

Control curiosity issues maintaining consumers active on sustainability

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ABSTRACT

Active consumers play a dual role in one marketing chain, their existence as consumers and as passive marketers outside the company. Dependence on the latest products released by the company arouses consumers' great curiosity so that they automatically look for information about the latest products that will be released and form a community. This research uses a qualitative descriptive method with an inductive approach, using a conceptual theory model, and a constant comparison method. The research results of the concept of novelty integrate theory and explain the concept of novelty in detail as well as the formation of an active consumer process.

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1. INTRODUCTION

A company's sustainability is determined by how many active consumers it has, because only with active consumers can a company survive and continue operations. Consumer interest in a product from a particular brand forms a pattern of consumers being active in continuing to follow and find out what the latest product developments are being released by that company. Consumers are individuals who purchase products and services for personal consumption (Musumali, 2020). According to Šostar, (2023) states that the consumer market consists of all individuals and households who purchase or obtain goods and services for personal consumption. Purchase motive seeks an explanation of why consumers buy what they buy, Individuality motive: The desire to be different from others, is one of the important emotional purchasing motives (Kapoor, 2020). Consumer dependence on products from companies with well-known brands is very high in Indonesia, especially for the upper classes.

The results of the research Lestari, (2022) shows that consumer engagement and flow experience are key drivers of consumer brand engagement, which then directly results in word of mouth, consumer trust, and consumer commitment. Consumer brand involvement also indirectly shapes word of mouth through trust and commitment. Research by Thilmany, Bond, & Bond, (2008) states that only a few consumers buy products because they are interested in certain brands. However, different results were shown by research by Sinaga, Gaol, & Ichsan, (2021) that consumers are interested and waiting for the latest products released by well-known companies (brands). Consumers' curiosity about the latest products that are making a name for themselves/famous in various news reports is always eagerly awaited. They are willing and aware that to buy this product

they have to wait a long time, the price is expensive and they may not be able to buy it because the product is only made in a limited edition.

Consumers try and actively follow developments in the latest product releases by doing. However, research results from Feurer et al., (2021) state that truly new products fail to attract consumer enthusiasm even though they promise attractive new features and benefits. Cheung, Pires, & Rosenberger III, (2020) tried to use social media marketing element strategies, namely entertainment, customization, interaction, electronic word of mouth (EWOM) and trends, on consumer-brand engagement and brand knowledge. However, this contrasts with the insignificant results found on the influence of entertainment and customization on consumer-brand engagement (Cheung et al., 2020). Another way to attract consumer curiosity about the latest products is by using influencer marketing, research results Verplancke, (2022) Consumers identify and create relationships with influencers, which encourages them to follow influencer recommendations, but only among young consumers. Research by Appel et al., (2020) doubts the sustainability of social media in marketing which is currently widely used. Due to the fast-moving, ever-changing nature of social media—and the way consumers use it—the future of social media in marketing may not be just a continuation of what we've already seen (Appel et al., 2020).

Well-known companies as places that are trusted and expected by consumers to produce products of the best quality have a high level of responsibility so that before releasing their products they must take into account all aspects. Razak, Nirwanto, & Triatmanto, (2016) emphasizes aspects of quality, price, product value and consumer satisfaction. Daume & Hüttl-Maack, (2022) offer a framework of consumer situational curiosity by integrating research investigating the different stages of stimulating, experiencing, and resolving curiosity. Follows this process perspective and focuses on situations relevant to marketing. Next, synthesize the key processes that begin when consumers maintain their curiosity and when they (possibly) have overcome their curiosity. Consumers' curiosity about the products that will be released by the company is maintained until the product actually comes out. Controlling the issue of consumer curiosity about new products must be maintained with a gradual and tiered marketing strategy.

Curiosity problem control (*Control Curiosity Issues*) is a marketing strategy that focuses on protecting, maintaining and providing education to consumers about product quality, product care, product excellence, product networks owned and forming product communities. This strategy is important for creating active consumers who have a broad impact on the company because they are not only consumers but automatically active marketing agents in various communities. Active consumers are consumers who have high loyalty to the products issued by the company, while active marketing is a marketing strategy that uses consumers as members of the community issued by the company.

Controlling marketing problems is an important thing for companies to do so that the company has a good name in the eyes of consumers. Company issues related to consumers are the company's financial stability, guaranteed product quality, product maintenance and after-sales, if consumers wish. Control represents a process of ensuring that resources are obtained and used efficiently and effectively to achieve corporate goals. It is a dynamic function that is interrelated with other management functions, and plays an important determining role in achieving corporate success (Čambalíková & Misun, 2017).

An important dynamic function for companies in maintaining active consumers is the issue of controlling curiosity about the products released by the company. Control is any action taken by management to increase the possibility of achieving the goals and objectives that have been set (Hermanson & Hermanson, 1994). Controlling product quality problems is the main thing that must be maintained by the company. Ensuring product quality is a top priority for all companies because it plays a vital role in achieving customer satisfaction, which is the ultimate goal of all marketing efforts. The research results of Lone & Bhat, (2023) state that product quality has a positive and significant effect on customer satisfaction, followed by reliability, features and aesthetics.

The well-known brand of the company has a great influence on consumers. Controlling brand problems must be a serious concern for companies. Brands are created based on consumer perceptions and experiences, therefore wise and conscious consumers will only buy brands that they know and like. According to Shahid, Hussain, Park, Bagh, & Scheme, (2017) even though consumers want to buy a particular product, the brand will still be the most important and influencing factor in making purchasing decisions. Companies must ensure that their brand remains popular with

consumers, negative things attached to the product are cleaned up as soon as possible. The results of B's research (2024) show that there is a positive and significant relationship between brand awareness, perceived quality, and sales promotions on consumer purchase intentions. In addition, companies can benefit by formulating their brand management strategies so that they can attract more consumers who intend to buy and can be more competitive compared to other competitors.

Curiosity is an inherent trait in all creatures, especially humans. In this case, consumers are curious about the products released by the company, both those that have been released for a long time and those that are about to be released. Curiosity is a pleasurable motivational state that involves the tendency to recognize and seek out new and challenging information and experiences (Kashdan, Steger, & Breen, 2007). Curiosity differs from other positive emotions in that it is a strong desire to explore and persist in activities that initially stimulate an individual's interest. Curiosity is linked to learning and recent research shows a strong link between curiosity and retention of information (Jirout & Evans, 2023). Various branded content is developed on social media; however, not all branded content stimulates customer curiosity. Results study Lee, (2024) identified that rewarding, social engagement, and aesthetic branded content experiences positively influence customer curiosity, which then influences customer brand engagement and purchase intent.

Consumer curiosity is influenced by several factors, such as the desire to have goods that are different from others, lifestyle, wanting to be seen as superior and for investment. A sense of belonging is subjective feelings of deep connection to social groups, physical places, and individual and collective experiences that are fundamental human needs that predict a variety of mental, physical, social, economic, and behavioral impacts (Allen, Kern, Rozek, McInerney, & Slavich, 2021). The Simmel-Veblen model assumes that ideas about what is trendy 'trickle down' from superior to inferior classes in society, while consumption activity itself is determined by the general desire to impress others with one's appearance (Campbell, 1992).

Lifestyle study Perez, Soloaga, & Mccoll, (2020) consider lifestyle as an "overused" word, but at the same time, they view it as a necessary form in today's market. There is no consensus regarding lifestyle branding theory and an integrated and sustainable operational tool for such brand strategy. However, the surge in social media since 2013 has increased the need to understand how brands can interact with consumer lifestyles portrayed online. (Pérez, 2021).

2. METHOD

The research uses a qualitative description method, journal research is taken from reputable international journals. The validity of the journal is determined and checked on the links <https://www.scimagojr.com/> and <https://wos-journal.info/>. This is done to ensure that the journal we are citing is not a discount journal. The approach used is inductive, using conceptual theoretical models and constant comparison methods. Explanatory models that attempt generalization are unknown because human behavior is always bound by context and must be interpreted on a case-by-case basis. Data was analyzed descriptively, most of which came from interviews and observation notes. There are still limited research articles related to curiosity and active consumers, researchers collected 71 reputable international journals. to ensure journal articles are predator free, validation is carried out by checking online on the Beall List site, namely on the page <https://beallslist.net/>, there are 15 articles so the researcher removes them from the list, the researcher also ensures that the journal articles are in the count, validation is carried out by checking online on the website scopus.com, Scopus Content then Scopus Source List, there are 17 discontinued journal articles so they have to be removed from the list. A further 9 journal articles did not meet the requirements because the author, year and abstract did not automatically appear in Mendeley.

3. RESULTS AND DISCUSSION

Controlling the problem of consumer curiosity becomes the sustainability of product production and company sustainability. Consumers will try to find information and follow every company development through new products produced by the company. Companies are obliged to innovate and provide the best products to consumers. Good products pay attention to the best quality, are different from others, are issued in limited quantities, are easy to maintain and the product is not only used according to its function but is an investment. Consumer curiosity leads to detailed and detailed information that causes consumers to form communities between active consumers.

Companies with active consumers can be used as active marketing agents indirectly. This can be seen from the process that occurs that active consumers have high curiosity about the products that have been and will be released by the company, actively from purchasing products to pre-purchasing or pivoting. Another advantage is that consumers actively invite other consumers who have the same curiosity to form a community. International marketing mix strategy Implemented by an international marketing strategy with indicators of Control Problems and Implementation Issues (Katsikeas & Leonidou, 2020) .

Consumer dependence on quality products issued by companies is very high. Consumers are willing to do anything to get quality products. Consumer curiosity about products is carried out by searching for information through electronic and print media. Consumers also form the same community of interest and curiosity about the same product. Curiosity is an indicator of the game of dependency relationships created by companies (Zheng, 2020) .

High consumer *curiosity* (Zheng , 2020) and control issues (*Control Issues*) (Katsikeas & Leonidou, 2020) is used by companies to control consumer curiosity *issues* . Controlling curiosity issues is a new concept to keep consumers actively following company developments and making continuous purchases. In simple terms, the integration process of this theory is depicted in Figure 1:

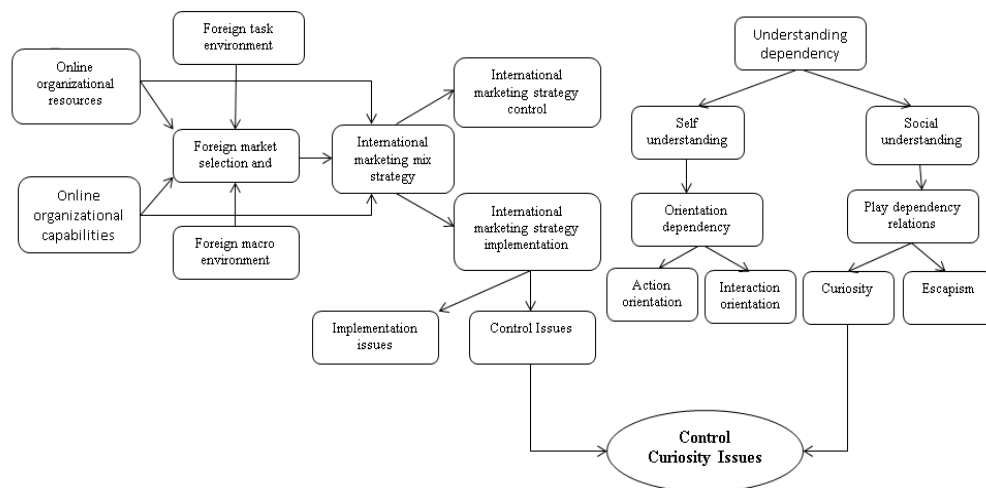


Figure 1. integration of the concept of *control curiosity issues*

Curiosity problem control (*Control Curiosity Issues*) is a marketing strategy that focuses on safeguarding, maintaining and providing education to consumers about product quality, product care, product excellence, product networks owned and forming product communities . This marketing strategy is carried out by the company when the company is in the growth *stage* . Companies that are growing will be able to innovate and delay releasing new, high quality products. The delay in releasing and announcing the newest product was because the company was still in the product perfection stage, the company's finances were still healthy while the company was growing. When a company is growing, the company continues to invest to maintain growth and prevent investors from entering (Mauboussin, Michael J. Dan Callahan, 2023) .

The basic concept of *Control Curiosity Issues* is to provide education to consumers about quality, care, excellence, product networks and communities. In simple terms, it can be depicted in Figure 2, the empirical *Control Curiosity Issues model*.

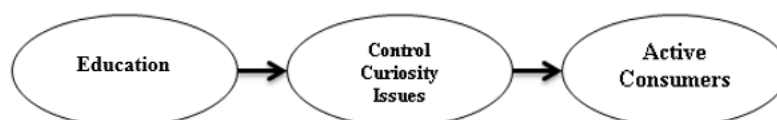


Figure 2. Empirical model of curiosity issue

Providing education to consumers about products in detail so that consumers will continue to follow and look for information about products that will be released again by the company, in these

conditions the company will exploit or control consumer curiosity so that consumers become active both as consumers and marketing agents indirectly .

The process of forming active consumers starts from high consumer curiosity, searching for information about the desired product, creating testimonials about the product, inviting other consumers to like the product and forming a community that has the same liking for one product. In simple terms, the process of forming active consumers is depicted in Figure 3.

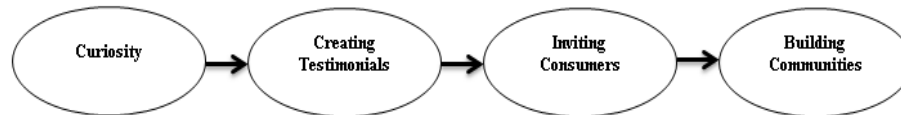


Figure 3. Active consumer process

Findings of Hsee & Ruan, (2020) suggests that consumers with limited curiosity may exhibit consumer innovation. Exploration behavior perspective, innovators have higher product involvement for certain categories or new products (Gohil, 2023) because they have a strong desire for information (Hsee & Ruan, 2020) . This explains why someone driven by deprivation curiosity shows a strong urge to acquire new information to reduce uncertainty (Zedelius, Gross, & Schooler, 2022). Consumers search for information unconsciously and become marketing agents and active consumers.

4. CONCLUSION

A good relationship between the company and consumers creates a reciprocal relationship that has an impact on both sides. The company provides the best high quality products to consumers, paying attention to what consumers want, easy maintenance for the product and as an added value the product can be used as an investment in the future. On the other hand, consumers buy and use these products with pride because they are of good quality, for easy investment and product maintenance provided by the company, consumers will always wait for the newest products to be released by the company, look for detailed information about these products themselves and create a community with consumers others who have the same preference for certain products.

This research focuses on the concept of a model of the relationship between consumer curiosity and controlling problems or issues that occur in the world of product marketing. The model concept requires the implementation of field research, the results of the model concept with field research may differ depending on the economic conditions consumers live in, culture, lifestyle and environmental carrying capacity whether it is possible for the model concept to be implemented. Future research needs to include all of these indicators into complete field research. It is recommended that the research methodology be quantitative so that the results can be measured in detail.

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