

## STRATEGY TO ATTRACT NEW CUSTOMERS: A CASE OF PROFESSIONAL PRODUCT HOMEMADE

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### ABSTRACT

*The present study endeavors to ascertain the branding strategies of Homemade, a fledgling enterprise that were established in the year 2021, in the wake of the COVID-19 pandemic-induced isolation. With the closure of several socializing avenues, people have been grappling with feelings of seclusion and detachment. Homemade, with its focus on food, aims to bridge this gap and foster a sense of community among people. As a nascent startup, Homemade is confronted with several challenges, including a lack of brand recognition and the identification of an optimal marketing plan. These issues are compounded by the company's limited workforce and a dearth of online and offline marketing initiatives. Therefore, this research project is designed to furnish Homemade with recommendations to surmount these challenges and identify the root cause of the problem. One of the proposed marketing strategies for Homemade is to leverage the influence of local social media personalities to promote its culinary offerings. This can be achieved through a collaborative effort whereby Homemade sends free food samples to influencers for review and promotion. Such an approach can potentially enhance the company's visibility and augment its customer base.*

*Keywords: marketing, social media, strategy*

### INTRODUCTION

Homemade serves as a community-oriented platform that facilitates connections between home-based culinary enthusiasts and consumers seeking high-quality, affordable meals. This enterprise is committed to fostering community development while adhering to stringent ethical principles and advocating for sustainable practices. The primary target groups for Homemade encompass home cooks seeking supplementary income through food preparation and delivery, as well as individuals in search of nutritious, superior-quality meals. Emphasizing quality assurance, Homemade ensures that all food items provided to customers adhere to the HACCP (Hazard Analysis Critical Control Point) food safety guidelines. Consequently, the platform offers assistance to chefs in registering with KVK and obtaining HACCP certification (Wakil, 2022). Founded in 2021 amid the social restrictions imposed by the Covid-19 pandemic, Homemade endeavors to alleviate feelings of isolation and disconnection by fostering connections through culinary experiences. As the platform's community expands, Homemade aspires to incorporate diverse culinary offerings representing various cuisines and regions, thereby celebrating the multifaceted flavors that life presents.

Homemade wants to reduce carbon footprints, help the local economy, help the local community by increasing interaction between neighbours that has decreased as the effect of Covid-19. They also want to raise awareness to help the less fortunate with a

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charity program. Homemade only use local ingredients, sustainable packaging, and delivery service that shortens the distribution chain to reduce carbon footprints. Homemade assist the chefs in starting their businesses by helping them with the legal registration to KVK and branding to support the local economy. They also donate 0.70 euros for every meal we sell to Share the Meal to help the less fortunate. Homemade help the chefs to pass their HACCP certification to guarantee the quality of every meal served to our customers and have their own rating system to control the quality of the meals they sell from their apps.

Homemade urges the user-base to use bicycle delivery. It's a clever way of lowering the food delivery system's carbon footprint. The objective of Homemade is to promote a system that prioritizes food choice and sustainability without sacrificing either. Home cooking can help reduce food waste in the long run. The conventional approach for food preparation in restaurants is far from ideal. One of the ways it really falls short is in the food waste department. Restaurants that cater to a big number of potential clients waste a lot of food for each meal they prepare. With Homemade, customers can ensure cooking based on a per customer basis, meaning that food waste is minimal. Since Homemade is a start-up company seeking new customers, it faces various challenges, including determining the best marketing plan for the company. The problems are caused by the small number of employees in the company, and the company has not done much offline or online marketing to get recognized by people. The research project is required to provide Homemade with suggestions on some of the company's challenges as well as to determine the core cause of the problem.

Homemade believes that in order to be recognized by the public, the company must boost its brand visibility and recognition. Due to a lack of promotion, Homemade is having difficulty acquiring new potential consumers as a small business. The difficulty is created by the company's limited number of employees, a lack of a digital marketing plan across several channels, and the company's lack of offline and online marketing to gain recognition. Homemade wants to focus more on growing their digital marketing channels in order to attract more customers because it has lower expenses and saves more time than traditional marketing. Another reason is that, in this age of globalization, many people use the internet or social media to communicate and gather information from all over the world.

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Addressing the concerns at hand, the investigator aims to ascertain the most efficacious digital marketing channel for Homemade to utilize in their endeavors to captivate a larger customer base. To achieve this, a comprehensive understanding of the fundamental aspects that will guide Homemade in identifying the optimal channel is paramount. Factors such as the platform's competitive positioning within the market and the marketing strategies employed by Homemade warrant thorough evaluation and comprehension to propel the company towards further growth. In this context, it is crucial to emphasize that these determinants exert a substantial influence on the subsequent course of action to be implemented.

The market of Homemade is quite large. This makes it a bit difficult for the company to attract buyers since there are lots of competitors like Thuisbezorg, Uber Eats, etc. Apart from the promotion or marketing that has been carried out by Homemade and the unique concept owned by the business, the company is still experiencing many problems in marketing and funding. If Homemade is unable to find the best digital marketing channel for the company, it will be quite hard for them to attract 1000 or more new customers by the end of 2022 in order to compete in the industry despite their uniqueness. Before determining the best solution, the researcher must first determine Homemade's competitive advantage, which will eventually become a corporate advantage

because it distinguishes the company from competitors. It is critical to identify the company's target consumers in order to devise the best approach for attracting a large number of customers.

The primary goal of this investigation is to furnish Mr. Mahmoud El Wakil, the founder of Homemade, with an advisory report outlining recommendations pertaining to the company's branding and digital marketing channels before August 2022. This timely provision of strategic guidance will enable the organization to promptly execute the proposed initiatives. The significance of this research lies in its potential to assist Homemade in expanding its customer base within the Netherlands.

## **THEORETICAL FRAMEWORK**

Finding the most effective digital marketing platform for Homemade requires thorough research. Some questions will be used to answer questions in order to help Homemade accomplish their desired situation. Primary research, secondary research, and tertiary research are some of the approaches that can be utilized in the research and analysis process to answer all the research questions, sub-questions, and the cluster of the sub-questions. Based on the source's relevance to the pertinent sub-questions and the theme of the interview questions, the source's reliability will be assessed. The CEO will also be included in the interviews. Face-to-face interviews were conducted. However, some are also done using internet tools.

### **SWOT Analysis**

Homemade's internal status can be assessed using SWOT analysis. The framework assessed the company's strengths, weaknesses, opportunities, and threats in their immediate environment. Homemade would be able to apply the appropriate strategy if it understood the company's internal and external circumstances. This also enables Homemade to compare their current performance to that of competitors and implement changes that match their broader continuous improvement and cultural goals. They can also use in this instance will be the quantitative analysis to compare all the rivals.

### **STP Analysis**

The process of identifying competitors will be executed through a comprehensive approach encompassing segmentation, targeting, and positioning (STP). This methodology facilitates a more in-depth analysis of the competitive landscape, enabling Homemade to strategically position itself within the market. Recognizing the significance of brand positioning for Homemade is crucial, as it directly impacts the company's ability to differentiate itself from competitors and establish a unique value proposition.

By employing the STP framework, the research will effectively dissect the market into distinct segments, allowing for a thorough evaluation of the varying customer needs, preferences, and behaviors. Subsequently, the most relevant and lucrative target audience can be identified, ensuring that Homemade's marketing efforts are tailored towards attracting the right customer demographic. Lastly, the positioning aspect of the STP model will aid in crafting a compelling brand image that resonates with the target audience, ultimately fostering brand loyalty and enhancing Homemade's competitive advantage.

In summary, utilizing the segmentation, targeting, and positioning approach to identify competitors not only provides valuable insights into the market dynamics but also equips Homemade with the necessary knowledge to optimally position its brand. This understanding is vital to the company's success, as it enables the development of tailored marketing strategies that cater to the specific needs and expectations of the target audience, ultimately fostering growth and expansion in the marketplace.

### **Hofstede Cultural Framework**

To investigate customer behavior and cultural dynamics in Enschede, Netherlands, this study will employ Hofstede's cultural framework. This approach enables a comprehensive understanding of the local cultural context, which is crucial for effectively tailoring marketing strategies and addressing the unique preferences of the target audience.

### **Marketing Mix**

The marketing mix is the collection of activities, or methods, that a business employs to sell its brand or product (Economic Times, 2022). This analysis will be utilized to analyze several competitors in the same industry because it is the most prevalent theory in marketing strategies.

### **Customer Buying Behavior Analysis**

It is an analysis based on the observation of a customer's purchasing behavior is known as customer buying behavior analysis. This analysis is crucial to understanding Dutch consumer behavior while making a purchase.

### **Engagement Rate Analysis**

Engagement rate is a metric used to assess the average number of interactions your social media content receives per follower.

## **RESEARCH METHODOLOGY**

According to the context of the central research question of this graduation assignment, quantitative research is chosen as the type of research. This type of research is expected to answer the central research question that aimed to obtain a thorough analysis of the research. Quantitative research process includes collecting and analyzing numerical data that can be used to find patterns averages, create predictions, test causal relationships, and generalize results to wider populations (Bhandari, 2020). Aside from using the quantitative research, the author is also using descriptive research. Descriptive research is used for a justification in determining company analysis through observation. Quantitative and descriptive research is used to support each other during the analysis process. Several topics are mapped out thoroughly into sub-sub-questions to answer the previously mentioned central research question and give extensive information on how to obtain the research objective. In this study, there are two essential types of data to be collected: primary and secondary data.

The primary data utilized in this research is obtained through the generation of new insights via surveys, interviews, and questionnaires. Both interviews and questionnaire distribution were employed as data collection methods in this study. A purposive sampling technique was used, selecting samples based on specific criteria. The target respondents included individuals residing in the Netherlands, possessing social media accounts, and having experience purchasing homemade products. The questionnaire consisted of 34 questions, encompassing personal information such as gender, occupation, and living situation. To reach a broader range of respondents, the questionnaire was made available in both Dutch and English languages.

The questionnaire is divided into four sections. The first section is mainly questioned about healthy food product and consumption. This section aimed to obtain results regarding consumer behavior of purchasing homemade product. The second section questioned about social media, for instance, what social media accounts the respondents have, how often the respondents use their social media, and what type of content they are interested in. Then, the third section is expected to gain information about websites. The questions are regarding to the respondents' go-to devices to access online store, website

features, websites display, customer service, and preferred payment method. Finally, the last questions are about demographic data of the respondents including age, gender, occupation, etc. In total there are 200 respondents whereas the 6 answers were removed because there was an error such as duplicated and incomplete answers. Therefore, there is exactly 194 sample collected from this survey.

The next type of data that is used in this research is secondary data. This type of data is collected by doing desk research from sources such as government publications, business documents, historical and statistical documents etc. This study was using textbooks, Dutch government publications, business documents and report from Homemade, and previous report about customer behavior, honey consumption, social media marketing and Dutch market trends. In addition, some information retrieved from Google Scholar, CBI, and Statista. Moreover, the data is also supported with author's observation results during the internship including social media analytics.

In this study, quantitative research analysis was conducted using primary data obtained from survey results to address specific research sub-questions. Specifically, the survey findings were employed to examine Homemade brand recognition and the appropriate strategy for entering the Dutch market. Furthermore, the remaining survey results were utilized to provide recommendations for Homemade. The author also incorporated social media analytics to bolster her viewpoints.

For the descriptive research analysis, the author examined data collected during her internship. However, to substantiate this research, the author drew upon literature and sources from desk research. Through descriptive research, the author employed personal analysis to interpret her findings. Consequently, this research is considered to possess a high level of subjectivity, which may impact its validity.

To mitigate this potential limitation, the author conducted a survey and engaged in desk research to support her conclusions. By combining multiple data sources and analysis techniques, the study aimed to provide a comprehensive understanding of Homemade brand recognition and market entry strategies in the Dutch context.

## RESULT AND DISCUSSION

### External Analysis of Homemade

According to Li, Larimo and Leonidou (2020), social media is one of the media that is considered as a means to create and form a network that can be a source of information and communication. In this media, companies or organizations can create influence so that there is easy interaction between companies and customers. This happens because social media is able to provide easy accessibility effectively. In addition, social media can be used as a reliable and valid source of data, making it easier for business actors to understand and understand the characteristics of each customer through analysis or research that will assist in developing company strategies in marketing and increasing sales volume to obtain increased revenue. With this data, companies or organizations can determine their market segmentation easily and on target (Li, Larimo and Leonidou, 2020). Below is usage of digital platform in the Netherlands in 2022.

In another perception, Appel, Grewal, Hadi and Stephen (2020), defines social media as a software that is presented in the form of a web or application with a function to provide a means for everyone to interact, share information, share content or build communications that can be accessed easily and efficiently, such as Facebook, Instagram, TikTok or Twitter. Through these media, everyone can know the life that is displayed from other people. Meanwhile, for companies, social media is considered as a means to acquire and build relationships with customers through marketing with interesting and informative content to get word of mouth marketing and public attention. This is because social media

consists of various individuals who have different characteristics, needs, desires and expectations. By using social media, an organization or company can build and motivate the desires and expectations of a customer according to what they find on their social media through content or information shared by the company or organization (Appel, Grewal, Hadi and Stephen, 2020).

Nowadays, people generally use social media to interact, communicate or socialize with people they know or don't know. Then, social media is also used to carry out activities that support user interests and preferences. Finally, social media is used to access information or digital content, such as news. Meanwhile, social media in marketing has become a platform that is able to involve and communicate various people who have characteristics that match the characteristics of advertisements marketed through digital content. With this content, it will create social interactions that will attract new customers to fulfill their needs by exploring the social media accounts of the company or organization to obtain information related to the products and services provided (Appel, Grewal, Hadi, & Stephen, 2020). Social media that has good potential supported by digital transformation due to the development of increasingly sophisticated science and technology has made social media almost an important part of human activities, such as working, doing business, or learning to start relying on social media as a tool. The following data shows the existence of social media in the community through data on the number of social media users (Grubor & Jakša, 2018).

By collaborating with social media, the effectiveness and efficiency of these activities increases. Many new companies are using social media as a marketing tool. This is because high social media users and humans are accustomed to using social media to find information. These habits create opportunities in the business world to build digital relationships with customers through social media marketing strategies. In addition, companies can communicate easily with their customers (Grubor & Jakša, 2018). Social media as a marketing tool is done by reviewing the activities carried out by customers on the social platforms they use. The information obtained by the company is processed to become a reference in designing marketing strategies that can create a good and quality company experience and impression. In addition, using social media as a marketing tool can help companies find the right content to build the value of the products they offer. With social media, companies can get input, criticism, comments or customer enthusiasm for their products (Grubor & Jakša, 2018).

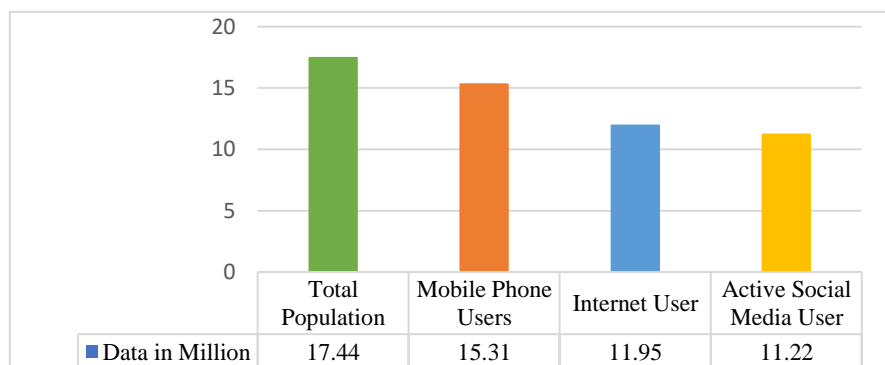


Figure 1. Active Social Media user in Netherlands  
(Source: Hootsuite, 2021)

In creating a relationship between the company and customers through social media, there are strategies that are carried out. First, the company must determine the audience. This can be obtained through segmentation that has been studied and determined. Second, determine the purpose of social media users as a marketing company. Third,

choosing and determining the right language in order to obtain effective communication between the company and customers. By choosing the right language can improve the company's image. Fourth, the company must study the cultural differences of the selected audience. Fifth, determine the right social network through systematic observation. Finally, cultivate and improve the company's ability to localize on each social media platform. This is because the ecosystem contained in social media has a high complexity. Companies must actively listen to and harmonize any information obtained from customer perceptions (Evans et al, 2010).

### **Market Analysis of Food Delivery Industry**

The industrial market related to food delivery is currently growing rapidly. In the Netherlands the food delivery service business earns a high income with a very broad market. In 2021 alone, the Netherlands was able to generate 1.6 billion euros through online food delivery. This is expected to reach 4.81 billion euros in 2026. Food delivery that can be done offline by ordering through certain platforms has been widely used by food industry players. This happens because almost every community activity relies on modern technology. Food delivery with this system has efficiency and effectiveness in its application. Food industry players are no longer worried about how to serve their customers well. With these service facilities, every customer can be served properly according to their wishes and needs.

In addition, customers can choose the desired food menu easily through the information that has been presented on the platform. Customers can also find out the order process. If the message is already in delivery, the customer can also find out the whereabouts of the order. The delivery development has had a positive impact on food industry players, such as an increase in the number of customers and significant sales (He, Han, Cheng, Fan, & Dong, 2019). On the other hand, these services can become tricky if businesses are not able to handle the challenges contained in them. For example, marketed food products must have good quality and packaging. This is because food delivery takes time, so often the quality of the food product is contaminated. Therefore, there is a need for good management and prudence in delivering food to customers. In addition, the increasing number of competitors has resulted in high competition, so that food industry players must create innovations, both for products and services that will attract the attention of customers (He, Han, Cheng, Fan, & Dong, 2019).

### **Competitors of Homemade**

Based on the interview that the author did with the CEO of Homemade, here are the two most relevant competitors that had been selected and approved by Homemade to see the qualities of each company. The CEO chose Thuisbezorg as it is one of the biggest food delivery service companies in the Netherlands and He chose Uber Eats as it is also one of the most well-known worldwide companies. Below the detailed explanation about each company.

#### **1. Thuisbezorg**

Thuisbezorg is a Dutch multinational online food ordering and delivery company based in Amsterdam, Netherlands. It is the parent company of brands including Takeaway.com, Just Eat, SkipTheDishes, Grubhub and Menulog. Known as a world-leading global food delivery service, serving over 98 million active customers across 25 countries. With more than 15,000 employees working across multiple international locations, we power a vast array of leading local brands. On the face of it, that Thuisbezorg simply connect hungry people with their favorite restaurants, using state-of-the-art technologies and data to power world-class solutions for hundreds of thousands of restaurants and a simple way to pay for consumers (Thuisbezorgd, n.d.).

2. Uber Eats

Established in 2014, Uber Eats is a comprehensive online food ordering and delivery platform created by Uber. The service connects customers with a wide variety of local restaurants and diverse cuisine options, allowing them to order from their favorite local establishments at their convenience. Despite facing criticism for alleged antitrust price manipulation, the platform continues to thrive.

Accessible through iOS and Android apps or a web browser, users can browse menus, read reviews and ratings, place orders, and make payments for food from participating restaurants. Additionally, the platform enables customers to tip their delivery personnel. Deliveries are facilitated by a network of couriers who utilize various modes of transportation, such as cars, scooters, bicycles, or even walking, to ensure timely delivery of meals.

With a presence in over 6,000 cities spanning 45 countries, Uber Eats has established itself as a global force in the food delivery industry. By providing a seamless and convenient experience for customers to explore and order from local eateries, the platform has become a popular choice for those seeking a diverse range of culinary options at their fingertips.

Analyzing Current Position of Homemade Using SWOT Analysis

Table 1. Homemade SWOT Analysis

No	Indicator	Uber Eats	Thuisbezorg	Homemade
1.	Strength	<ol style="list-style-type: none"> <li>1. Able to serve quality food with the best innovation</li> <li>2. Having a reliable raw product supplier, so that every required material is delivered on time</li> <li>3. Have marketing techniques that can create strong emotions towards potential customers</li> <li>4. The delivery system applied is very effective</li> <li>5. The prices offered are varied and affordable</li> <li>6. Have service to customers without time limit</li> <li>7. Have a credible brand image and quality.</li> <li>8. Reliable employees through professional skills.</li> <li>9. Able to enter international market</li> </ol>	<ol style="list-style-type: none"> <li>1. Have a platform with efficient technology</li> <li>2. Able to display a brand that has strength</li> <li>3. Can maintain good relations with cooperating restaurants</li> <li>4. Have an experienced management team</li> <li>5. Sales Network is growing rapidly</li> </ol>	<ol style="list-style-type: none"> <li>1. Affordable price range with high quality food.</li> <li>2. All meals are made homemade by Homemade's chefs</li> <li>3. upholding high ethical standards and Sustainable (uses less plastic for packaging and utensils, uses local ingredients,</li> <li>4. more flexible about customers preferences.</li> <li>5. Gives back to the world by donating 70 cents on every meal that are purchased from Homemade.</li> <li>6. Produce less waste compared to restaurants.</li> </ol>
2.	Weakness	<ol style="list-style-type: none"> <li>1. Hard to find outlet</li> <li>2. Franchise management that is often problematic due to untrustworthy employees</li> <li>3. High operating costs due to franchise location</li> <li>4. Innovation that requires cutting-edge technologies at high costs</li> <li>5. Customers need to switch to Yelp to know about the restaurant's reviews.</li> </ol>	<ol style="list-style-type: none"> <li>1. The need for a large investment in technological developments</li> <li>2. High marketing costs to be able to create a good brand strength</li> </ol>	<ol style="list-style-type: none"> <li>1. Only limited chefs are available</li> <li>2. Low brand awareness</li> <li>3. Haven't done many promotions</li> <li>4. Inconsistent social media management</li> <li>5. Only provide chefs that are in the 1.5km radius from home</li> </ol>
3.	Opportunity	<ol style="list-style-type: none"> <li>1. Policy changes that if not utilized can reduce profits</li> <li>2. Many business people are interested in the Uber franchise</li> <li>3. Demographic changes affecting food tastes</li> <li>4. Economic changes that affect consumer buying behaviour</li> <li>5. The emergence of new trends</li> </ol>	<ol style="list-style-type: none"> <li>1. Cities that do not yet have services from Thuisbezorg</li> <li>2. A market that continues to grow with the times, especially in the field of digital technology</li> <li>3. People who still use franchises in ordering food</li> </ol>	<ol style="list-style-type: none"> <li>1. Expand to other cities</li> <li>2. Can learn from the well-known companies to avoid mistakes</li> <li>3. Have more diverse menus from around the world by having more chefs</li> </ol>



No	Indicator	Uber Eats	Thuisbezorg	Homemade
4.	Threats	<ol style="list-style-type: none"> <li>1. The emergence of more competitive competitors</li> <li>2. Government policies that complicate Uber's operations</li> <li>3. Higher production costs</li> <li>4. Contracts with non-sustainable suppliers</li> <li>5. People are starting to realize the importance of healthy food</li> </ol>	<ol style="list-style-type: none"> <li>1. Economic conditions that affect people's needs and income</li> <li>2. Higher taxes</li> <li>3. Higher maintenance technology</li> </ol>	<ol style="list-style-type: none"> <li>1. Cheaper competitors</li> <li>2. Companies that provide farther range of distance</li> <li>3. New sustainable food delivery service</li> <li>4. Difficulties to find a new chef</li> <li>5. Competitor with higher budgets to promote</li> </ol>

Source: (Author, 2022)

### Competitive Advantage of Competitors

In competitors, Thuisbezorg and Uber eats have a significant advantage. First, all purchases made by customers, the money earned is directly received by the people who own the food business while homemade income will go to Homemade's account first. Next, the two competitors were able to create programs that attract customers to buy food through their applications, such as by providing discount coupons for food or shipping costs. This is done because it sees the culture of customers who choose cheap food to minimize excessive budget costs, while homemade hasn't launched the app yet and still low in discounts and promotions. Finally, the two competitors are able to deliver food at a good speed, so that customers do not have to wait too long for food and the quality of the food is maintained. Homemade still struggle with this matter because each food is delivered independently by the chef or the helper of the chef.

Compared to the competitors, Homemade is more advanced on the sustainable part of the company. They use local and fresh ingredients from trusted sources, they pay attention to the packaging, and they also donate to charity from each purchase that they get to help other people in need. Homemade is also superior since they have their own chefs and anyone who has the passion to cook can join the team so they higher retention rate with Homemade chefs due to the more personal delivery experience and connection with your neighbors. Lastly, customers can feel the outmost experience on trying food from around the world since the chefs are diverse in cultures and country so the customers can taste the authenticity.

### Customer Behavior of Homemade

In market segmentation, it has been analyzed that Homemade does marketing to customers who like quality local food at affordable prices, especially students. They require a lot of nutrition, but healthy food tends to cost a lot of money, so Homemade creates products that are affordable even for students (Wakil, 2022). In addition, to develop these products, Homemade invites local chefs in the Netherlands, especially those who are old, to collaborate with Homemade to create food products. This is done by Homemade in order to support the local food industry in the Netherlands and open up job opportunities for local chefs to earn better income through the strategies used by Homemade.

Then, Homemade also utilizes campaigns and promotions via email to introduce its products and services to its potential customers (Wakil, 2022). The Dutch society is egalitarian and modern. The people are modest, tolerant, independent, self-reliant, and entrepreneurial. They value education, hard work, ambition and ability. The Dutch have an aversion to the nonessential. Ostentatious behavior is to be avoided. Accumulating money is fine, but spending money is considered something of a vice. A high style is considered wasteful and suspect. The Dutch are very proud of their cultural heritage, rich history in art and music and involvement in international affairs (E-diplomat, 2022).

The power distance in the Netherlands is low and this indicates that there is good understanding between the higher officials and the employees yet they might be some differences in some situations. People are more independent and the communication is direct. Netherlands has high level of individualism they usually care take of themselves

and close family members. There is also more involvement with the organisation and work responsibilities. The Netherlands has the lowest Hofstede dimension in masculinity, at 14, indicating that there is relatively little gender discrimination. In a society where women are treated equally to men, a low masculinity ranking is displacing an open society. The Netherlands has a moderate score for uncertainty avoidance, showing a cultural disposition to reduce uncertainty within the population by using laws, and policies to solve most situations.

The long-term orientation is high as it indicates that the country has a high level of social stability, and cultural tradition. Lastly, with high level of indulgence, Netherland's citizens are more likely to follow their instincts and wants when it comes to enjoying life and having fun (Hofstede Insights, 2010). For Homemade, with high level of indulgence and moderate score of uncertainty avoidance, Homemade has high chance to attract new customers since Dutch people like to follow their instincts, try new things, and enjoy life. Next, because the long-term orientation is high, it can influence new customers since Homemade's chefs are their own neighbours and they can also build a relationship with the people nearby by helping them.

### **Buying Motive of the Customers**

In the current era, customers buying motives have undergone significant changes due to the current pandemic. The rapid spread of the corona virus has led to the emergence of policies for the community to limit social and economic activities. Thus, all activities that were originally traditional have been transformed into digital. This causes a change in buying motives that focus on digital/online usage. Online shopping has increased significantly. Shopping online will keep socio-economic activities running without causing the spread of the virus, so that they can indirectly contribute to overcoming the crisis. (Dannenbergh, Fughs, Riedler, & Wiedemann, 2020).

To succeed in the Netherlands, it is crucial to resonate with consumers by comprehending local values and language. Various factors influence consumer purchasing decisions, with affordability being a key aspect. When selecting goods or services, consumers typically prefer low-cost options, often comparing providers to identify the best combination of price and quality. This comparison serves as a significant driving force behind their purchasing choices. Price plays a critical role in consumer decision-making, as it directly correlates with purchasing decisions. Higher prices tend to result in lower purchase decisions, while lower prices prompt increased purchasing interest. Consequently, Homemade customers' buying motives are predominantly driven by the ability to find goods or services aligned with their individual economic and financial capacities.

By employing motivation-based segmentation in urban cities, a decision segmentation analysis approach can be utilized to better understand local food preferences. This approach, as discussed in the *British Food Journal* (Arsil et al, 2018), can aid Homemade in effectively targeting its offerings and attracting a wider customer base in the Netherlands.

With these low prices, customers want continuous buying activities, so that customers don't just buy once, but to continue to fulfill their needs. Customers often have a motive to buy for the long term. In addition, not only prices and needs to be met, customers have a motive to buy food that is good for health and has good nutritional value in meeting daily nutritional intake. This buying motive is influenced by the increasing awareness of customers towards a healthy sustainable lifestyle. Lastly, current customers buy food with the motive of contributing to local businesses in their area to increase income and quality of life. In addition, the food marketed by local traders tends to have affordable prices and tastes that are acceptable to all people (Kim, 2018).

## CONCLUSION

In every analysis conducted, several elements distinguish Homemade from its competitors. The optimal market entry strategy for the Dutch market involves local chefs partnering with the Homemade app to offer healthy, affordable meals featuring local delicacies. Homemade's marketing goal is to attract 1,000 new customers by catering to the needs and preferences of Enschede residents. These objectives indicate that Homemade's marketing efforts prioritize customer satisfaction. As such, the researcher recognizes that addressing customer desires and expectations through consumer behavior research and the Hofstede cultural framework will yield significant benefits for the company. These advantages include fostering customer loyalty, promoting company growth, and establishing a strong competitive edge in the market.

Based on the Promotion of 4Ps, Homemade chooses the internet and social media as a communication channel to spread information and promotions with direct marketing efforts through emails, social medias, website, and the app. Based on the research, Homemade must also focus on marketing through the internet and social media. This is because social media can be used as a reliable and valid source of data, making it easier for business actors to understand and understand the characteristics of each customer through analysis or research that will assist in developing company strategies in marketing and increasing sales volume to obtain increased revenue.

The existence of social media as a communication channel also creates openness between the company and its customers. Thus, the use of social media to share information or promote Homemade products and services will have good opportunities and responses due to digitalization and the increase in internet users. Based on the SWOT analysis that had been done, Homemade is more advanced on the sustainable part of the company. They use local and fresh ingredients from trusted sources, they pay attention to the packaging, and they also donate to charity from each purchase that they get to help other people in need. Homemade is also superior since they have their own chefs and anyone who has the passion to cook can join the team. Lastly, customers can feel the outmost experience on trying food from around the world since the chefs are diverse in cultures and country so the customers can taste the authenticity.

With this, Homemade can start building an image to the community that Homemade supports the local food industry in the Netherlands and opens up job opportunities for local chefs to earn better income through the strategies used by Homemade. Based on the engagement rate result, Instagram is the best platform that Homemade can use to attract 1000 new customers in Enschede, Netherlands. In marketing Homemade products, they can take advantage of the changing motives of buyers who now use online-based applications with cheap, healthy and affordable product.

## RECOMMENDATION

Homemade must consistently promote its business through social media by maintaining a regular posting schedule. A potential challenge in achieving this could stem from a limited workforce and the company's informal culture, characterized by a lack of hierarchical positions and a high degree of employee autonomy. Furthermore, the generation of innovative and engaging content ideas may be hindered by these factors. To capture the interest of potential customers, Homemade needs to create captivating and intriguing content, as it is easy for individuals to lose interest and disengage. Presenting content that sparks curiosity in prospective customers is essential for capturing their attention. However, with a limited workforce and budget constraints, it may be challenging to consistently develop and execute the ideal content strategy.

To draw attention from potential customers, Homemade should consider collaborating with influencers. However, this approach may present challenges, as some influencers may require payment, which could strain the company's limited budget. Consequently, Homemade will need to carefully evaluate the potential return on investment when engaging influencers to ensure that the collaboration aligns with their financial capabilities.

To optimize their operations, Homemade must strategically allocate human resources based on individual capacities and abilities, enabling employees to contribute effectively to the realization of the company's vision and mission. Human resources play a pivotal role in determining Homemade success; therefore, careful management and placement of personnel are crucial. Homemade should consider increasing its budget to accommodate the addition of more employees and chefs, as this would support the company's growth and expansion. However, if budget constraints persist, expanding the team may not be feasible, necessitating alternative approaches to resource allocation and management.

Considering these challenges, achieving a target of 1,000 new customers may not be difficult if the organization has the financial resources to invest in the recommended strategies. By carefully considering budgetary constraints and strategically allocating resources, Homemade can effectively leverage social media, creative content, and influencer collaborations to attract potential customers. Additionally, by placing a strong emphasis on human resources management, Homemade can ensure that its workforce is well-equipped to contribute to the company's vision and mission, ultimately driving success and growth.

In conclusion, Homemade ability to attract new customers and achieve its goals is contingent upon the effective management of limited resources, the development of engaging content, and the strategic allocation of human resources. By addressing these challenges and implementing the recommended strategies, Homemade can successfully expand its customer base, enhance its brand presence, and secure its position within the competitive culinary market.

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