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## Supply Chain Management: Survey Consumer Preferences and Market Potential (Study Literature Review)

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**Abstract:** The supply chain management article: survey of consumer preferences and market potential is a scientific literature review article within the scope of operational management science. This article aims to create a hypothesis regarding the relationship between factors, which can subsequently be utilized for future research in the field of human resource management. Descriptive qualitative research methodology was employed in this study. The data utilized in this study was derived from prior research that remains pertinent to the current investigation. The data was gathered from reputable academic online platforms, including Publish or Perish, Google Scholar, digital reference books, and Sinta journals. The findings of this study are as follows: 1) Consumer preference surveys play a role in supply chain management: Surveys offer significant insights into consumer preferences, wants, and expectations pertaining to a specific product or service. These insights serve as the foundation for organizations in formulating marketing strategies, developing products, and managing inventory. By gaining a comprehensive grasp of consumer preferences, organizations have the potential to enhance customer happiness, streamline their supply chains, and attain a competitive edge in marketplaces that are becoming progressively intricate and dynamic; and 2) Market potential plays a role in supply chain management: market potential offers a comprehensive overview of the current market size, potential for growth, and consumer patterns in a specific region or demography. This data enables organizations to develop supply chain strategies that are characterized by enhanced efficiency and adaptability in response to dynamic market needs. Through a comprehensive comprehension of market potential, organizations are able to effectively identify prospective market segments, formulate suitable expansion

strategies, and adapt their supply chain approaches in order to maximize profitability and foster corporate expansion.

**Keyword:** Supply Chain Management, Survey Consumer Preferences, Market Potential

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## INTRODUCTION

Supply Chain Management (SCM) is an essential concept in contemporary business that seeks to effectively manage all operations associated with the movement of products, information, and financial resources from suppliers to final consumers. Consumer preference surveys and market potential assessments are crucial in guiding organizations' supply chain management strategies and decisions. The problem at hand encompasses a range of factors, including shifts in consumer behavior, the rapid advancement of technology, and intensifying market competition. Initially, it is important to comprehend that consumer behavior exhibits a perpetual state of evolution. These influences, including shifts in trends, preferences, and societal values, can exert effect on this. In recent years, there has been a notable rise in the recognition and understanding of environmental and sustainability concerns. Contemporary consumers have a preference for things that are ecologically sustainable and manufactured in a conscientious manner. Hence, it is imperative for organizations to consider these preferences when formulating their supply chain strategy, encompassing the entire process from the procurement of raw materials to the distribution of products.

In addition, technology advancements significantly influence supply chain management. The management of supply chains has been significantly transformed by the emergence of information technology advancements, including the Internet of Things (IoT), big data analytics, and artificial intelligence. Consumers are more familiar with the utilization of technology in their buying procedure, including online shopping, expedited shipping, and live order monitoring. Hence, it is imperative for organizations to employ this technology to enhance efficiency and precision in their supply chain management, thereby satisfying consumer demands.

In addition, the level of competition in the industry is intensifying. In light of globalization and the expanding market reach, organizations are compelled to contend with rivals hailing from diverse regions across the globe. This necessitates organizations to exhibit greater innovation in product design, provide exceptional service, and cultivate robust consumer relationships. Within this particular context, the comprehension of customer preferences and the examination of market potential might confer a competitive edge onto corporations in effectively overseeing their supply chains. For instance, alterations in environmental rules may compel corporations to embrace more environmentally friendly production methods or enhance product safety protocols. The consideration of international trade regulations, import tariffs, and free trade agreements is crucial for companies since they have the potential to impact the movement of goods and services within their supply chains. Hence, it is important to possess a comprehensive comprehension of relevant legislation and regulations in order to proficiently strategize and oversee supply chains.

Examining customer preferences and market potential can assist organizations in predicting changes in demand and adapting their strategy promptly. There is a growing societal and consumer preoccupation with the social and environmental consequences associated with company operations. Supply chain management encounters issues pertaining to the intricacy and extent of activities within the framework of globalization. Many corporations frequently engage with suppliers and commercial partners located in countries that possess distinct regulatory frameworks and cultural contexts. Effective management of the movement of goods and information in the global supply chain necessitates strong coordination and efficient communication. Surveys on consumer preferences and market analysis are valuable tools for

organizations seeking to get insights into local preferences and establish robust consumer relationships across diverse marketplaces.

In general, the underlying issues in supply chain management related to consumer preference surveys and market potential are highly intricate and multifaceted. The planning, execution, and management of supply chains by enterprises are influenced by various factors, including shifts in consumer behavior, advancements in technology, intensified market competition, government laws, uncertainties in supply, sustainability considerations, and the process of globalization. Hence, it is imperative to possess a comprehensive comprehension of consumer preferences and market conditions in order to make informed judgments and sustain a competitive edge within a dynamic and evolving company landscape.

Based on the background of the problem above, the problem formulation is determined as follows: 1) Does the consumer preference survey play a role in supply chain management?; and 2) Does market potential play a role in supply chain management?.

## **METHODS**

An Examination of the Literature In the composition of essays, methodologies such as systematic literature review (SLR) and library research are employed. The methods underwent a qualitative evaluation, and their accessibility was verified through scholarly web resources including Mendeley and Google Scholar. A systematic literature review (SLR) is a rigorous and methodical process that involves the identification, assessment, and examination of all pertinent research literature with the purpose of addressing a specific research inquiry. It is of the utmost importance, when conducting qualitative analysis, to implement the literature review consistently in accordance with methodological assumptions. Investigative in character, qualitative analysis was conducted primarily for that reason, (Ali, H., & Limakrisna, 2013).

## **RESULT AND DISCUSSION**

### **Result**

The following are the research findings, considering the problem's context and formulation:

#### **Supply Chain Management**

Supply Chain Management (SCM) is a strategic methodology that encompasses the strategic planning, execution, and regulation of the movement of goods, information, and financial resources from suppliers to final consumers, with the ultimate objective of efficiently and effectively satisfying customer demands. This idea entails the synchronization of multiple stages within the supply chain, encompassing the acquisition of raw materials, manufacturing processes, storage facilities, and the transfer of finalized goods to end users. MRP takes into account strategic, operational, and logistical factors to guarantee the timely availability of goods or services, in adequate quantities, and at the most efficient costs (Nofrialdi et al., 2023).

The indicators contained in the supply chain management are as follows: 1) Transportation Expenditure Level (Logistics Cost): This metric encompasses all expenses associated with the movement, warehousing, and dissemination of merchandise within the supply chain. Inefficiencies in a company's logistics operations might be inferred from a significant level of logistics spend; 2) The Order Cycle Time is a metric that quantifies the duration between the moment a product or raw material is placed for order and the moment it is delivered to the client. Efficiency in the supply chain is indicated by short order cycle times, whereas extended cycle times may suggest delays or disturbances in the order process; 3) The indicator of supplier performance assesses the extent to which suppliers adhere to quality standards, meet delivery deadlines, and demonstrate reliability in supplying raw materials or products to the company. Supplier performance evaluation plays a crucial role in assisting firms in the process of selecting suppliers that are both efficient and dependable, thereby ensuring the seamless operation of

their supply chain; and 4) The level of planning accuracy, also known as forecast accuracy, is a metric that quantifies the degree of precision with which a corporation can anticipate market demand for their products or services. Companies can prevent stock shortages or excessive stock shortages by maintaining a high level of planning accuracy (Desfiandi et al., 2019).

Supply chain management variables have been studied by previous researchers, among others: (Nofrialdi et al., 2023), (Prayetno & Ali, 2020), (Vass et al., 2018).

### **Consumer Preference Survey**

Consumer preference surveys are a widely employed research methodology utilized to gather essential data pertaining to consumer preferences, wants, and behavior in relation to certain products or services. The primary objective of this survey is to gain insights into the preferences and expectations of consumers regarding the products or services provided by the company. Various methods can be employed to perform consumer preference surveys, encompassing questionnaires, interviews, and direct observation. These surveys often encompass a range of factors, including but not limited to price, quality, brand, design, features, and delivery preferences. In the realm of business decision making, consumer preference surveys hold significant value as they serve as a crucial instrument for organizations to gain insights into consumer preferences, needs, and behavior associated with their offerings. These surveys provide firms with useful data that can inform product development, marketing strategy, and other business decisions, ultimately leading to enhanced customer satisfaction and market success (Prabowo & Nasito, 2023).

The indicators for consumer preference survey are as follows: 1) The repurchase intent indicator quantifies the degree to which consumers exhibit a willingness to engage in subsequent purchases of the same product or service. A high repurchase intention is indicative of the product or service's ability to match consumer expectations and its potential for future market success; 2) Assessment of Product Features: This metric evaluates consumer evaluations of diverse features or characteristics of products or services, encompassing aspects such as quality, design, usability, and supplementary features. These assessments facilitate the comprehension of consumer preferences by organizations and enable the identification of the aspects that have the most significance to them; 3) Consumer Expectations: This metric quantifies the aspirations or anticipations of customers regarding specific items or services. Companies can enhance their products or services by comprehending consumer expectations and adjusting them accordingly to meet or surpass them; and 4) The Consumer Advocacy indicator quantifies the degree to which customers endorse specific products or services to others. An elevated rate of recommendations may serve as an indicator of consumer satisfaction with the product or service, as well as their willingness to disseminate their favorable experiences to others (Hakim & Saputro, 2023).

Consumer preference survey variables have been studied by previous researchers, among others: (Nasrullahi et al., 2024), (Mutia Ardini, Cut Gustiana, 2022), (Wardhani et al., 2016).

### **Market Potential**

The concept of market potential pertains to the capacity of a product or service to attain a specific market size within a defined geographic or demographic region. The aforementioned factors encompass the quantity of prospective clients, the degree of demand, and the market valuation that a corporation might attain upon effectively penetrating and securing a specific market segment. Market potential offers a comprehensive assessment of the commercial prospects that organizations can pursue to enhance or broaden their operations. The concept of market potential is frequently distinguished between its existing manifestation and its potential for future growth (Ginny, 2019).

The indicators contained in market potential are as follows: 1) Population Growth Rate: This metric quantifies the pace at which the population expands within a specific geographical

region. A substantial pace of population increase signifies the presence of prospective market expansion prospects for enterprises; 2) The per capita spending rate is a metric that quantifies the mean expenditure per person in a specific area on a specific product or service. A substantial level of per capita expenditure may serve as an indicator of significant market potential for the product or service being provided; 3) The Untouched Market niches indicator serves to identify untapped market niches that remain untapped or underutilized by the company or its competitors. The exploration of unexplored market niches presents a substantial avenue for firms to achieve growth; and 4) Consumer Trend Analysis is a metric that entails the systematic observation and examination of consumer trends within the specific market segment of the organization. A comprehensive comprehension of consumer trends enables organizations to effectively recognize novel business prospects and develop products or services that align with consumer demands and preferences (Fuadi et al., 2021).

Market potential variables have been studied by previous researchers, among others: (Wibowo & Hakiki, 2022), (Ginny, 2019), (Fuadi et al., 2021).

**Previous Research**

Based on the problem formulation and research results above, previous research was determined as follows:

**Table 1. Relevant Previous Research Results**

No	Author (Year)	Research Results	Similarities with this article	Differences with this article	Basic Hypothesis
1.	(Hakim & Saputro, 2023)	Consumer motivation, perceptions and preferences influence the supply chain	The role of consumer preferences in the supply chain	The role of motivation and perception of the supply chain	H1
2.	(Mutia Ardini, Cut Gustiana, 2022)	Consumer preferences influence purchasing decisions and the supply chain	The role of consumer preferences in the supply chain	The role of consumer preferences in purchasing decisions	H1
3.	(Bijakwani, 2018)	Market orientation and market potential influence company performance with supply chain management strategy as a mediating variable	The influence of market potential on supply chain management	The influence of market orientation on company performance	H2
4.	(Aslam et al., 2023)	Market orientation, market potential and supply chain strategy towards supply chain management	The influence of market potential on supply chain management	The influence of supply chain strategy on supply chain management	H2

**Discussion**

On the basis of the aforementioned findings and prior research, the following research discussion is formulated:

**1. The Role of Consumer Preference Surveys in Supply Chain Management**

This study highlights the significance of consumer preference surveys in enhancing the efficiency of Supply Chain Management (MRP). Repurchase intention is a significant component of consumer preference surveys. The surveys yield valuable data regarding the degree to which consumers exhibit a willingness to engage in repeat purchases of products or services offered by a company. Companies can assess customer satisfaction levels and forecast



future customer loyalty by comprehending consumer's repurchase intentions. This study offers significant insights for organizations seeking to enhance the efficiency of their supply chain management. In instances where repurchase intent is diminished, organizations have the opportunity to assess their product quality, customer service, or delivery procedures in order to rectify prevailing shortcomings and enhance consumer loyalty.

In addition, consumer preference surveys are significant in the evaluation of product features. Through direct inquiry of consumers regarding their preferences for specific characteristics or aspects of a product or service, companies can gain insights into the factors that consumers deem significant. This data enables organizations to enhance the development of products or services that more effectively cater to market demands, thereby augmenting the product's attractiveness and the probability of generating sales. Within the framework of Material Requirements Planning (MRP), comprehending product feature preferences can assist organizations in optimizing production planning, managing inventory, and choosing suitable suppliers.

Furthermore, studies on consumer preferences offer valuable insights into the expectations of consumers. This encompasses their anticipations regarding the standard, assistance, cost, and total acquisition encounter. Companies can enhance consumer satisfaction by adapting their MRP strategy based on a comprehensive understanding of consumer expectations. Companies have the option to invest additional resources towards enhancing the quality of their products or services, as well as improving the efficiency of their deliveries and the speed at which they respond to consumer concerns. Companies can establish a positive reputation and foster long-term customer loyalty by effectively matching consumer expectations.

The inclusion of consumer recommendations constitutes a significant component inside consumer preference surveys. The act of consumers endorsing a specific product or service to others serves as an indication of their contentment and confidence in the brand. Favorable endorsements from customers have the potential to enhance brand reputation and sway the buying choices of prospective customers. Within the realm of Material Requirements Planning (MRP), consumer recommendations play a pivotal role in enabling organizations to cultivate more robust client connections, enhance customer retention rates, and augment their market presence.

In the realm of supply chain management, consumer preference surveys can yield significant insights pertaining to various crucial factors, including the extent of transportation expenditure. Companies can manage expenses and exceed customer expectations by adjusting their delivery strategy based on consumer preferences for shipping or rapid delivery charges. Similarly, surveys have the potential to unveil consumer preferences about order cycle timeframes, so enabling organizations to develop ordering systems that are more efficient and responsive.

Consumer preference surveys can have an impact on supplier performance, which is a significant factor to consider. Through the collection of consumer feedback regarding the quality, dependability, and timeliness of products from suppliers, companies can assess the performance of their suppliers and determine whether to maintain, enhance, or substitute their suppliers. This directly affects the efficiency of the supply chain and can assist organizations in guaranteeing the seamless movement of goods. In the realm of supply chain management, the precision of planning holds significant importance within consumer preference surveys. Companies can mitigate the danger of excessive or insufficient stock by comprehending the degree to which their production and inventory strategy aligns with real market demand. Consumer preference surveys offer a direct means of obtaining feedback on the accuracy of companies' market demand predictions, enabling them to implement essential adjustments in their MRP planning and strategy.

Consumer preference surveys play a significant role in enhancing the efficacy and efficiency of Supply Chain Management from a holistic perspective. Surveys aid organizations in comprehending consumer preferences and directing their MRP strategies by offering valuable information on repurchase intentions, product feature ratings, consumer expectations, and consumer recommendations. Furthermore, the study offers significant insights pertaining to crucial elements of supply chain management, including transportation spending ratios, order cycle durations, supplier efficacy, and levels of planning precision. Companies may enhance customer happiness, manage their supply chains, and attain a competitive edge in the marketplace by effectively utilizing data derived from consumer preference surveys.

Consumer preference surveys play a role in supply chain management, this is in line with previous research conducted by: (Azzahra et al., 2023) and (Prabowo & Nasito, 2023).

## **2. The Role of Market Potential in Supply Chain Management**

The market potential of a corporation is a significant factor in determining its Supply Chain Management (MRP) strategy. The population growth rate in a region is a crucial factor in determining market potential. Significant population increase signifies a substantial market potential for enterprises to expand their client base. Companies can optimize resource allocation in response to rising demand, including supply chain management, by closely monitoring population growth rates. This includes enhancing manufacturing capacity and expanding distribution networks.

Moreover, the magnitude of per capita expenditure is a crucial determinant in comprehending market potential. Per capita expenditure levels are indicative of an individual's capacity to acquire a specific product or service. By considering the levels of per capita expenditure, organizations have the ability to adapt their marketing and pricing tactics in order to align with the economic capacities of consumers. Within the framework of MRP, a comprehensive comprehension of per capita expenditure levels can exert an impact on pricing strategies, allocation of advertising budgets, and distribution decisions, thereby guaranteeing the accessibility of items or services to the suitable target market.

Furthermore, examining unexplored market segments also yields significant insights for formulating MRP strategies. Untapped market segments have substantial growth prospects for the organization. Companies can enhance their market share and boost income by identifying and capitalizing on unexplored market segments. Within the realm of supply chain management, organizations have the opportunity to enhance their distribution networks or develop novel goods that cater to the demands of previously unexplored market segments.

Moreover, the analysis of consumer trends assumes a significant role in providing guidance for MRP strategy. By comprehending shifts in consumer preferences, behavior, and needs, organizations can adapt their Material Requirements Planning (MRP) methods to enhance their market responsiveness. For instance, in the event of a prevailing inclination towards the utilization of expedited delivery services, corporations have the potential to expedite their order cycle durations and enhance the accessibility of their products in strategically advantageous areas.

Companies can get a competitive edge in their supply networks by leveraging consumer trends. When examining the potential ramifications of the market on supply chain management, it is imperative to take into account certain crucial factors. The degree of transportation expenditure is one of the factors to consider. Companies can enhance the effectiveness of their supply chains and minimize transportation expenses by comprehending the market potential in different geographical areas and devising optimal delivery routes. Effective transportation management can additionally assist organizations in diminishing order cycle durations and enhancing consumer contentment through expedited deliveries.

In addition, the performance of suppliers is also impacted by the potential of the market. Given the substantial expansion of the market, it becomes imperative for enterprises to assess the performance of their suppliers in order to effectively satisfy the heightened demand. The presence of dependable and prompt suppliers is of utmost importance in guaranteeing the efficiency of the supply chain. Hence, it is imperative for organizations to consistently monitor and assess the performance of their suppliers in order to detect any issues and implement suitable remedial measures.

Ultimately, the degree of precision in planning holds significant importance within the realm of supply chain management. By acquiring a comprehensive grasp of market potential and consumer trends, organizations can enhance the precision of their planning processes in order to effectively anticipate and respond to fluctuations in market demand. Precise strategic planning enables organizations to mitigate the potential for stock shortages or surpluses, consequently reducing inventory expenses and enhancing operational effectiveness within the supply chain.

The assessment of market potential holds significant importance in shaping a company's strategy for Supply Chain Management. Companies may enhance the effectiveness and responsiveness of their MRP strategies by comprehending population growth rates, per capita spending levels, unexplored market segments, and consumer trends. Furthermore, it is crucial to supervise the extent of transportation expense, supplier performance, and the precision of planning in order to guarantee the seamless movement of goods and information within the supply chain. Companies can enhance their competitiveness, broaden their market share, and attain enduring success in their business by effectively leveraging market potential information.

Market potential plays a role in supply chain management, this is in line with previous research conducted by: (Bijakwani, 2018) and (Aslam et al., 2023).

### Conceptual Framework

The conceptual framework has been established in light of the research findings, previous investigations, and the aforementioned discourse:

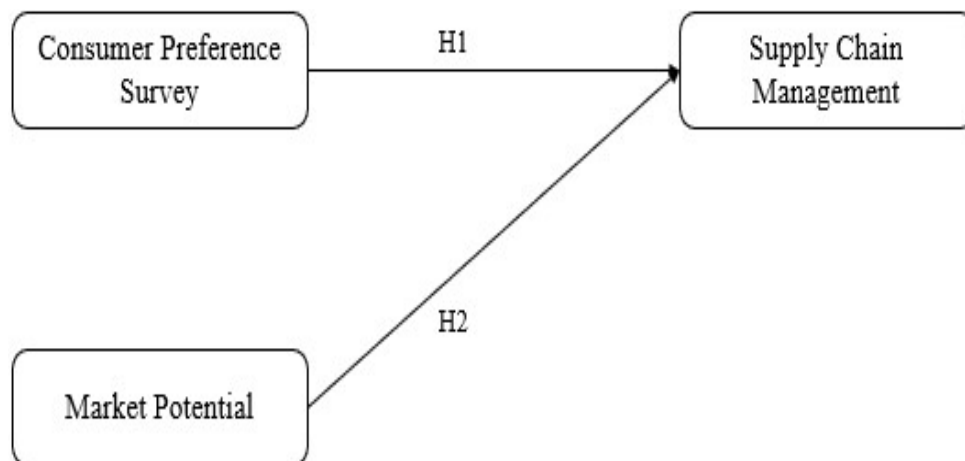


Figure 1. Conceptual Framework

Based on Figure 1 above, surveys of consumer preferences and market potential play a role in supply chain management. However, apart from the consumer preference survey variables and market potential that influence supply chain management, there are other variables that influence it, including:

- 1) Information technology: (Nashr et al., 2022), (Widjanarko et al., 2023), (Mulyani et al., 2019), (Pasaribu et al., 2022), (Trieu et al., 2023), (Ilham et al., 2021), (Tri Murti et al., 2021).



- 2) Regulation: (Sundari, 2019), (Maulita, 2022), (Sulaeman et al., 2019), (Harini et al., 2020).
- 3) Geopolitical conditions: (Bednarski et al., 2023), (Qin et al., 2023), (Müller, 2023).

## CONCLUSION

Drawing from the aforementioned problem formulation, results, and discussion, the following are the conclusions drawn from this research:

1. Consumer preference surveys play a role in supply chain management, surveys offer significant insights into consumer preferences, wants, and expectations pertaining to a specific product or service. These insights serve as the foundation for organizations in formulating marketing strategies, developing products, and managing inventory. By gaining a comprehensive grasp of consumer preferences, organizations have the potential to enhance customer happiness, streamline their supply chains, and attain a competitive edge in marketplaces that are becoming progressively intricate and dynamic.
2. Market potential plays a role in supply chain management, market potential offers a comprehensive overview of the current market size, potential for growth, and consumer patterns in a specific region or demography. This data enables organizations to develop supply chain strategies that are characterized by enhanced efficiency and adaptability in response to dynamic market needs. Through a comprehensive comprehension of market potential, organizations are able to effectively identify prospective market segments, formulate suitable expansion strategies, and adapt their supply chain approaches in order to maximize profitability and foster corporate expansion.

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