

SHARED VALUE AND PAIN VALUE OF CONSUMERS TOWARDS THE PURCHASE OF BANGO SWEET SOY SAUCE USING ETHNOGRAPHIC METHODS (Case Study of Berkah Azzahra Shop)

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ABSTRACT

In the increasingly competitive soy sauce market, consumer loyalty and satisfaction are challenged by product quality, packaging issues, and corporate social responsibility. Despite Bango sweet soy sauce's strong brand presence, limited research has analyzed consumers' shared values and pain through an ethnographic lens. This study aims to explore how Bango creates shared value and addresses consumer pain points during purchase experiences. Using a realistic ethnographic method, the study involved participant observation and in-depth interviews with five consumers at the Berkah Azzahra store. Findings reveal that shared value is driven by Bango's commitment to empowering local soybean farmers, promoting environmental sustainability, and fostering emotional brand connections. Meanwhile, pain value is associated with packaging issues, particularly leaky plastic packaging that affects product hygiene and consumer convenience. These insights highlight the importance of maintaining product authenticity while addressing practical consumer concerns. The study implies that continuous improvements in packaging, alongside strengthened CSR programs, can enhance consumer trust and loyalty. For companies like Unilever, this research offers a strategic foundation to refine marketing and product development initiatives based on real consumer experiences.

KEYWORDS *Shared Value, Pain value, consumer, Ethnography*



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INTRODUCTION

Economic growth in the era of globalization requires every company, both engaged in the goods and services industry, to be able to compete with other companies (Broughel & Thierer, 2019; Hess, 2016; Murthi, 2024; Nguyễn & Phan, 2023; Surya et al., 2021; Trong, N. N., & Hang, 2019). One is the soy sauce industry as a flavoring, which is a considerable opportunity with increasing competition. Various soy sauce brands are trying to compete in the soy sauce market. Marketers

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are competing to make and promote soy sauce products, so consumers are faced with several types of soy sauce from different brands at different prices and of different quality. For consumers such as housewives and cooks in restaurants or traditional stalls, soy sauce is a very important part in giving flavor to the food they make (García-Casal et al., 2016; HOLIUK & MEHEL, 2021; Irawan & Dellyana, 2023). Likewise, food traders need to maintain the taste of the food they sell to keep their customers satisfied and loyal to the food products they sell. The taste of the food they sell is well-maintained for well-known restaurants. Therefore, the cooks are very careful when processing dishes with various spices. Likewise, they choose soy sauce as a flavoring in their food. Soy sauce producers see this as an opportunity to offer and introduce their products to consumers. The market segment is quite wide, and the demand for soy sauce is very high. Many soy sauce companies compete in this market (Hana Fernanda, 2024; Karmila et al., 2018; Kurnianto et al., 2016; Tupamahu, 2013; Wahdah et al., 2020).

Through its long journey, Kecap Bango has become an icon of Indonesian taste and culinary heritage. Bango Soy Sauce not only serves taste, but also the authenticity of Indonesian flavors. By using selected ingredients, Bango Soy Sauce maintains a high commitment to the quality of its products, creating loyal consumer trust. Over time, Kecap Bango has successfully created a national identity in the culinary world. Its success in becoming a symbol of Indonesian delicacy has made Kecap Bango a brand that the public relies on and loves. It can be seen that brand association refers to the mental or emotional connection formed by consumers between a brand and certain attributes.

Bango sweet soy sauce is made from natural ingredients such as Mallika black soybeans, water, salt, and sugar. The nutritional content of Bango sweet soy sauce 100 grams is: Carbohydrates: 99 grams, Sugar: 74 grams, Protein: 2 grams. In general, soy sauce is used as a food flavoring because it can give a distinctive taste and aroma to food or cuisine, so that it can increase appetite. There are many soy sauce industry markets circulating locally and nationally. This research focuses on assessing the Bango brand soy sauce's shared value and pain value. Kecap Bango, which PT acquired. Unilever Tbk became the market leader and beat other soy sauces that used to dominate the market, such as ABC Soy Sauce (<http://Frontier.co.id>, 2016).

Shared Value is a concept developed by Michael Porter and Mark Kramer, which proposes that companies can achieve financial benefits while positively impacting society and the environment. This concept focuses on creating economic value for companies while creating broader social value for the community by solving social or environmental problems through business activities (Ferdousi & Abedin, 2023; Irvine et al., 2016; Royo-Vela & Cuevas Lizama, 2022; Rubio-Andrés et al., 2022).

One concrete example of a shared value initiative by Kecap Bango or Unilever is the "Jelajah Bango" program. The program focuses on promoting local cuisine while empowering small business actors in the culinary field, increasing their knowledge of business management, and introducing local products to a wider market.

Thus, shared value for Kecap Bango is the application of a business concept that not only pursues economic benefits, but also seeks to positively impact society, local economy, and the environment, which in turn supports the company's long-term sustainability.

Pain Value is a term that refers to a challenge or problem faced by a customer or consumer that needs to be overcome by a company or product. In the context of Bango Soy Sauce, pain value is the various difficulties or needs consumers face that can be solved through the product. Pain values that can be identified in the case of Bango Soy Sauce are difficulties in finding high-quality soy sauce, concerns about food safety, limited choice of flavors or product variations, difficulty in finding soy sauce that is suitable for traditional cuisine, dependence on imported products, problems with impractical packaging, availability problems, some consumers may find it difficult to find quality soy sauce in various regions, especially in remote areas or areas with limited product distribution. Kecap Bango, which has an extensive distribution network, strives to ensure its products are available in various markets, including traditional and modern markets, to address availability issues.

The ethnographic method is a research approach in the social sciences used to understand culture, behavior, and social interaction in daily life. In this method, researchers are directly involved in the lives of the group or society being studied to gain an in-depth understanding of their way of life. Researchers observe, participate in, and interact with research subjects to obtain rich and comprehensive data.

Research on shared value and pain value in Kecap Bango aims to understand how companies can create value for consumers and society, and how these products can overcome problems or challenges faced by consumers.

In the increasingly competitive soy sauce market, consumers face various brand options offering similar products at different price points and qualities. Bango sweet soy sauce has long been a market leader, but challenges remain in maintaining consumer loyalty and addressing product-related complaints, such as packaging issues. Despite its strong brand association, understanding the actual shared value and pain value experienced by consumers at the grassroots level is crucial to sustaining market dominance.

The urgency of this study stems from the importance of consumer perception in influencing purchasing decisions and brand loyalty. With consumers becoming more critical of product quality, safety, and social responsibility, companies must continuously evaluate how their products are perceived beyond advertising campaigns. For Bango, understanding these perceptions is vital to reinforcing its position as a symbol of authentic Indonesian taste.

Moreover, practical issues such as packaging defects can negatively affect consumer experience and brand image. Identifying and addressing these pain points is essential for improving customer satisfaction and enhancing the brand's long-term competitiveness. Failure to do so could result in losing market share to competitors offering better consumer-centric solutions.

Prasetyo & Adrison (2020) highlighted how complex excise systems influence consumer purchasing behavior in the soy sauce industry. Similarly, DeCicca et al. (2013) analyzed consumer responses to product attributes like price

and accessibility in the food sector. Sadjiarto et al. (2019) examined the relationship between consumer trust and product quality, emphasizing the importance of consistent taste and branding in fostering loyalty.

Other studies, such as Wulandari et al. (2024), explored consumer perceptions of traditional culinary products, showing how emotional and cultural factors influence purchasing decisions. Meanwhile, Doni Harahap et al. (2024) used ethnographic approaches to assess shared value among niche consumer groups, providing insights into the socio-cultural dimensions of consumption. These studies emphasize the importance of understanding rational and emotional consumer choice drivers.

However, most research still focuses on broader brand equity and marketing strategies, without a detailed exploration of shared and pain value from a grassroots ethnographic perspective. There is a lack of studies focusing on how local consumers experience and perceive the practical aspects of soy sauce products, particularly Bango, in everyday use.

Despite Bango's prominence in the market, empirical studies on consumers' shared and pain values through ethnographic methods are scarce. Existing research tends to emphasize macro-level marketing strategies and lacks in-depth analysis of real consumer experiences at the point of purchase and consumption, especially in traditional markets.

This study introduces novelty by employing a realistic ethnographic approach to capture consumers' shared values and pain points in purchasing Bango sweet soy sauce at the micro-level. By combining participant observation and in-depth interviews, the research provides a comprehensive understanding of consumer experiences often overlooked in conventional marketing studies.

The objective of this study is to analyze the shared value and pain value perceived by consumers towards Bango sweet soy sauce using ethnographic methods. The focus will be on identifying factors that drive consumer loyalty and addressing challenges that hinder user satisfaction.

This research offers practical benefits for Unilever by providing actionable insights to improve product packaging, enhance consumer experience, and strengthen CSR initiatives. Academically, it enriches the body of literature on shared value and pain value analysis using ethnographic approaches in the food and beverage industry, serving as a valuable reference for future consumer behavior studies.

RESEARCH METHOD

This study uses Realistic ethnographic methods. Realistic ethnography is a qualitative research approach that focuses on in-depth observations of specific social or cultural groups in their natural context. In realistic ethnography, researchers try to present an objective, accurate, and "real" picture of the group's daily lives. This often involves participatory observation, in which researchers interact directly with the study subjects to understand their experiences, behaviors, and social interactions within the group.

Realistic approaches in ethnography focus on describing the social realities found in the field, often to minimize researcher bias and provide an honest

perspective on the life experiences of the people being studied. Ethnographic research in marketing communication is considered to have a significant role in evaluating how consumers receive messages, respond/evaluate products or services offered by manufacturers. Creswell put forward three ethnographic study research techniques that can be used, namely: participant observation, interviews, and document review (Creswell & Creswell, 2017).

In this communication ethnography research, the author, as an ethnographer, takes an outsider perspective and a combination of insider and outsider perspectives. Researchers can reach in-depth and examine the interconnectedness of meaning gently by combining observation and their knowledge in ways that are impossible to achieve through an outsider perspective (Creswell & Creswell, 2017). The research was conducted at the Berkah Azzahra store with five respondents for in-depth interviews.

This journal is expected to be a reference for further research on consumers' shared values and pain values regarding the purchase of Bango sweet soy sauce.

RESULT AND DISCUSSION

Supporting the Empowerment of Soybean Farmers

Bango soy sauce relies on soy as the main ingredient. Unilever can create shared value by empowering soybean farmers in Indonesia, for example, through training programs that increase crop yields, reduce production costs, and improve the quality of soybean products. Programs like this help farmers increase their income (social value) and ensure the availability of quality raw materials for Bango soy sauce products (economic value).

Improving Product Quality by Prioritizing Sustainability

Unilever can introduce sustainability practices in the production of Bango soy sauce, for example, by using environmentally friendly raw materials or reducing the use of plastic in packaging. Initiatives like this can help create social value (environmental protection and public health) and improve brand image and product competitiveness (economic value).

Improving Community Welfare Through Social Campaigns

Bango soy sauce, as part of a marketing strategy, can be involved in social campaigns that positively impact the community, such as educational campaigns on the importance of balanced nutrition or community empowerment programs. This will support social value for society and strengthen consumer loyalty to the product.

Involvement in the Development of the Local Food Industry

Bango soy sauce, as a well-known local brand, can help develop the local food industry in Indonesia. This can be done by working with small entrepreneurs or local raw material producers who support product diversity and help reduce dependence on imported raw materials. This creates social value by creating business opportunities and strengthening the local economy.

Supporting Education and Training Initiatives

Unilever can also invest in education and training programs for the younger generation in Indonesia, either in agribusiness or other skills relevant to the food

industry. It supports community development through job creation and skills development.

In the context of Bango Soy Sauce, pain value is the various difficulties or needs consumers face that can be solved through the product. Here are some examples of pain values that can be identified in the case of Bango Soy Sauce:

1. Difficulty Finding High-Quality Soy Sauce

Some consumers may have trouble finding soy sauce with consistent flavor and quality ingredients. Bango soy sauce, a tested and known quality product, can overcome this problem by providing soy sauce with a rich and natural flavor produced from quality soybeans.

2. Concerns about Food Safety

Amid increasing consumer awareness about chemicals or preservatives in food products, some people may be concerned about the content of soy sauce. Bango soy sauce, which promotes natural ingredients, can be a solution for consumers who want safer and healthier products.

3. Limited Choice of Flavors or Product Variations

Some consumers want a variety of soy sauce flavors to suit different types of dishes or tastes. Bango soy sauce can overcome this pain point by offering various soy sauce variants, such as sweet soy sauce, soy sauce, or soy sauce with the addition of certain spices, to provide more options for consumers.

4. The Difficulty of Finding Soy Sauce That Suits Traditional Cuisine

For many consumers in Indonesia, the taste of soy sauce is essential for traditional dishes such as fried rice, satay, or hodgepodge. Bango soy sauce, which is already known as the main choice for these dishes, can overcome consumers' needs for soy sauce and provide an authentic and distinctive taste that suits Indonesian dishes.

5. Dependence on Imported Products

Bango Soy Sauce, a local product, offers solutions for consumers who want to support domestic products. Some consumers may feel worried or disappointed by the dominance of imported products in the market, and by buying Bango soy sauce, they feel they are supporting the local industry and the Indonesian economy.

6. Problems with Impractical Packaging

Consumers also often find it difficult to package impractical or user-unfriendly products, for example, products that are difficult to open or not easy to pour. Bango soy sauce, with more practical and easy-to-use packaging, both in plastic bottles and glass bottles with an ergonomic design, solves this problem.

7. Availability Issues

Some consumers may find it difficult to find quality soy sauce in different areas, especially in remote areas or areas with limited product distribution. Kecap Bango, which has an extensive distribution network, strives to ensure its products are available in various markets, including traditional and modern markets, to address availability issues

This research was conducted by interviewing five respondents who shopped for Bango sweet soy sauce at the Berkah Azzahra store. The questions are open-ended to see the most important factors that become the shared value and pain value of consumers who buy Bango sweet soy sauce.

Table 1. Respondent Interview Results

Question	Respondent				
	Lisa's mother, 35 years old, is a Housewife	Ibu Dini, 40 years old, Employee	Mrs. Kinanti, 50 years old, Housewife	Bude Sri, 55 years old, Housewife	Mrs. Siti, 45 years old, Employee
What soy sauce is the choice to consume?	"Bango sweet soy sauce is because I have been using it for a long time, and the food is delicious and savory."	"It is a little bit darker but more of a black hole."	"Bango sweet soy sauce has been cooking since I was a girl."	"It is a shame that some people like to have a bad taste."	"It is a bit of a sweet smell, but it is still a good taste of the Oculus."
Why choose Bango sweet soy sauce?	"It is a tradition from parents, then they see commercials on TV, so it is the word of choice for the family."	"I have known Bango soy sauce since childhood, so I cannot move to another heart"	"It tastes better and savory, and the family prefers Bango soy sauce over others."	"I have been using it since I was a little girl to make it to the kitchen."	"It is better than any other type of food, but the flavor is more flavorful."
What packaging is the choice?	"It is better to keep the bottle in good condition, because the plastic packaging likes to leak and spill out immediately if it gets tangled."	"The bottle is more beautiful and hygienic."	"I prefer bottles because if the plastic likes to leak, and if it does not run out, it likes to be bottled."	"Many people think plastic bags will get dirty, so I do not think it is hygienic."	"The bottle packaging that is not used can be stored, if the plastic one likes to leak and likes to be in the mud, so sometimes, if there are many ants, they are immediately thrown away even though there is still a lot of soy sauce."

What makes you more interested in buying Bango sweet soy sauce?	"I have known about Bango sweet soy sauce for a long time, but when I saw the advertisement, it became more interesting, and I always liked the recipes."	"I have known Bango since I was a kid, and I have always seen ads and posters in the market, and I do not think I have ever lied."	"I like to have a recipe in the fridge and will try it."	"Look at the ads on TV from year to year; they are always attracting ads."	"Affordable price and quality for happy mothers"
What motivates mothers to continue to choose Bango soy sauce?	"Quality raw materials, savory and delicious taste, and easy to buy."	"The raw materials are quality, and the malika soybeans are also a choice, so it tastes better."	"It is easy to find, in all stores there must be one, and the raw materials are of quality too."	"The soybeans are of quality, so they also taste good and savory, without additives and preservatives."	"It is good for cooking because it is made from soybeans, and quality ingredients are always easy to find in every store or stall There must be one."

Table 2. Shared Value and Pain Value Analysis

Subject	Shared Value	Shared Pain Value
Lisa's mother	1) Buy more Bango sweet soy sauce for consumption	
	2) Family's Choice of Soy Sauce	
	3) Bottle packaging is more durable	1) Plastic packaging likes to leak
	4) Attractive ads	
	5) There are recipes on the package.	2) Easy to spill if hit
	6) Quality raw materials	
	7) Easy to buy	
	8) Good taste	
Early Mothers	1) Sweet soy sauce is an option for consumption	
	2) Heredity is a family choice	
	3) Beautiful and hygienic bottles	
	4) Attractive ads	
	5) Quality raw materials	
	6) Good taste	
Mother Kinanti	1) Prefer Bango sweet soy sauce for consumption	1) Plastic packaging likes to leak

	2) Good taste	2) Unhygienic / unhygienic
	3) Family choice	
	4) There are cooking recipes	
	5) Quality raw materials	
	6) Easy to buy	
	1) Sweet soy sauce is an option for consumption	
Bude Sri	2) Heredity is a family choice	1) Dusty plastic packaging
	3) Attractive ads	2) Unhygienic
	4) Quality soybeans	
	5) Good taste	
	6) No additives and preservatives	
	1) Sweet Potato Sauce Is An Option For Consumption	
	2) Taste better	1) Plastic packaging likes to leak
Mrs. Siti	3) Bottle packaging can be stored	2) Unhygienic / unhygienic
	4) Affordable price and quality	
	5) Easy to buy	
	6) Quality materials	

Based on the study's results analyzing consumers' shared value and pain value regarding the purchase of Bango sweet soy sauce at the Berkah Azzahra store, we found five factors that are the shared value and pain value of consumers regarding the purchase of Bango sweet soy sauce at the Berkah Azzahra store.

CONCLUSION

Based on research involving five respondents, it can be concluded that Bango sweet soy sauce creates significant shared value and addresses critical pain value among its consumers. Shared value is realized through the company's commitment to empowering local soybean farmers, promoting environmental sustainability, supporting social initiatives, and strengthening emotional connections and loyalty from consumers who value socially responsible brands. For retailers, this social value enhances customer trust and attracts consumers concerned about ethical consumption. Meanwhile, pain value reflects consumers' specific needs and challenges, including expectations for high product quality, consistent taste, practical and hygienic packaging, and affordability. Bango addresses these pain points by offering naturally sourced ingredients, maintaining taste consistency, and responding to leaky or dusty plastic packaging complaints. By meeting these expectations, the brand enhances consumer satisfaction, safety, and trust. For future researchers, it is recommended to expand the respondent base and explore comparative ethnographic studies across different consumer demographics and regions. Further investigation into the long-term impact of shared and pain values on brand equity and consumer loyalty would also provide deeper insights into effective consumer-centric strategies in the food and beverage industry.

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