# ANALYSIS OF MARKETING STRATEGY BASED ON CONSUMER BEHAVIOR

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**Abstract—** The purpose of this study was to determine the marketing strategy based on consumer behavior in the PT. Sinar Galesong Pratama Kendari which include cultural, social, personal and psychological. The populations of this study are all consumers who use products brand motorcycle Suzuki in Kendari used accidental sampling that respondents determined as 50 respondents. The data analysis used in this study was descriptive analysis to describe or explain conceptually about consumer behavior Brand Suzuki motorcycle in the city of Kendari.
The results showed that Suzuki brand motorcycles and its sales volume figures over the years continued to increase. The work done by Suzuki in order to survive in a safe position to fix the sales strategy through pricing strategy, promotion strategy, distribution strategy and service strategy.

**Keywords—** Marketing Strategy, Consumer Behavior.

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