experienced a significant transformation from traditional media such as television, radio and print to digital platforms such as social media, search engines and mobile applications. The ability to deliver targeted promotional messages to relevant audiences has become more scalable and efficient (Hamud, 2021).

But besides the important role of advertising, incentives also play a crucial role in influencing consumer behavior. Incentives such as discounts, special offers, or loyalty

programs can act as incentives for consumers to choose certain products over others. The analysis of how advertising and these incentives interact to create sustainable consumer preferences and how this influences a company's dilution strategy is a topic of interest in marketing studies (Hasibuan & Ibrahim, 2023). It is important to understand that consumer preferences are influenced not only by promotional messages conveyed through advertising, but also by the overall impression given by the incentives offered. The influence of these two factors may change over time, especially as consumer trends and market competition continue to change. Therefore, a careful analysis of how advertising dynamics and incentives influence consumer preferences is important for companies in designing effective marketing strategies.

Diluent Strategy refers to the approach used by companies to distribute their products or services to end consumers through retail sales channels. This strategy involves various strategic decisions related to pricing, product placement, promotions, and relationship management with retailers (Apriliyani & Waloyo, 2023). The goal of a diluent strategy is to ensure product availability in places that are easily accessible to consumers, increase brand visibility, and maximize sales and profits. In developing a diluent strategy, a company must consider various factors such as market characteristics, consumer purchasing habits, retailer preferences, market competition, and available distribution infrastructure. This allows companies to design approaches that suit local market needs and conditions. In addition, dilution strategies must also be flexible and responsive to changes in the business environment, including consumer trends, technological developments and regulatory changes (Amri et al., 2023).

The success of a diluent strategy can be measured through a number of metrics, including sales increases, market share, consumer loyalty, and distribution efficiency. By implementing an effective dilution strategy, companies can expand their market reach, strengthen relationships with retailers, and strengthen their position in the market. Therefore, developing and implementing the right dilution strategy is key to achieving marketing goals and sustainable business growth.

The dilution strategy adopted by a company is also influenced by consumer response to advertising and the incentives offered. In a competitive environment, companies must be able to adapt their strategies to remain relevant and competitive in the market. Therefore, a deep understanding of how advertising dynamics and incentives influence consumer preferences as well as company dilution strategies is key to maintaining and increasing market share. By understanding the important role of advertising and incentives in increasing sales of superior products, as well as their impact on consumer preferences and company dilution strategies, we can identify new opportunities and overcome challenges in product marketing in this modern era. Through comprehensive analysis, we can develop strategies that are more effective and responsive to consumer needs, thereby enabling companies to remain competitive and thrive in an ever-changing market.

## **RESEARCH METHODS**

The research method used in this research is qualitative with a case study approach. This approach was chosen because it allows researchers to gain a deep understanding of the dynamics of advertising and incentives in the context of increasing sales of superior products, as well as an analysis of their impact on consumer preferences and diluent strategies. Through case studies, researchers can collect data holistically from several sources, such as companies that have successfully implemented advertising and incentive strategies, as well as consumers who are the target market for these superior products (Sugiyono, 2017). A qualitative approach also allows researchers to explore differences in context and dynamics that may influence the effectiveness of advertising and incentive strategies in various business environments.

The data sources used in this research are scientific journals, articles and books related to the research topic. Data from these sources will be used to support previous analyzes and research that have been conducted in this domain. In addition, primary data will be collected through in-depth interviews with marketing managers or related personnel from companies that have implemented advertising and incentive strategies successfully, as well as through focus groups with consumers who are the target market for these superior products. With a combination of secondary and primary data, this research aims to provide a comprehensive understanding of the dynamics of advertising and incentives, as well as their implications for consumer preferences and diluent strategies in increasing sales of superior products.

The data analysis techniques used in this research include content analysis to analyze the content of qualitative data collected from interviews, focus groups, and other data sources. In content analysis, researchers will code and categorize the collected data based on themes that emerge repeatedly. This will help in identifying patterns and trends related to advertising dynamics and incentives, consumer preferences, and diluent strategies. In addition, content analysis will also allow researchers to explore the relationships between the variables involved in the research. Apart from content analysis, the data analysis techniques used also include thematic qualitative analysis. This analysis will focus on identifying and understanding key themes emerging from the qualitative data, such as challenges and opportunities in implementing advertising and incentive strategies, factors influencing consumer preferences, and effective dilution strategies. By using a thematic approach, researchers can identify complex patterns in the data and develop a deeper understanding of the dynamics that influence sales of featured products. These two analysis techniques will complement each other and allow researchers to present research findings in a comprehensive and structured way. The results of this analysis will provide valuable insights for companies in optimizing their advertising and incentive strategies, as well as in designing diluent strategies that are more effective and responsive to consumer preferences.

## **RESULTS AND DISCUSSION**

Research conducted by (Manneh, 2020) found that the use of creative and attractive advertising can increase consumer awareness about products and brands, which in turn contributes to increased sales. These findings are in line with research conducted by (Xia et al.,

2021) emphasizing the importance of relevant and emotional advertising messages in influencing consumer preferences. Additionally, research also highlights the important role of incentives, such as discounts and special offers, in attracting consumer interest and driving purchasing decisions.

Research conducted by (Purohit & Jain, 2020) states the relationship between consumer preferences and diluent strategies, finding that appropriate product placement, competitive pricing, and effective promotions can influence consumer purchasing decisions. Additionally, this research highlights the importance of market analysis and a deep understanding of consumer behavior to design more effective dilution strategies. These findings underscore the complexity of market dynamics and the need for a holistic approach in designing marketing strategies.

Research conducted by (Basu et al., 2023) shows that the success of advertising and incentive strategies in increasing sales of superior products also depends on consumer responses to promotional messages and incentive offers. By understanding the factors that influence consumer preferences, companies can optimize their advertising and incentive strategies to achieve better sales results. Additionally, previous research has highlighted the importance of adapting to changing market trends and consumer needs to ensure the success of marketing strategies. Thus, previous research has provided valuable insights for business stakeholders in designing marketing strategies that are effective and responsive to market dynamics and consumer behavior.

The research results show that the dynamics of advertising and incentives have a significant impact on increasing sales of superior products. Qualitative data analysis shows that effective advertising strategies, which include the use of digital media, direct promotions, and brand partnerships, are able to increase consumer awareness about products and create greater interest in purchasing. The research also found that incentives, such as discounts, special offers, and loyalty programs, provide additional encouragement for consumers to choose superior products over competitors. Furthermore, the analysis shows that consumer preferences are influenced by factors such as price, product quality, purchase convenience, and overall customer experience.

The research results highlight the importance of a responsive and flexible diluent strategy in adapting to market dynamics. A diluent strategy that successfully adapts product placement, pricing, and promotions to consumer needs and preferences is able to increase product availability in strategic locations, increase brand visibility, and optimize the consumer purchasing experience. These findings suggest that companies need to adopt a holistic approach that integrates advertising, incentives, and dilution strategies to achieve optimal sales results.

This research highlights the importance of continuous analysis of market trends and consumer responses to inform a company's strategic decision making. By understanding changes in consumer preferences, purchasing trends, and the competitive environment, companies can optimize their advertising and incentive strategies, and adapt dilution strategies to remain relevant and competitive. The results of this research have significant implications

for marketing practitioners in developing effective strategies to increase sales of superior products, as well as for researchers who are interested in exploring marketing dynamics in the context of changing consumers and markets.

## **1. Advertising Dynamics in Increasing Sales of Featured Products**

This discussion will discuss in depth how advertising dynamics play a role in increasing sales of superior products. Advertising is one of the key elements in the marketing strategy used by companies to achieve sales goals, strengthen brand image, and increase consumer awareness about the products offered. In the context of selling superior products, advertising has a very important role in strengthening the product's position in the market and attracting consumers to choose it among the various choices available.

Advertising has a major role in creating consumer awareness about superior products. Through various media channels, companies can convey interesting and informative promotional messages to their target market. For example, television ads, print ads, radio ads, and online ads can be used to reach a wide audience and increase brand exposure. In these advertisements, companies can highlight the advantages of their superior products, showcase product benefits, and communicate brand values to potential consumers. Thus, advertising helps build a strong understanding of a superior product among consumers and helps increase their knowledge about the existence of that product in the market. Apart from that, advertising also plays a role in strengthening brand image and providing a consistent identity to superior products (Hoekstra & Leeftang, 2023). Through visual messages, narratives, and other creative elements, companies can create a strong and compelling impression of their brand in consumers' minds. For example, by using distinctive colors, logos, slogans and design characteristics, companies can create a brand image that consumers recognize and remember. Thus, advertising helps build positive associations between brands and consumers, which in turn can increase consumer preference for superior products and strengthen brand loyalty.

It is important to note that to achieve maximum effectiveness, companies need to develop appropriate advertising strategies to promote their superior products. One commonly used strategy is market segmentation and targeting, where companies identify the market segments with the most potential for their superior products and craft promotional messages that suit the needs and desires of those segments. For example, if the flagship product is a luxury electronic device, the company might choose to target a consumer group that has a high income and an interest in the latest technology. Thus, promotional messages can be tailored to attract the most relevant and potential market segments. Apart from that, companies also need to consider various effective media channels and platforms to convey their promotional messages to the target market (Zhang & Tian, 2021). In the ever-evolving digital era, companies can leverage social media, websites, search engines and mobile applications to reach a wider and more engaged audience. By aligning advertising strategies with consumer preferences and market trends, companies can create effective and efficient promotional campaigns that increase consumer awareness of their featured products and influence purchasing decisions.

It is not only important to develop the right advertising strategy, but it is also important to be able to measure its effectiveness in increasing sales of superior products. This measurement can be done through a variety of performance metrics, including increased brand awareness, product recognition rate, number of sales generated by an advertising campaign, and customer retention rate. For example, companies can use consumer surveys, sales data analysis, and social media monitoring to evaluate the impact of their advertising campaigns on consumer preferences and purchasing behavior. By understanding and measuring advertising effectiveness, companies can make necessary adjustments and improvements in their marketing strategies to achieve better results in the future.

Although advertising has an important role in increasing sales of superior products, there are several challenges that companies need to overcome. One is intense competition in a market saturated with advertising, where companies must fight to get consumers' attention and differentiate their brands from competitors. Additionally, with the emergence of new technologies and changes in consumer behavior, companies need to continue to adapt and develop innovative advertising strategies to remain relevant and effective. However, amidst these challenges, there is also a big opportunity for companies to optimize the role of advertising in increasing sales of superior products. By leveraging evolving consumer data and analytics technologies, companies can identify consumer behavior patterns, understand their preferences, and craft more personalized and relevant promotional messages. Additionally, by continuously monitoring market trends and keeping up with developments in advertising technology, companies can develop innovative advertising campaigns and create engaging brand experiences for consumers.

Advertising dynamics play a very important role in increasing sales of superior products by creating awareness, strengthening brand image and influencing consumer preferences. By developing effective advertising strategies, measuring their effectiveness, and continuously adapting to changes in the market and consumer behavior, companies can achieve greater success in marketing their superior products and beat the competition in an increasingly competitive market.

## **2. The Role of Incentives in Driving Sales and Consumer Preferences**

Incentives, in a marketing context, refer to any form of encouragement or additional benefit offered to consumers as a stimulus to purchase a particular product or service. In this discussion, we will explore in detail the role of incentives in driving sales and consumer preferences. Incentives play an important role in marketing strategy because they can be a strong driver in making consumers choose certain products compared to competitors, as well as increasing customer loyalty to the brand. Incentives can be realized in various forms, including but not limited to price discounts, special offers, free shipping, gifts or bonuses, loyalty programs, and vouchers or coupons. Price discounts are one of the most commonly used forms of incentives, where companies offer price cuts or special offers to entice consumers to purchase certain products. Special offers can take the form of product bundles, buy one get one free, or lucrative package deals (Villanova, 2021).

Gifts or bonuses are also a popular form of incentive where consumers are given physical prizes or additional bonuses when they purchase a product or achieve certain purchase targets. Loyalty programs can also serve as powerful incentives, where consumers are awarded points or special rewards in exchange for their repeat purchases or loyalty to a brand. With the wide variety of incentives available, companies can choose a strategy that suits their marketing goals and consumer preferences. Incentives have a significant influence on consumer preferences because they can create additional encouragement for them to choose certain products. For example, offering a discount or free gift can make a product more affordable or more attractive to consumers, which in turn can increase their propensity to choose that product over its competitors. In addition, an effective loyalty program can also form an emotional connection between the brand and consumers, which can influence consumers' long-term preferences for the brand.

Incentives can also influence consumers' decision-making processes by providing additional encouragement or reasons to act immediately. For example, a limited-time offer or limited availability can create a sense of urgency for consumers to purchase the product immediately, which can increase the likelihood of sales conversion. By providing relevant and attractive incentives, companies can influence consumer purchasing behavior and create a strong preference for a particular product or brand. While incentives can be a powerful tool in increasing sales and consumer preference, they must be managed carefully to ensure effectiveness and long-term sustainability. One important aspect of an effective incentive management strategy is relevance. Incentives must match consumer needs and desires and be consistent with brand values and image (Susiang et al., 2023). For example, if a brand promotes a premium and quality image, offering incentives that are too aggressive or reduce prices significantly can damage the brand image and reduce differentiation value.

Apart from that, incentive management must also consider the company's financial sustainability. Incentives that are too large or too frequent can reduce a company's profit margin and result in financial losses. Therefore, companies must carry out careful calculations and cost-benefit analysis before implementing incentive programs and ensure that they can gain long-term benefits from the investment. Although incentives can be an effective tool in increasing sales and consumer preferences, there are several challenges that companies need to overcome in managing them. One is the risk of brand devaluation if incentives are applied excessively or inappropriately. For example, offering discounts that are too frequent or too large can reduce the value and exclusivity of a brand in the eyes of consumers, which can negatively impact their preference for that brand.

Additionally, managing incentives can also become complicated due to changes in consumer behavior and market trends. Companies should continually monitor consumer response to incentives and make necessary adjustments to ensure their relevance and effectiveness. In a rapidly changing business environment, a company's ability to respond quickly to changing markets and consumer needs can be key to achieving long-term success. Incentives play an important role in driving sales and consumer preference by providing additional encouragement for consumers to choose a particular product or brand. By providing incentives that are relevant, attractive, and in line with brand values, companies can influence

consumer purchasing behavior and strengthen the position of their superior products in the market. However, incentive management must be done carefully to ensure effectiveness, sustainability and consistency with the company's marketing strategy and brand values. With the right approach, incentives can be one of the most effective tools in a company's marketing strategy and help them achieve greater success in an increasingly competitive market.

### **3. Interaction of Advertising Dynamics, Incentives, and Diluent Strategy**

The interaction between advertising dynamics, incentives, and dilution strategies is a key aspect of a successful marketing strategy. In this discussion, we will explore in depth how the interaction between these three elements can have a significant impact in increasing sales and consumer preferences. Integration between advertising, incentives and dilution strategies is key to creating a consistent and effective marketing experience for consumers. Companies need to ensure that the promotional messages conveyed through advertising are in line with the incentives offered to consumers and the dilution strategies used to place the product on the market. For example, if a company uses television advertising to promote their flagship product, they should ensure that the promotional message reflects the incentive offers available and reinforces the promotional message at the point of sale in the store. Apart from that, the integration between these three elements also allows companies to create holistic and integrated marketing campaigns. By combining creative, engaging advertising with relevant incentives and effective dilution strategies, companies can create comprehensive marketing experiences that influence consumer preferences and increase their engagement with the brand (Pappas et al., 2023).

#### **1. The Role of Advertising in Supporting Diluent Incentives and Strategies**

Advertising plays an important role in supporting the implementation of incentives and diluent strategies by creating awareness about incentive offers and reinforcing promotional messages at the point of sale. Through advertising, companies can inform consumers about available discounts, special offers, or loyalty programs, which can encourage consumers to make purchases. Additionally, advertising can also shape a brand image and help reinforce in-store promotional messages, which can influence consumer purchasing decisions at the point of sale. Furthermore, advertising can also play a role in supporting diluent strategies by creating demand for products in the market. For example, a strong advertising campaign can increase consumers' interest in looking for that product in stores, which can influence their decision to choose that product over competitors. Thus, advertising helps support the implementation of incentives and dilution strategies by creating greater market demand for superior products.

#### **2. The Role of Incentives in Increasing the Effectiveness of Advertising and Diluter Strategies**

Incentives can increase the effectiveness of advertising and diluent strategies by providing additional incentives for consumers to act. For example, a discount offer or free gift included in a promotional message can make the product more attractive to consumers and encourage them to make an immediate purchase. Additionally, incentives can also increase the effectiveness of a diluent's strategy by providing

additional reasons for consumers to choose that product in the store. Furthermore, incentives can also strengthen promotional messages conveyed through advertising by providing concrete evidence of the value offered by the product or brand. For example, a discount offer or special offer included in an advertisement can give consumers an additional reason to consider the product, which can strengthen the promotional message at the point of sale.

### 3. The Role of Diluent Strategy in Supporting Advertising and Incentives

Diluent strategies also play an important role in supporting advertising and incentives by strategically placing products in the market. Through an effective dilution strategy, companies can ensure that their products are available in strategic places in stores, so that consumers can find them easily. Additionally, diluent strategies can also help increase brand visibility in stores and strengthen brand impressions formed by advertising. Furthermore, diluent strategies can also support the implementation of incentives by creating a pleasant and efficient purchasing experience for consumers. For example, by placing products near the cash register or in places that are easily seen by consumers, companies can maximize opportunities to promote available incentives and encourage consumers to purchase the product.

Integration between advertising dynamics, incentives and dilution strategies is key to achieving successful marketing objectives. By aligning these three elements, companies can create consistent, relevant and effective marketing experiences for consumers. Through good integration, companies can increase consumer awareness of products, increase consumer preference for brands, and increase overall sales. While integration between advertising dynamics, incentives, and dilution strategies can provide significant benefits to companies, there are several challenges that need to be overcome. One is the complexity of managing these various elements simultaneously and ensuring that they support each other and are well integrated. Companies need to ensure that the promotional messages conveyed through advertising are consistent with the incentives offered to consumers and the dilution strategies used to place the product on the market. In addition, companies also need to overcome the challenges of managing the risks and costs associated with implementing incentives. While incentives can be an effective tool in increasing sales and consumer preference, managing them can also be complicated and expensive. Companies need to ensure that the incentives they offer add value to consumers and provide a positive return on investment (Purnomo, 2023).

While there are challenges in integrating the dynamics of advertising, incentives, and dilution strategies, there are also significant opportunities for companies to leverage this interconnectedness in achieving their marketing goals. One of them is the ability to create a holistic and integrated marketing experience for consumers, which can increase product awareness, preference and purchases. By aligning advertising, incentives, and dilution strategies, companies can create effective marketing strategies and win in an increasingly competitive marketplace. Integration between advertising dynamics, incentives and dilution strategies is key to creating consistent, relevant and effective marketing experiences for consumers. By aligning these three elements, companies can increase consumer awareness of the product, increase consumer preference for the brand, and increase overall sales. While there

are challenges in managing the complexity associated with this integration, there are also significant opportunities for companies to leverage this interconnectedness in achieving their marketing goals. With the right approach, the integration of advertising dynamics, incentives, and dilution strategies can become one of the most valuable assets in a company's marketing strategy and help them achieve greater success in an increasingly competitive marketplace.

## **CLOSING**

It can be concluded that the dynamics of advertising and incentives have a very important role in increasing sales of superior products and influencing consumer preferences and diluent strategies. Through creative and effective advertising, companies can create greater awareness about their superior products in the market and build a strong brand image. Incentives, such as discounts, special offers, and loyalty programs, are also able to encourage consumers to choose certain products compared to competitors, as well as increasing consumer engagement and loyalty to the brand. Additionally, integration between advertising dynamics, incentives, and dilution strategies is critical to achieving successful marketing objectives. By aligning these three elements, companies can create a holistic and integrated marketing experience for consumers, which can increase product awareness, preference and purchasing. While there are challenges in managing the complexity associated with this integration, there are also significant opportunities for companies to leverage this interconnectedness in achieving greater marketing success.

Thus a deep understanding of advertising and incentive dynamics and their integration with diluent strategies is key to achieving competitive advantage in increasingly complex and changing markets. With the right approach and a commitment to continually adapting to changing markets and consumer behavior, companies can harness the full potential of advertising and incentives in increasing sales of their top products, influencing consumer preferences, and achieving sustainable success in a dynamic marketplace.

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