

## **Proposed Marketing Strategy to Increase Customer Purchase Intention and Sale (case study: Evren Beauty)**

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**ABSTRACT:** This research was conducted to determine the suit marketing strategy for skincare brands to increase purchase and sales intentions. The beauty industry, especially skin care products, is experiencing growth which is creating intense competition between companies. Therefore, skincare product companies must have a good and appropriate marketing strategy to increase purchasing and sales intentions. This research also carries out external and internal analysis. External analysis was carried out using customer analysis and PESTLE analysis methods, while internal analysis was carried out using segmentation, targeting and positioning (STP) analysis methods and the brand's 4P Marketing Mix. From external and internal analysis, continue with SWOT analysis. After the SWOT analysis, a TOWS analysis is carried out to create a strategy as a business solution to increase purchasing intentions and increase sales.

**KEYWORDS:** – Marketing Strategy, Product Attributes, Promotion, Purchase Intention.

### **I. INTRODUCTION**

The skin care industry in the global market in recent years has experienced significant growth in the global market. Skincare products also have become popular among Indonesians and the skincare sector has experienced huge growth in recent years. The driver of this phenomenon is the increasing consumer awareness of the importance of the importance of skincare product to maintaining healthy skin and improving physical beauty. The demand for skincare products continues to increase along with increasing awareness of caring for the skin. This is an opportunity for business owners to take advantage of this moment by offering a variety of products that suit customer preferences and customer skin needs. The Covid-19 pandemic and social distancing have an effect on a person's behavior. The Covid-19 pandemic has also made many people spend their time at home. One of the activities they do to spend time is to care for them with skincare products, especially for women. During the lockdown period of COVID-19, the majority of people remained at home and had a great deal of personal leisure, which resulted in a huge increase in the number of people interested in personal skincare and cosmetic trends [1]. In the rapidly growing beauty and skin care sector, purchase intention plays a crucial role in determining the success of selling skincare product. Purchase intention refers to the degree to which a consumer possesses the desire and indication to acquire a specific product following a thorough process of consideration and review. This aspect is crucial since it accurately represents the purchasing power and serves as a primary measure of the effectiveness of a product's marketing campaign. Purchase intention is influenced by various factors, such as product quality, effectiveness, trust in the brand, price and promotion. Therefore, understanding and measuring purchase intention is very important for skincare companies. Companies must understand the factors that influence consumer purchasing intentions, so they can formulate more effective strategies to increase customer purchasing intentions. This will also have an impact on increasing sales, strengthening customer loyalty, and creating long-term, profitable relationships with consumers.

### **II. THEORITICAL FOUNDATION**

#### **2.1 Product Attributes**

Product attributes are characteristics that differentiate a product from other products. Products that have several main attributes include everything that can describe the product, both physical and non-physical. Examples of product attributes are features, quality, design, brand, and packaging. Product attributes can be one of the product elements that consumers consider important and serve as the basis for purchasing decisions [2]. Products

consist of a collection of measurable characteristics or attributes. Consumers have preferences for various product attributes based on needs, personal preferences, and purchasing situations. The evaluation criteria in consumer judgment process involve the product attributes of various alternatives and the resulting consequences of these attributes. Customers primarily utilize a limited number of essential product attributes when comparing brands due to their restricted ability to absorb information [3]. Product attributes serve as a means of conveying the characteristics and advantages of a product to potential customers, aiding firms in distinguishing themselves from rivals and establishing a distinctive selling proposition [4]. Efficiently managing product attributes is essential for boosting customer decision-making, optimizing sales performance, and enhancing the overall user experience on online shopping platforms.

## **2.2 Promotion**

Promotion is a strategic approach that attempts to spread information in order to enhance sales capability. Promotion is a frequently used approach utilized by different commercial firms to attract customers. The potential to involve customers in the running of businesses has demonstrated widespread appeal in the promotional mix, through the use of a promotion, people have been made aware of the existence of a product. Various promotional strategies possess distinct advantages and disadvantages in terms of their ability to reach the market, cost structure, and the uncertainty and willingness of potential consumers to value and pay for a product [5].

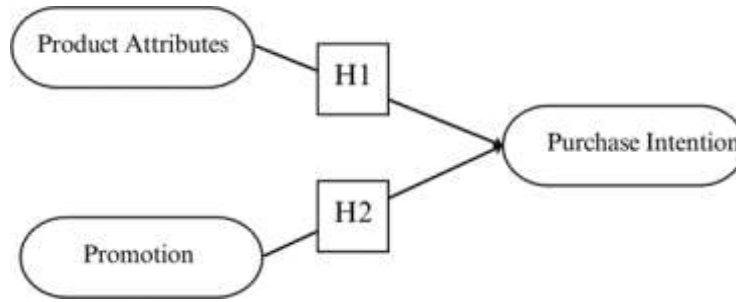
Promotion is an approach to strategy undertaken to enhance the spread and growth of a brand, product, or company. Promotion, in the field of marketing, refers to the act of communicating information in order to influence, persuade, or expand the target market for a company and its products. The ultimate goal is to encourage people to accept, purchase, and remain loyal to the company's offerings. Promotions are essential for informing consumers about products, emphasizing their benefits, and generating interest in making a purchase. Promotional activities have demonstrated significant efficacy in bolstering the introduction of new products into fiercely competitive marketplaces [6].

## **2.3 Purchase Intention**

Purchase intention is the probability of a customer buying a product or service in the near future, directly related to the consumer's perception [7]. Purchase intention can show the extent to which someone has the ability to buy the desired and selected brand after evaluation. Consumer attitude toward the purchase of a product or service is determined by the consumer's desire or intention to acquire the specified product or service [8]. Purchase intention is the match between purchasing motives and the attributes or characteristics of a product brand that have been previously considered for the next product purchasing process. Purchase intention can be a significant factor in decision-making and had significant role in decision-making. Understanding consumer's purchase intentions is crucial as it often allows for accurate predictions of their behavior [9].

Purchase intention is an essential concept in marketing that enables organizations to comprehend and influence consumer behavior. Companies may enhance their promotional strategies, enhance consumer interaction, and boost conversions by measuring and responding to purchase intent. Comprehending the variables that impact buy intent and the strategic utilization of this concept is crucial to companies seeking to enhance their marketing activities and enhance their financial performance. The inclination that consumers develop prior to engaging in purchasing behavior is referred to as purchase intention. Intentions are the driving force behind behavior, which explains why an individual will perform specific actions when contemplating consumption situations. Consequently, intentions function as indicators of potential future individual purchasing behavior [10].

2.4 Hypothesis Development



Source: Author

Fig 1: Hypothesis Development

2.4.1 Product Attributes on Purchase Intention

According to earlier study product attributes impact consumers’ purchase intention [11]. Product attributes play a significant role in shaping consumers' purchase intention by influencing their perceptions, attitudes, and preferences toward products. Further research in this area could explore emerging product attributes and their impact on purchase intention in the evolving marketplace. Product attributes that meet consumers' specific needs or desires can significantly increase their intent to make a purchase.

**H1: Product Attributes at Evren Beauty has a positive influence on Purchase Intention**

2.4.2 Promotion on Purchase Intention

The previous research promotions have an impact on consumer purchasing intentions [12]. Promotion is a key element of marketing strategy aimed at influencing consumer behavior and stimulating purchase intention. Promotional activities involve several marketing strategies such as advertising, promotional events, personal selling, and more. Promotion is a crucial factor that impacts consumer buying intentions.

**H2: Promotion at Evren Beauty has a positive influence on Purchase Intention**

III. RESEARCH METHODOLOGY

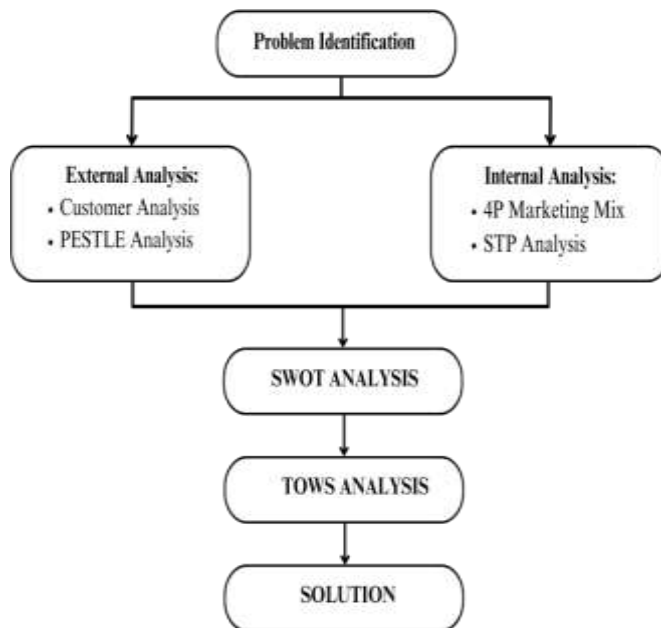


Fig 2: Research Framework

Source: Author

This research design will describe the step-by-step procedures involved in the investigation. Initially, the researchers performed research and interviews with business owners at the start of the study. This research is being conducted by analysis both external and internal elements, which will be discussed in the next section.

### **3.1 External Analysis**

This research employs various external analyses, specifically: (1) PESTLE Analysis, and (2) Customer Analysis. By utilizing these external analyses, the author examines and evaluates the most recent data on external factors that could impact current business conditions.

#### **3.1.1 Customer Analysis**

Understanding customer purchasing behavior and decision making is an important aspect in carrying out customer analysis. Customer analysis is also used to find out who the buyers are, where to buy the products, and what factors influence purchasing decisions. Customer analysis is also used to find out who the buyers are, where to buy the products, and what factors influence purchasing decisions. This section outlines the research methodology that will be employed to conduct a comprehensive customer analysis for improving the sales of skincare products [13].

##### **3.1.1.1 Customer Profiling**

This customer-centric approach utilizes data and information pertaining to customer behavior in their roles as purchasers, consumers, and businesses. The identification of the buyer, the selection of the purchasing location, and the assessment of the elements that impact the purchase are accomplished by utilizing both internal and external sources.

##### **3.1.1.2 The Company's Customer Value**

The consumer's perceived value is the disparity between the benefits the customer obtains and the offerings provided by the company. Consumers select items based on the value provided by these products, which allows customer analysis to uncover the company's strengths and weaknesses in comparison to its competitors.

#### **3.1.2 PESTLE Analysis**

PESTLE is an acronym that represents the following factors: political, economic, social, technological, legal, and environmental. The PESTLE analysis was selected because it was developed to condense an enormous amount of information into a form that is practical for decision-making. This analysis is used by enterprises to investigate the political, economic, social, technological, environmental, and legal aspects that could have an impact on their entrance into a market [14]. PESTLE is a tool for finding and evaluating factors that can affect business activity in the present or in the future.

##### **3.1.2.1 Politic**

Politic aspect on PESTLE involves the control of political power and the maintenance of a stable environment inside the country or region, both of which have the potential to impact the business. This element assesses the degree to which governmental policies can influence companies.

##### **3.1.2.2 Economy**

These factors include inflation, interest rates, economic growth, and employment market circumstances. Economic analysis enables organizations to comprehend the influence of fluctuating economic conditions on their operations. Changes in the economy can have an impact on models that determine the demand and supply of products.

##### **3.1.2.3 Social**

Social analysis includes social and cultural elements that have the potential to impact marketing strategies and customer choices. These factors including population characteristics, cultural beliefs, purchasing patterns, lifestyle changes, and societal concerns to impact a company's reputation.

##### **3.1.2.4 Technology**

Emphasizes that technology variables can greatly improve operational efficiency, product development, and competitive advantage. Technological aspects include changes in information technology, cybersecurity, influence of technology, degree of innovation, automation, and technological advancements.

##### **3.1.2.5 Legal**

Legal refers to the legal factors that impact a company's activities, including industry laws, employment legislation, intellectual property rights, and adherence to legal requirements.

### **3.1.2.6 Environment**

By conducting an analysis of environmental aspects, firms can discover potential risks and opportunities associated with environmental sustainability. This allows them to align their operations with internationally recognized environmental standards.

## **3.2 Internal Analysis**

The internal analysis conducted in this study included: (1) Marketing Mix Analysis, and (2) STP Analysis.

The author provides updated data and business conditions through these internal analyses.

### **3.2.1 4P Marketing Mix**

Marketing mix is a set of marketing tools that a company uses to achieve its marketing objectives in the target market. Basic concept in marketing which includes four key elements (Product, Place, Price, Promotion) used by companies to design and implement marketing strategies in achieving marketing goals and meeting customer needs [15]. The marketing mix remains a foundational concept in marketing management, providing a framework for firms to formulate and execute marketing strategies [16].

#### **3.2.1.1 Product**

A product is defined as the tangible goods that a company provides to its clients. The product element of the marketing mix covers the specifics of the actual goods or services offered to consumers. Products must meet the needs and expectations of consumers, and continuous innovation can be a significant competitive advantage [17].

#### **3.2.1.2 Price**

In terms of marketing, price perception is the way consumers view and assess the price of a product or brand [18]. Price is something that customers have to pay to obtain a particular product. Pricing strategies are crucial as they influence consumer perception and profitability.

#### **3.2.1.3 Place**

Place refers to the specific location where consumers are able to locate, use achieve, or purchase the offered products. Position elements can currently take on digital forms as well as physical locations, including websites, marketplaces, social media platforms, and factories and warehouses.

#### **3.2.1.4 Promotion**

Promotion includes the execution of a variety of marketing activities with the objective of increasing consumer interest and awareness of a product, as well as reaching the intended market in order to generate sales. Effective promotion increases visibility and supports other marketing mix elements in driving sales

## **3.2.2 STP Analysis**

### **3.2.2.1. Segmentation**

The objective of segmentation is to enhance comprehension of the distinct requirements and preferences of diverse customers [19]. Segmentation can be used in several ways to segment customers into several factors such as culture, geography, socio-economic variables, psychographics, and behavioral factors [20]

### **3.2.2.2. Targeting**

Targeting is the process by which a business determines which market segments will generate the greatest profits [21]. A successful plan for targeting a specific market, when combined with an accurate market segmentation, has the potential to considerably boost revenues. The process of selecting target markets consists of four steps: determining the primary criteria for segmentation, implementing market segmentation using the specified criteria, evaluating the suitability of each segment, and ultimately choosing the target markets.

### **3.2.2.3. Positioning**

A marketer or business owner is faced with the challenge of choosing an effective positioning strategy, this is due to the importance of positioning for customer perceptions and preferences. Positioning that is done correctly and effectively will have the potential to build a strong brand and if the positioning is not appropriate it will have a negative impact on the brand [22].

## **3.3 Data Collection Method**

There are several data collection methods commonly used in this research:

### **3.3.1 Interview**

Interview refer to type of data collection in research that involves interacting between researchers and respondents. The objective of interview to find problem that faced by Evren Beauty.

**3.3.2 Observation**

Observation refers to data gathering technique that entails the direct and systematic observation of behavior, events, or phenomena that take place in the environment being studied.

**3.3.3 Questionnaire**

Questionnaire is a tool or instrument that has a list of questions or statements that are designed to be sent to respondents in order to obtain relevant data or information. The author spread and distribute questionnaire to respondent using google form include several questions regarding product attributes, promotion, and purchase intention.

**3.4 Data Analysis Method**

The problems in this research emerged in Evren Beauty based on data and phenomena obtained by the author in the field. This research aims to analyze the relationship between variables or how one variable influence others variable. The purpose of this research is to explain the influence of product attributes and promotions on purchase intentions at Evren Beauty. The data obtained will be processed using quantitative methods via SPSS software. This research conducted multiple linear regression analysis.

Population refers to the entire group or collection of entities or any other entities that share a specific characteristic or parameter. In this study, the population is Indonesian people who want to buy skincare product and who have purchased skincare product. In this research, the sampling technique used is judgment sampling, a non-probabilistic sampling method in which the sample selection is not taken randomly and the sample selection is carried out based on the researcher's subjective considerations. The authors take the sample criteria, namely respondents must be female citizens of Tasikmalaya who desire to buy skincare product. Subsequently, the authors selected a sample of 239 respondents in the expectation that these respondents would adequately reflect the total population.

**IV. RESEARCH RESULT**

**4.1 External Analysis**

The external analysis used is PESTLE analysis, Porter's 5 Forces analysis, customer analysis, and competitor analysis.

**4.1.1 Customer Analysis**

Understanding consumer behavior is essential for success in the retail industry, where customer analysis is a critical component of business operations. To effectively analyze consumer data, a variety of methodologies and techniques have been implemented [23].

**4.1.1.1 Coefficient Determination**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.650 <sup>a</sup>	.423	.418	1.705	1.335

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Source: Author

**Fig 3: Model Summary (Coefficient of Determination Test Result)**

Based on this figure the number 0.650 shows that there is a strong relationship between the independent variables (X1 and X2) and the dependent variable (Y). The coefficient of determination shows that approximately 42.3% of the variability in Y can be explained by the independent variables X1 and X2. This means that 57.7% of the variability in Y cannot be explained by this model.

**4.1.1.2 F-Test (Simultaneous Influence)**

The F-test was carried out with the objective of determining the extent to which the independent variables simultaneously exerted an influence on the variable that fell under investigation. with the hypothesis proposed as follows:

- $H_0: \beta_1, \beta_2 \leq 0$ , Indicating that there is no simultaneous positive influence between the independent variables product attributes (X1) and promotion (X2) on the dependent variable purchase intention (Y).
- $H_1: \beta_1, \beta_2 > 0$ , Indicating that there is no simultaneous positive influence between the independent variables product attributes (X1) and promotion (X2) on the dependent variable purchase intention (Y).

Based on the decision-making criteria of the F test, which are as follows:

- If the p-value  $< 0.5$  then  $H_0$  is rejected and  $H_1$  is accepted, indicating that there is a variable influence independent (X) simultaneously to the dependent variable (Y).
- If the p-value  $> 0.5$  then  $H_0$  is accepted and  $H_1$  is rejected, indicating that there is no influence of the independent variable (X) simultaneously on the dependent variable (Y)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	502.546	2	251.273	86.410	.000 <sup>b</sup>
	Residual	686.266	236	2.908		
	Total	1188.812	238			

a. Dependent Variable: Y  
b. Predictors: (Constant), X2, X1

**Source: Author**  
**Fig 4: ANOVA (F-Test Result)**

Based on the figure above, the p-value is in the sig. 0.000 is smaller than 0.05 ( $p < 0.05$ ) which indicates that this model is also statistically significant. The F test shows that variables X1 and X2 together significantly influence the dependent variable Y.

**4.1.1.3 T-Test (Partial Influence)**

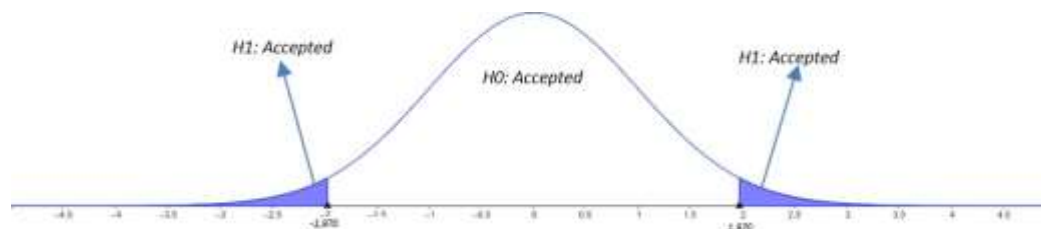
The objective of the T-test was to determine the influence of each independent variable (X) on the dependent variable (Y). T-test uses a significance level of  $\alpha = 5\%$ . This research, consist of the independent variables product attributes (X1) and promotion (X2), while the variable that is being used as a dependent variable is purchase intention (Y), with the hypothesis being as follows:

Influence of product attributes (X1) toward purchase intention (Y):

- $H_0: \beta_1 \leq 0$ , indicating that there is no positive partial influence between the product attributes variable (X1) on purchase intention (Y).
- $H_1: \beta_1 > 0$ , indicating a positive partial influence of the product attributes variable (X1) on purchase intention (Y).

Influence of promotion (X2) toward purchase intention (Y):

- $H_0: \beta_1 \leq 0$ , indicating that there is no positive partial influence between the promotion variable (X2) on purchase intention (Y).
- $H_1: \beta_1 > 0$ , indicating a positive partial influence of the promotion variable (X2) on purchase intention (Y).



**Source: Author**

**Fig 5: Two-Tailed Normal Distribution Curve**

The requirements for doing the T-test (Partial Influence) are as follows:

- If t count  $> t$  table (1.970) or t count  $< t$  table (-1.970),  $H_0$  is rejected and  $H_1$  is approved, it indicates that the independent variable (X) has a partial influence on the dependent variable (Y).
- If t count  $< t$ -table (1.970) or t count  $> t$ -table (-1.970),  $H_0$  is accepted and  $H_1$  is rejected, it indicates that the independent variable (X) partially has no influence on the dependent variable (Y)

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.414	.631		8.583	.000		
	X1	.233	.023	.510	10.170	.000	.971	1.029
	X2	.136	.021	.326	6.490	.000	.971	1.029

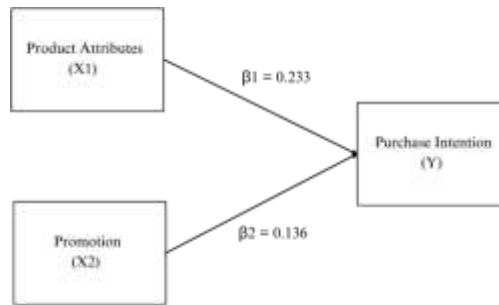
a. Dependent Variable: Y

Source: Author

**Fig 6: Coefficient (T-Test Result)**

The text below provides an explanation of the outcomes of the T test, which are derived from Figure X:

- H0 is rejected and H1 is accepted. The product attributes variable (X1) has a positive influence on the purchase intention (Y) due to t-count (10.170) > t-table (1.970)
- H0 is rejected and H2 is accepted. The promotion variable (X2) has a positive influence on the purchase intention (Y) due to t-count (6.490) > t-table (1.970).



Source: Author

**Fig 7: Research Regression Mode**

Based on the figure, The multiple linear regression used in this research is as follows:

$$Y = 5.414 + 0.233 X1 + 0.136 X2 + \epsilon$$

Based on equation of the multiple linear regression above. The multiple linear regression equation indicates that the purchase intention (Y) can be described by the product features (X1) with a value of 0.233 and the promotion (X2) with a value of 0.136. The positive values of the independent variables X1 (0.233) and X2 (0.136) indicate that while Evren Beauty has good attributes of a product and promotion, the consumer's purchase intention is likewise high, and vice versa. Regarding the two independent variables examined, the variable representing product attributes (X1) has a greater impact. Therefore, it would be advisable for Evren Beauty to prioritize improving the product attributes.

**4.1.2 PESTLE Analysis**

**4.1.2.1 Political**

The year 2024 is significant for business in Indonesia, particularly due to the political circumstances that directly influence the corporate landscape. In light of the upcoming general election in 2024, it is important for companies to closely monitor and analyze the evolving political dynamics. The election results and policies implemented by the recently elected administration will exert a substantial influence on economic policy, industrial regulation, and general political stability. The economic policies adopted by the government have a direct impact on business conditions. Fiscal policies such as taxes, subsidies and public spending budgets can affect a company's operational costs and profitability.

**4.1.2.2 Economic**

Indonesia is presently undergoing a process of recovery from the effects of the Covid-19 pandemic. The transmission of COVID-19 in Indonesia has occurred swiftly and extensively. The fast distribution and wide spread of COVID-19 have greatly impacted numerous industries. In 2021 and 2023, with economic growth again reaching



positive figures. Despite fluctuations, Indonesia's GDP data still reflects significant economic resilience, showing that despite facing challenges, the Indonesian economy has strong long-term growth potential. National economic growth has a significant impact on the skincare business. When economic growth increases, consumer purchasing power also tends to increase.

#### **4.1.2.3 Social**

The trend of beauty products has increased since the onset of Covid-19. Increasing public awareness of the importance of using skincare to care for their skin. Amidst the COVID-19 lockdown, individuals mainly remained at home and had unlimited personal free time, leading to a significant boost in their preferences towards personal skincare and aesthetic trends [24]. Increasing awareness of skin health and the importance of care among Indonesian people is also influenced by the ease of accessing information in various sources such as the internet and social media, the large amount of educational content on social media makes people understand more about how to deal with facial skin problems.

#### **4.1.2.4 Technological**

Technology is an important aspect in running a business, with technology a company can easily develop its business. Information and communication technology allows skincare companies to adopt sophisticated digital marketing strategies. Social media platforms, websites, and mobile applications can be used to promote products, interact with consumers, and facilitate sales online through e-commerce. Due to the rapid advancement of Mobile Internet technology, the e-commerce market is experiencing a constant influx of business innovations. The booming e-commerce livestreaming sector in Indonesia is definitely remarkable and attracting. E-commerce livestreaming is a form of social networking and shopping that occurs in real-time [25].

#### **4.1.2.5 Environment**

Environmental aspects become very important in the era of globalization. Environmental damage and climate change are forcing companies to switch products to become environmentally friendly. Companies are required to be able to generate profits but must contribute to environmental or sustainability aspects. The international world has grown increasingly aware of environmental concerns due to the detrimental impacts of pollution, which arise from the processes of industrialization and urbanization. According to [26]. Skincare brands are currently required to adapt to environmentally friendly products and refer to green products. The term "green" encompasses concepts such as "eco-friendly," "environmentally friendly," "environmentally responsible activities," or "sustainable." Green products are often characterized by their durability, non-toxic nature, use of materials that have been recycled, or minimum packaging [27].

#### **4.1.2.6 Legal**

Legal is an important aspect of running a business in Indonesia, especially for skincare businesses which must meet many requirements. Companies must pay attention to licensing and registration requirements for skin care products. This includes ensuring that the company has the appropriate business license and that each skin care product has been registered and received a distribution permit from the Food and Drug Supervisory Agency (BPOM) as written in Article 1 point 35 of BPOM Regulation Number 26 of 2018. Skin care companies that want to market their products in Indonesia is obliged to obtain halal certification in accordance with the provisions in Article 4 of Law Number 33 of 2014 concerning Halal Product Guarantees which states that every product traded in Indonesian territory must be halal certified.

### **4.2 Internal Analysis**

#### **4.2.1 4P Marketing Mix**

Evren Beauty has a variety of products on offer to treat various skin problems. Evren Beauty has products such as face wash, serum, toner, sunscreen and moisturizer. Evren Beauty products have been adapted to various skin types, such as oily skin, acne-prone skin and dry skin. This shows the brand's understanding of consumers' individual needs and their efforts to provide solutions that suit specific skin conditions. Evren Beauty's products have BPOM certification (The Indonesian Food and Drug Authority) and halal certification, so they are safe to use on the skin. This shows Evren Beauty's commitment to the quality, safety and suitability of their products, it also gives consumers additional confidence that the products have passed rigorous testing and evaluation in accordance with applicable standards. Products from Evren Beauty also contain the best ingredients to maintain the health and beauty of their skin.

##### **4.2.1.1 Promotion**

Evren Beauty offers its products at quite affordable prices compared to other brands which have the same skincare content as Evren Beauty products. Prices for Evren Beauty products start from Rp. 65,000 to Rp. 155,000. Evren Beauty sets prices according to skincare prices on the market. Evren Beauty uses the prices offered by competitors for similar products as a benchmark. This is also useful for avoiding price wars with competitors.

##### **4.2.1.2 Place**

Place or distribution channel is an important element and has an important role in marketing strategy because it has a direct influence on how the product or service reaches the final consumer. Evren Beauty sells its products through

online and offline channels. e-commerce platforms and social media are options for marketing their products. One of the e-commerce platforms used by Evren Beauty is Shopee. Shopee is a popular e-commerce platform and has a very wide market reach in Indonesia. Evren Beauty has not maximized other E-commerce such as Tokopedia and Lazada, this can be an evaluation for Evren Beauty so that customers can access Evren Beauty products widely. Evren Beauty also sells its products offline through beauty house of Evren Beauty and Rumah Aura in Tasikmalaya City. Customers can consult about what products are right to treat skin problems at the Beauty House.

#### **4.2.1.3 Price**

Evren Beauty offers its products at quite affordable prices compared to other brands which have the same skincare content as Evren Beauty products. Prices for Evren Beauty products start from Rp. 65,000 to Rp. 155,000. Evren Beauty sets prices according to skincare prices on the market. Evren Beauty uses the prices offered by competitors for similar products as a benchmark. This is also useful for avoiding price wars with competitors.

#### **4.2.2 STP Analysis**

##### **4.2.2.1 Segmenting**

The segmentation table categorizes potential customers of Evren Beauty into four distinct segments based on demographic and psychographic characteristics. Segment 1 consists of young adults aged 18-24 who are high school or university students, characterized by lower income, active social media use, and a preference for online shopping. Segment 2 includes fresh graduates and young workers aged 25-34 from middle class backgrounds with low income, who are careful in choosing products and seek specific benefits. Segment 3 comprises adults aged

35-44 who are workers, housewives, or entrepreneurs, belonging to the middle-high class with middle-high income, looking for specific benefits and demonstrating loyalty if the product meets their expectations. Segment 4 targets older adults aged 45-54, mainly workers or housewives, from high-income backgrounds, who avoid complicated products, value convenience, and emphasize quality and effectiveness. This segmentation helps Evren Beauty tailor its marketing strategies and product offerings to meet the diverse needs and preferences of each customer group.

##### **4.2.2.2 Targeting**

Targeting is the procedure of selecting specific segments to concentrate marketing efforts on, following the process of segmentation. In this step, the task is to assess the appeal and possible profitability of each section, and thereafter choose one or more segments to focus on. Prior to selecting segments, it is essential to evaluate the comparative profitability of each potential target market. When choosing target markets, prospective profitability is a crucial factor to consider [28]. The segments chosen are segments 2 and 3 as the target market.

##### **4.2.2.3 Positioning**

Evren Beauty positions itself as the solution for customers struggling to find suitable skincare products by offering a diverse range of options that cater to all skin types. The brand stands out by using high-quality ingredients while maintaining affordability, making premium skincare accessible to a broader audience. Customers can trust Evren Beauty's commitment to safety and quality, as all products are BPOM-certified and halal. Moreover, the beauty house operated by Evren Beauty provides additional beauty solutions, enhancing the brand's credibility and comprehensive approach to skincare. This positioning strategy ensures that Evren Beauty can effectively meet the varied needs of its customers, building trust and loyalty.

#### **4.3 SWOT Analysis**

**Table 1: SWOT Analysis**

Strength	Weakness
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	<ol style="list-style-type: none"> <li>1. Evren Beauty products cover all skin types' needs (<b>Marketing Mix</b>)</li> <li>2. Evren Beauty products are made with quality ingredients (<b>Marketing Mix</b>)</li> <li>3. All Evren Beauty products have BPOM certificates and Halal certificates (<b>Marketing Mix</b>)</li> <li>4. Evren Beauty has relatively cheap prices (<b>Marketing Mix</b>)</li> <li>5. Evren Beauty operates a beauty house (<b>Marketing Mix</b>)</li> <li>6. Evren Beauty offers consultations with beauty experts (<b>Marketing Mix</b>)</li> <li>7. Evren Beauty has a potential customer with medium-high income (<b>STP Analysis</b>)</li> </ol>	<ol style="list-style-type: none"> <li>1. The use of other e-commerce platforms such as Tokopedia and Lazada has not been used (<b>Marketing Mix</b>)</li> <li>2. Evren Beauty does not sell products specifically for the male segment (<b>Marketing Mix</b>)</li> <li>3. Lack of Followers on Instagram and TikTok, as well as on E-commerce such as Shopee (<b>Marketing Mix</b>)</li> <li>4. Evren Beauty has not done paid advertising on social media (<b>Marketing Mix</b>)</li> </ol>
<b>Opportunity</b>	<b>S – O Strategies</b>	<b>W – O Strategies</b>
<ol style="list-style-type: none"> <li>1. Rapid growth of the skincare market (<b>PESTLE</b>)</li> <li>2. Increased awareness of the importance of using skincare (<b>PESTLE</b>)</li> <li>3. Various e-commerce platforms that can be used (<b>PESTLE</b>)</li> <li>4. The Indonesian economy shows a positive recovery trend with consistent growth from year to year. (<b>PESTLE</b>)</li> </ol>	<p><b>Promotion Through Live Streaming in Beauty House (S5,S6,O2,O5) Skincare Marketing Strategy:</b></p> <p><b>Highlighting Ingredient Certification and Quality (S2, S3,O2,O6,O7)</b></p> <p><b>Leveraging Diverse Offerings and Competitive Pricing for E-commerce Domination in</b></p>	<p><b>Male Product Line Introduction (W2, O1, O2)</b></p> <p><b>Aggressive Social Media Strategy to build customer base (W3, W4, O5, O6, O7)</b></p>

<ol style="list-style-type: none"> <li>5. Live streaming platforms open new opportunities for skincare companies (<b>PESTLE</b>)</li> <li>6. product attributes has positive influence to purchase intention (<b>Customer Analysis</b>)</li> <li>7. promotion has positive influence to purchase intention (<b>Customer Analysis</b>)</li> </ol>	Indonesia's Rising Economy ( <b>S1, S4, O3, O4</b> )	
<b>Threats</b>	<b>S – T Strategies</b>	<b>W – T Strategies</b>
<ol style="list-style-type: none"> <li>1. Potential Regulatory Changes (<b>PESTLE</b>)</li> <li>2. Strict regulations in Indonesia including BPOM and Halal Certification which require additional costs (<b>PESTLE</b>)</li> <li>3. Trends in Environmentally Friendly Products that Require High Costs (<b>PESTLE</b>)</li> </ol>	<p>Adaptation to Environmentally Friendly Trends (<b>S2, T3</b>)</p> <p>Promotion of Halal Products and BPOM in Facing Regulatory Changes (<b>S3, T1</b>)</p>	<p>Developing Environmentally Friendly Products in Response to Regulations and Market Trends (<b>W2, T3</b>)</p> <p>Strengthening Digital Presence to Address Regulatory Changes (<b>W1, W3, W4, T1</b>)</p>

#### 4.4 TOWS Analysis

##### 4.4.1 Strength-Opportunity (S-O) Strategies

###### 1. Promotion Through Live Streaming in Beauty House (S5, S6, O2, O5):

Utilize beauty houses and consultations with beauty experts to conduct live streaming sessions and interactive product tutorials to capitalize on the increasing awareness about the importance of skin care.

###### 2. Skincare Marketing Strategy: Highlighting Ingredient Certification and Quality (S2, S3, O2, O6, O7):

Utilizing BPOM and Halal certification in advertising to appeal to discerning consumers who prioritize product safety

and quality, while also highlighting the utilization of high-quality components as a primary selling proposition in marketing campaigns to leverage the growing consciousness regarding skincare quality, efficacy, and effective.

**3. Leveraging Diverse Offerings and Competitive Pricing for E-commerce Domination in Indonesia's Rising Economy (S1, S4, O3, O4):**

Evren Beauty can leverage its ability to cater to various skin types and its cheap price to actively broaden its reach on multiple e-commerce platforms in Indonesia, taking advantage of the favorable economic recovery and growth.

**4.4.2 Strength-Threats (S-T) Strategies**

**1. Adaptation to Environmentally Friendly Trends (S2, T3):**

Reformulating products to meet stricter environmental standards and highlighting these eco-friendly changes in marketing communications. This approach not only ensures compliance with regulations but also positions Evren Beauty as a sustainable brand, appealing to environmentally conscious consumers and differentiating it from competitors in the market.

**2. Promotion of Halal Products and BPOM in Facing Regulatory Changes (S3, T1):**

Leverage the advantages of having an official certificate as a form of compliance with strict and potentially changing regulations, confirming commitment to safety and quality standards.

**4.4.3 Weakness-Opportunity (W-O) Strategies**

**1. Male Product Line Introduction (W2, O1, O2):**

Create and promote skincare products targeted exclusively for male consumers, capitalising on the rising awareness and growing market for skincare product.

**2. Aggressive Social Media Strategy to build customer base (W3, W4, O5, O6, O7):**

Strengthen social media strategies and utilize paid advertising to build a strong follower base, as well as use live streaming platforms for product demonstrations to reach wider customers.

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#### **4.4.4 Weakness-Threats (W-T) Strategies**

##### **1. Developing Environmentally Friendly Products in Response to Regulations and Market Trends (W2, T3):**

Investigating and developing an environmentally friendly product line specifically for the men's segment, which Evren Beauty has not yet touched, as a way to enter new markets and overcome deficiencies in product innovation.

##### **2. Strengthening Digital Presence to Address Regulatory Changes (W1, W3, W4, T1):**

Initiate and optimize presence on e-commerce platforms to reduce risks from physical sales restrictions that may arise from regulatory changes. Carrying out paid advertising campaigns on social media to increase followers and visibility on Instagram, TikTok and Shopee, while increasing brand readiness for digital regulations that may change.

#### **4.5 Business Solution**

##### **1. E-commerce Platform Expansion and Optimization**

Expansion and optimization of the e-commerce platform is a strategic step for Evren Beauty to expand market reach and increase sales. By utilizing e-commerce platforms such as Tokopedia and Lazada, Evren Beauty can reach more consumers throughout Indonesia who increasingly rely on online shopping. Evren Beauty can take advantage of special features from each platform, such as holiday promos, flash sales, and collaborations with e-commerce influencers to increase product visibility and appeal.

##### **2. Development of a Men's Special and Environmentally Friendly Product Line**

The development of a special men's and environmentally friendly product line is a promising strategy for Evren Beauty to meet the needs of an untapped market and follow current environmental trends. With increasing awareness of the importance of skin care among men, Evren Beauty was able to create a series of skincare products specifically designed for men's skin needs. Additionally, by adopting environmentally friendly ingredients and sustainable production methods, Evren Beauty can attract consumers who are increasingly concerned about the environmental impact of the products they use.

##### **3. Utilization of Live Streaming Platforms for Education and Promotion**

Utilizing live streaming platforms such as Instagram Live, TikTok Live, or YouTube Live can be an effective strategy for education and promotion of Evren Beauty products. Through live streaming sessions, Evren Beauty can hold detailed product use tutorials, explain the benefits and how to use them clearly, and answer questions directly from the audience through Q&A sessions with beauty experts. Additionally, live streaming sessions can be used to launch new products, provide special offers or exclusive discounts during the broadcast, and host interactive demonstrations that engage the audience.

##### **4. Increased Social Media Presence to Increase Visibility**

Increasing presence on social media and expanding market reach, Evren Beauty can strengthen its social media strategy by increasing the number of followers on Instagram and TikTok through paid advertising campaigns and live streaming. Additionally, collaborating with popular influencers on both platforms will help increase product visibility. Influencers can promote products through reviews, tutorials and engaging content, as well as participate in product demonstrations and live consultations with beauty experts.

##### **5. Development of Loyalty Programs and Special Promotions**

Increasing customer retention and encouraging repeat purchases, Evren Beauty can develop an attractive loyalty program by offering exclusive discounts, special offers, rewards for repeat purchases, as well as a points system that can be exchanged for free or discounted products. A personalized shopping experience can also be provided, such as product suggestions tailored to customers' skin needs and free beauty consultation services.

## V. CONCLUSION

This research analyzes the suit marketing strategy to increase sales and purchase intention from customers. The results of this analysis show that product attributes and promotions have a positive influence on purchase intention. This can be used as a basis for developing the right business strategy for skincare companies. This research also produces business solutions based on TOWS analysis, after evaluating the internal and external business environment. Utilizing marketing on social media and optimizing e-commerce platforms in various ways is the core of this business solution. Strategy implementation is also related to the utilization of resources owned by Evren Beauty with various digital development involvement. This aims to enable companies to reach a wider range of customers and gain competitive advantage.

## VI. RECOMMENDATION

### 6. 1 Managerial Implication

#### 6.1.1 Integration of Sales and Services

To effectively integrate Evren Beauty's product sales and service operations, managers should create a cohesive strategy that leverages both skincare products and beauty house services. This can be achieved by offering bundled packages with discounts on skincare products when customers schedule beauty treatments. Training beauty house personnel on cross-selling skincare items during consultations can improve revenue streams and provide a pleasant, integrated experience. Integrating product and service promotions will enhance customer loyalty and satisfaction.

#### 6.1.2 Adapting to Customer Trends

To sustain a competitive advantage, managers should allocate resources to market research and data analytics to track changes in consumer behavior and preferences. For example, with increasing demand for natural and environmentally conscious skincare products, the company should promptly adjust its product development and marketing strategies. Collecting consumer feedback through surveys and social media interactions will guide product innovation and service improvements, ensuring Evren Beauty meets customer demands.

#### 6.1.3 Enhancing Online Marketing

Managers should intensify efforts on social media and e-commerce platforms to capitalize on online marketing opportunities. By using targeted advertisements, collaborating with influencers, and creating appealing content on Instagram, TikTok, and Shopee, Evren Beauty can enhance visibility and engagement. Integrating e-commerce platforms like Tokopedia and Lazada with social media marketing can increase website visits and sales. Sales promotions such as time-limited offers and exclusive online discounts can boost customer interest and urgency to purchase, helping Evren Beauty acquire new clients, retain customers, and expand market share.

### 6.2 Future Study Recommendation

The variables examined in this study are restricted to the areas of product attributes, promotion, purchase intention. Subsequent research can employ a more extensive sample size to yield a more comprehensive understanding of the phenomenon, hence introducing additional variables not addressed in this study. Although this research focuses on product attributes and promotions, future research could add other relevant variables. The study findings indicate that the independent factors, product attributes and promotions, have a significant impact on the dependent variable, which is the purchase intention, accounting for 42.3% of the variance. Hence, the unaccounted 57.7% is subject to the influence of other elements that have not been identified in this study. Hence, the authors anticipate that future research endeavors will elucidate other characteristics that remained unexplained in the present study.

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