



**PROPOSED ONLINE MARKETING STRATEGY TO RAISE BRAND AWARENESS
FOR VELMARE BY SOCIOLLA**

Oleh

Fadhel Ananda Budiman¹, Nila Armelia Windasari²

^{1,2}SBM, Institut Teknologi Bandung, Indonesia

e-mail: ¹fadhel_budiman@sbm-itb.ac.id, ²nila.armelia@sbm-itb.ac.id

Abstract

The development of Industry 4.0 has been rapidly progressing worldwide, including in Indonesia. This has led to digitalization in various business industries, from infrastructure to product sales. The COVID-19 pandemic in 2020 further accelerated this transition, as people turned to online platforms for their activities. Velmare, a local Indonesian skincare brand, recognized this opportunity and began selling their products exclusively online through different platforms. However, Velmare has been facing challenges in terms of competitiveness compared to other local skincare brands. Its competitors have adopted an omnichannel strategy, selling products both online and offline. As a result, Velmare needed to develop a new strategy to stay relevant. To determine the potential, strengths, weaknesses, and threats to the Velmare brand, a business analysis was conducted, which involved internal and external assessments. Internal analysis utilized the Marketing Mix (4P), VRIO, and STP analysis, while external analysis involved PESTLE analysis, Porter's Five Forces, and stakeholder analysis. Additionally, a questionnaire was distributed to approximately 160 respondents to assess Consumer-Brand Engagement (CBE) through various points of analysis. The obtained analysis results were processed using SmartPLS software and the SEM-PLS method to measure the correlations between the variables used in the research. The primary objective of this research was to provide business solutions that would enhance purchase intention, brand image, and brand awareness for Velmare. The framework model was analyzed with high accuracy and can serve as a reference for proposing business solutions. The research model framework incorporated variables such as electronic word-of-mouth (EWOM), interaction, trendiness, entertainment, promotion, and omnichannel to achieve consumer-brand engagement. This engagement, in turn, influenced brand image and brand awareness, ultimately determining customer purchase intention. The author hopes that the proposed research objectives will be achieved, thereby addressing the challenges faced by Velmare.

Keywords: Omnichannel, CBE, Brand Awareness, Brand Image, purchase intention

INTRODUCTION

The development of Industry 4.0 is rapidly advancing in Indonesia and worldwide, driven by advances in information technology and internet accessibility. The COVID-19 pandemic further accelerated this trend, pushing people to shift their habits towards online shopping and communication technologies. Indonesia has experienced significant growth in internet users, with

projections estimating 210 million users by 2022, compared to 175 million users before the pandemic (APJII, 2022). This growth presents lucrative opportunities for online businesses. The skincare and cosmetic industry, in particular, has seen tremendous potential due to the increasing demand for at-home facial treatments and skincare products. Skincare holds a substantial market share of 42% in the



global cosmetic industry (Statista Research Department, 2022).. Brands in this industry have transitioned from conventional marketing strategies to digital marketing, utilizing social media and online platforms as cost-effective tools for advertising and engaging with consumers.

The challenge for marketers, especially online marketers, lies in increasing brand awareness and consumer-brand engagement (Dessart et al., 2015). Establishing sustainable relationships with consumers through engagement and increasing brand loyalty is crucial (Dessart et al., 2015). Social media has evolved into a primary platform for brands to communicate, share brand and product knowledge, and raise awareness (Dessart et al., 2015). It is considered one of the most effective digital marketing tools, contributing to positive brand image, consumer trust, and increased consumer purchases (Cheung et al., 2020). Studies have shown that social media marketing, particularly through creative content shared on dynamic social media communities, influences consumers' purchase intentions (Gao and Feng, 2016). Indonesian young adults, being active social media users, are particularly susceptible to the content shared on social media platforms (Hamzah et al., 2021).

Consumer-brand engagement, based on brand knowledge, plays a significant role in building brand loyalty and driving purchase intention (Keller, 2016). Social media marketing is effective when it incorporates five essential elements: entertainment, customization, interaction, electronic word-of-mouth (EWOM), and trendiness (Cheung et al, 2020 and Godey et al, 2016). Successful implementation of these elements by luxury and mainstream brands has led to high consumer-brand engagement, increased brand awareness, and elevated purchase intention. Therefore, this study aims to focus on raising brand awareness for Velmare by Sociolla through a proposed integrated marketing strategy, leveraging the

power of social media marketing and the essential elements mentioned above.

Brand awareness refers to a potential consumer's ability to recognize or recall a product associated with a specific brand (Aaker, 1991 in Cheung et al., 2020). It enables consumers to identify the brand in different situations or conditions (Alimen and Cerit, 2010). Brand elements such as name, logo, slogan, or packaging contribute to brand awareness by capturing the brand's potential availability in consumers' minds. Exposure to these brand elements strengthens the connection between the brand and its products, increasing brand familiarity among consumers (Keller, 2016). Brand awareness plays a crucial role in brand knowledge, leading to consumer preferences and loyalty (Kim et al., 2018).

Marketers can establish brand awareness by creating memorable exposures for consumers. This, in turn, can stimulate word-of-mouth interactions and enhance brand engagement. Brand exposure can take various forms, including slogans, packaging, and brand names, as identified by Keller (2013). The level of brand awareness has a significant impact on consumers' purchase decisions and considerations. High brand awareness can enhance consumers' perception of quality associated with a particular brand. Additionally, brand awareness is recognized as a key driver of purchase intention.

H1: Brand awareness positively influences purchase intention

Brand image refers to the attributes, features, or characteristics associated with a brand that are perceived by consumers and differentiate it from its competitors (Reza Jalilvand and Samiei, 2012). It is created through the brand's associations with its name, products, and advertising, which are then grasped by consumers. Brand image reflects consumers' perceptions and feelings towards a particular brand. Marketers play a crucial role in effectively communicating the brand image



to the target consumers, as it influences consumer preferences. Building a positive brand image can increase consumer-brand loyalty and impact consumer purchase intention, thereby leading to increased future profits for the brand (Cheung et al., 2020).

H2: Brand image positively influences purchase intention

Brand knowledge refers to consumers' understanding of a specific brand and is a crucial characteristic for consumers (Singh et al., 2020). It allows consumers to distinguish a brand's products from those of its competitors. Marketers can enhance consumers' brand knowledge by providing sufficient information and fostering strong engagement, which helps consumers become more familiar with the brand (Elsharnouby et al., 2021). Brands have become a significant offering for marketers and serve as a measure of trust for consumers. Low levels of consumer brand knowledge can impact their memory and perception of a brand. Consumer brand knowledge plays a vital role in influencing consumers' purchase decisions (Singh et al., 2020). Additionally, reviews and comments from other consumers can also influence consumers' knowledge about a particular brand, thereby influencing their intention to build a relationship with the brand (Singh et al., 2020).

Social media is widely recognized as a crucial communication platform for brands to provide interactive and continuous information to customers through two-way communication (Valos, et al., 2017). Brands that engage with consumers on social media are more likely to see positive outcomes, including increased engagement and improved cash flow.

In recent years, consumers have shifted from traditional media to various social media platforms to seek relevant information about their favorite brands. Creating interactive and creative content on social media is key to successful social media marketing. Interactive social media marketing and electronic word-of-

mouth (EWOM) contribute to building long-term brand trust, consumer-brand relationships, and ultimately influence customers' purchase decisions (Prasad & Garg, 2019). Recognizing the significant potential of social media marketing, companies are actively utilizing social media to build consumer-brand relationships by providing product information and facilitating interactions with customers (Prasad & Garg, 2019).

According to Verma and Yadav (2021), Electronic Word of Mouth (EWOM) has emerged as a trusted and valuable information source for consumers. It possesses greater credibility and generates consumer empathy through peer-to-peer interactions (Gruen et al., 2006). EWOM refers to consumers' expressions, opinions, and discussions about a specific brand on social media platforms (Verma and Yadav, 2021). This includes sharing information and exchanging viewpoints on various social media channels (Cheung et al., 2020). Companies can greatly benefit from these actions, as they ensure that messages reach their intended target market or a broader audience (Kusumasondjaja, 2018). Notably, brand-related posts or content have the potential to increase consumers' inclination to share EWOM on social media (Alboqami et al., 2015). According to Cheung and Thadani (2012), EWOM has gained higher credibility among consumers compared to traditional media sources. It is perceived as more reliable than editorial recommendations or advertisements, making it more effective in influencing customer behavior (Prasad et al., 2017).

H3: EWOM positively influences consumer-brand engagement

Promotion is a widely used marketing tool by brands as part of their marketing strategies (Khosiyatkulova, 2019). Customers are attracted to products that are being promoted, such as through discounts, price reductions, buy 1 get 1 offers, free samples, and more. Promotions are particularly effective



when launching new products or for new brands seeking to attract and penetrate the market by influencing potential customers' purchase decisions. Research indicates that certain types of promotions have a significant impact on potential customers' decision-making process when it comes to purchasing products (Shamout, 2016). These include discounts, coupons, buy 1 get 1 offers, and free samples. Brands utilize promotions to not only attract customers but also generate profitability by increasing sales and generating revenue.

H4: Promotions positively influences consumer-brand engagement

The Omnichannel strategy is intended for customers to experience the experience of interacting with brands with several channels, online and offline channels. Purchases of brand products can be made by visiting physical stores or ordering products on online e-commerce platforms to make it easier for customers to make purchases (Harris, 2012). Omnichannel strategy can also be called integration between online and offline stores to provide a better customer experience and influence customer buying decisions by making it easy to buy products from brands (Alifa, 2022).

H5: Omnichannel positively influences consumer-brand engagement

Consumers nowadays are shifting their information source from traditional media to social media as they perceive it to be a more trustworthy source (Godey et al., 2016). In order to reach a greater target audience, brands need to follow environmental or consumer trends to achieve an effective and creative marketing strategy (Ashley and Tuten, 2015). This trend includes communication of the latest and up-to-date information regarding a particular brand (Cheung et al., 2020). According to Godey et al. (2016), up-to-date information regarding a particular product could shape and influence consumers's purchase intention. This information includes consumer reviews, threads, and any brand-

related information which in return will have an impact on customers' level of trust and perception towards a certain brand (Cheung et al., 2020).

H6: Trendiness positively influences consumer-brand engagement

Online advertising is a promotion carried out by advertising online to build consumer awareness. In general, online advertising can be done and delivered via email, website, blog, social media, smartphone, etc. Online advertising also tends to be cheaper and can also cover a broad target market along with the development of information technology and the increasing number of internet users around the world. The key to online advertising is that the written communication must be easy to understand and combined with an attractive and authentic design so that it is embedded in customers about our brand awareness.

Consumer-brand engagement is a significant concept in modern marketing that describes the level of connection between consumers and brands. It plays a crucial role in building consumer loyalty and motivating consumers to join and share a brand's products, especially in the context of social media (Vivek et al., 2021). Consumer-brand engagement can be enhanced through efficient interactions and brand-related content in the digital space. It consists of three dimensions: behavioral, cognitive, and affective, which respectively involve analyzing consumer repurchase intention, brand loyalty, brand awareness, and consumer passion (Ismail, 2017). Brand awareness, in particular, refers to a consumer's ability to recognize and associate a product with a specific brand, and it influences consumer choices and brand knowledge (Cheung et al., 2021). Higher levels of brand awareness can lead to more favorable perceptions of a brand, and increased consumer-brand engagement encourages the spread of brand information (Cheung et al., 2021).. Creating interactive content that incorporates the brand's features



can further enhance brand awareness (Langaro et al., 2015).

H7: Consumer-brand engagement positively influences brand image and brand awareness

Conceptual Framework

The objective of this research is to increase brand awareness for Velmare by Sociolla through an online marketing and advertising strategy. A conceptual framework was developed to guide the research process and understand the relationships between concepts, theories, and literature findings. The framework begins with identifying the customer-based brand equity (CBBE) for Velmare's skincare brand, analyzing customers' knowledge and emotional connection to the brand. The aim is to propose marketing strategies that can enhance brand awareness and purchase intentions by leveraging electronic word of mouth, social media engagement, and customer reviews. The framework also involves conducting internal and external analysis to explore the business issue and formulate appropriate strategies. The research includes data collection, processing, and analysis, leading to the development of an implementation plan and recommendations for Velmare based on the research findings.

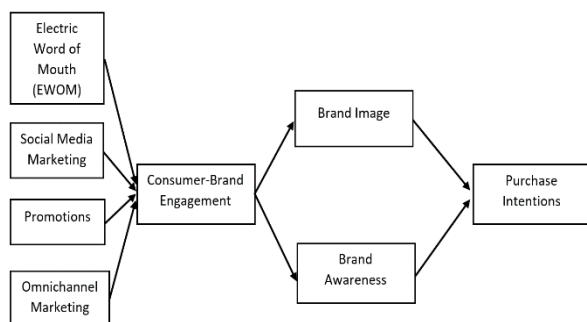


Table 1 Variable Operationalization
Table 1 Variable Operationalization

No.	Variable	Code	Statement
1	Entertainment	SE1	Brand x's social media content (instagram) looks interesting
2		SE2	Seeing brand x's Instagram content educated me
3		SE3	Gathering product information through Brand x's Instagram is really fun
4	Interaction	SI1	I can give my opinion on Brand x's instagram easily
5		SI2	I can communicate both ways through Brand x's instagram
6		SI3	I can share information with other users via Instagram Brand x
7	Trendiness	ST1	Content found on Brand x's instagram is up to date content
8		ST2	Content on Brand x's Instagram provides information about the latest skincare
9	Electric Word of Mouth (EWOM)	EWOM1	I want to share brand, product or service information from Brand x instagram with my friends



10		EWOM2	I want to upload content from Brand x's instagram on my personal account				the most is Brand x	
11		EWOM3	I want to share opinions on brands, products or services that I get from Instagram Brand x with my friends		Brand awareness	BA1	I am aware and aware of the skincare Brand x	
				22		BA2	Brand x's characteristics quickly came to mind	
				23		BA3	I can quickly remember Brand x symbols or logos	
				24		BA4	I often think of Brand x	
				25		BA5	I can recognize Brand x's characteristics	
12	CBE Cognitive processing dimension	ECP1	Using skincare products makes me think about Brand x		Brand Image	BI1	Compared to other brands, Brand x products have high quality	
13		ECP2	Using Brand x products made me interested in learning about the Brand x			26	BI2	Brand x is steeped in history
14	CBE Affection Dimension	EAF1	I feel very positive when I use Brand x products			27	BI3	I can predict how Brand x products will perform
15		EAF2	Using Brand x products makes me happy			28	BI4	Brand x is a good representative in the skincare industry
16		EAF3	Using Brand x products gives me a good feeling			29		
17		EAF4	I am proud to use Brand x products					
18	CBE Activation dimension	EAC1	I spend more time using Brand x products than other local skincare		Promotion	SP1	Does the promotion affect the decision to buy Brand x products	
19		EAC2	Whenever I use local skincare, I usually use Brand x products			30	SP2	I am only interested in buying Brand x products when there is a promotion
20		EAC3	The local skincare product that I use		31			



32	Omnichannel Marketing	OM1	I prefer to be able to buy Brand x products directly in the store
33		OM2	I like to buy Brand x products anywhere (online and offline store)
34	Purchase Intention	PI1	I want to buy Brand x products
35		PI2	I will probably recommend Brand x products to my friends and family
36		PI3	I prefer to buy skincare products based on social media interactions
37		PI4	Interaction from social media helps me to choose a product before buying it

The questionnaires were created using GForm and were distributed based on the demographic criteria established at STP.

Data Collection

This research employs two methods for data collection: quantitative and business environmental analysis. The quantitative approach involves the distribution of an online questionnaire to gather relevant data. On the other hand, qualitative data is obtained through in-depth interviews conducted with Velmare's management and the utilization of internal and external environmental analysis tools.

Qualitative Research

To collect primary quantitative data, the researcher plans to distribute a questionnaire created using Google Form. This online distribution will focus on recording customers in Indonesia. The questionnaire, developed by a team of researchers, aims to analyze the impact of online marketing on increasing brand awareness for Velmare. The questionnaire structure is designed to ensure appropriate and accurate data collection. It begins with an introduction, where the researcher provides information about their university affiliation, purpose, and intent of the questionnaire. Respondents are encouraged to provide answers based on their personal perspectives and experiences to align with research expectations.

Screening questions will be employed to filter out respondents who do not meet the target customer criteria. This step ensures that all participants meet the research criteria and enhances the accuracy of the analysis. Screening will involve separating respondents based on age group and gender, as Velmare's target market consists of Gen Z and millennials aged between 17 and 50 years. Respondents who do not meet these criteria will be directed to discontinue filling out the questionnaire.

The subsequent section, respondent profiling, requests respondents to provide

RESEARCH METHODS

The research methodology is an organized approach that delineates the process and objectives of the study, as well as the means by which these objectives will be achieved. It serves as a framework that guides and restricts the scope of the research. Within the research methodology, data collection and analysis are undertaken to develop proposed solutions and implementation plans. This research aims to systematically investigate the underlying causes of the identified problem and provide the most effective solution to be implemented. The research employs data collection, analysis, and proposed solutions. To conduct quantitative analysis, a questionnaire was designed and distributed to the target market, as defined by Velmare, encompassing individuals aged 17-50 years. The sample size of 100 respondents was determined using the Slovin Model Method.



personal data without mentioning their names to ensure privacy. The requested information includes gender, age, domicile, educational background, employment status, skincare product and marketing preferences, preferred social media platforms, frequency of using social media as a reference for skincare purchases, and factors influencing the decision to buy skincare products from online advertisements.

The measurement questions section comprises subsections covering essential aspects of the research, such as entertainment, interaction, trendiness, electronic word-of-mouth (EWOM), consumer-brand engagement, and brand knowledge, including brand awareness and brand image. The questionnaire predominantly employs closed-ended questions using a 5-point Likert scale, where "1" represents "strongly disagree" and "5" represents "strongly agree." However, the respondent profiling section primarily focuses on collecting demographic data.

Data Analysis Method

Data analysis for this research involves multiple methods. Qualitative data obtained from in-depth interviews with Velmare's management will be analyzed and compared with relevant literature to assess the alignment between the implementation of marketing strategies and theoretical frameworks. On the other hand, for quantitative data, the Slovin Model method is employed to determine the required sample size for distributing the questionnaire. The collected quantitative data will then undergo analysis using Frequency Distribution Analysis & Descriptive Statistics, as well as Structural Equation Modeling (SEM) with Partial Least Squares-SEM (PLS-SEM).

a. Slovin Model

The Slovin Model method is used to measure and identify the appropriate minimum sample size from the total population. The formula for the Slovin model is as follows

$$n = \frac{N}{1 + Ne^2}$$

Where,

- n = Number of samples
- N = Total population
- e = Margin of error (10%)

Based on the Slovin equation, the number of samples needed for this study if the total population of Indonesia is 275,361,267 people (Kemendagri, 2022). Then the number of samples needed is as follows.

$$n = \frac{275,361,267}{1 + (275,361,267 \times (10\%)^2)}$$

$$n = 99.99996368$$

So, the sample required is 100 if it is rounded up.

b. Frequency Distribution Analysis and Descriptive Statistics

Frequency distribution analysis is utilized to determine the number of respondents categorized by different characteristics of the research variables. The analysis involves counting the number of participants and examining the frequency distribution based on demographic information, including gender, age, domicile, education level, employment status, skincare product and marketing preferences, preferred social media platforms, frequency of using social media as a reference for skincare purchases, and factors influencing the decision to purchase skincare products from online advertisements. The results of the frequency distribution analysis are presented as percentages relative to the total number of respondents (Malhorta, 2017).

c. Structural Equation Modeling (SEM) with PLS-SEM

Structural Equation Modeling (SEM) is a multivariate data analysis technique that applies statistical methods to represent relationships among various measurements, such as those pertaining to individuals, companies, or activities (Hair et al., 2017).



SEM is employed when multiple relationships need to be simultaneously tested, necessitating the evaluation of structural and measurement models and potential modifications to the research model, including the elimination of specific variables.

In this particular study, the data will be processed using Partial Least Squares-SEM (PLS-SEM). Once the data is collected through a questionnaire distributed to the respondents, it will be processed using the SmartPLS software. The data obtained from Likert scale responses will be analyzed using various models, including the outer model and inner model, to ensure data validity.

RESULT AND DISCUSSION

Hypothesis Testing Result

This research utilized a bootstrap procedure with a significance level of 5% with a two-tailed test as the hypothesis presumed a positive relationship between variables. The value of t-values must be ≥ 1.645 to be considered to have a significant positive influence and ≥ -1.645 to be considered to have a significant negative influence. Based on the hypothesis testing result proposed in H1 which states that brand awareness positively influences purchase intention has a significant positive influence with a t-value of 2.247 which is above the critical significance. Likewise with the next hypothesis, namely H2 which states that brand image positively influences purchase intention has a significant positive influence because it has a t-value of 3.533. So it can be concluded that H2 is valid and can be accepted.

For the third hypothesis H3 regarding EWOM positively influences consumer-brand engagement, it has a very high t-value of 11.945, which is very significant from the critical number. It can be concluded that H3 is accepted. On the contrary, H4 about Promotions positively influences consumer-brand engagement. The value of the t-value obtained is 0.456 which is below the critical value of 1.645. So it can be concluded that H4

is rejected and is not supported by the data due to the insignificant positive influence suggested.

Moving to the next hypothesis, H5 is about Omnichannel positively influences consumer-brand engagement has a t value of 7.506, this value is far from hypothesis 4 and has a positive influence. And H5 is concluded to be accepted. Following hypothesis 5, H6 states Trendiness positively influences consumer-brand engagement. This hypothesis has a t-value of 2.543 and it is concluded that this value has a positive influence because the value is above the critical value of 1.645. Hence, it is concluded that H6 is accepted positively.

Lastly, the relationship proposed in H7 states that Consumer-brand engagement positively influences brand image and brand awareness is supported by the data. The t-value for CBE to brand awareness is 29,401 and CBE to brand image is 27,614. Moreover, the positive influence of CBE towards brand image and brand awareness is significantly positive. Table 2 Result of Direct Path Coefficient through Bootstrapping Procedure

Path Coefficients	T-Values	Conclusion
BA → PI	2,247	Significant
BI → PI	3,533	Significant
CBE → BA	29,401	Significant
CBE → BI	27,614	Significant
EWOM → CBE	11,945	Significant
OM → CBE	7,506	Significant
SE → CBE	2,852	Significant
SI → CBE	3,456	Significant
SP → CBE	0,456	Not significant
ST → CBE	2,543	Significant

b. Measurement Model Analysis



All variables in this study are hierarchical second-order constructs measured as reflective-reflective. The evaluation of these variables, including the dimensions in the measurement model, involves assessing their internal consistency, convergent validity, and discriminant validity. The hierarchical component model (HCM) is used to assess the internal consistency, convergent validity, and discriminant validity of lower-order components within Consumer-Brand Engagement (CBE), employing repeated indicators (Sarstedt et al., 2019). Once the repeated indicator outputs are analyzed and any issues are addressed, a two-stage approach is implemented to evaluate the internal consistency, convergent validity, and discriminant validity of higher-order components. The two-stage approach involves applying the first-order dimensions as indicators of the second-order variable, consumer-brand engagement.

The results of the repeated indicator approach indicate that all variables and dimensions within the measurement model exhibit good reliability, except for the promotion variable (SP), which falls below the reliability threshold based on Cronbach's alpha. However, all other variables demonstrate a satisfactory level of internal consistency. The two-stage approach yields similar results, with the OM and SP variables still falling below the cutoff value for Cronbach's alpha (Malhotra, 2017). Nevertheless, the remaining variables meet the required criteria for reliability (Nunally and Bernstein, 1994 in Cheung et al., 2020).

Convergent validity and discriminant validity are assessed through the repeated indicator approach and presented in the table. All variables and lower-order components within the second-order construct, CBE, fulfill the minimum Average Variance Extracted (AVE) value, indicating satisfactory convergent validity. The activation dimension exhibits the highest AVE, while the purchase

intention dimension has the smallest AVE. Despite this, all variables meet the recommended criteria for convergent validity, and the results of the discriminant validity test confirm the validity and reliability of all latent variables.

Outer loading values are evaluated for each variable and dimension. While one indicator (PI4) falls below the cutoff value of 0.7 (Hair et al., 2017), it is not eliminated in this research as it fulfills the thresholds for composite reliability and AVE. The remaining indicators and dimensions demonstrate satisfactory outer loading values above the cutoff of ≥ 0.7 , indicating convergent validity and a strong correlation with the measured concepts.

In summary, the study assesses the reliability, convergent validity, and discriminant validity of the variables and dimensions using both the repeated indicator approach and the two-stage approach. The results indicate overall satisfactory levels of reliability, convergent validity, and discriminant validity, ensuring the robustness and validity of the measurement model.

c. Structural Model Analysis

Once the reflective measurement analysis confirms the reliability and validity of the model, the study proceeds to the structural model analysis. However, in this section, only the higher-order construct is evaluated since the structural model does not include the lower-order construct.

Collinearity is assessed in the structural model analysis by examining the Inner Variance Inflation Factors (Inner VIF) values. The table below presents the results of the Collinearity. Evaluation, indicating that the inner VIF values for each variable are below the criterion of 5 (Hair et al., 2017). These results demonstrate a good correlation between the variables within the research framework, supporting the hypothesis and indicating a strong connection. Consequently, the variables used in the research framework are accurate.



Table 3 R-Square of Purchase Intention

Variable	R-Square
PI (Purchase Intention)	0.883

The evaluation of R², as shown in the table above, reveals a strong prediction accuracy of 0.883 for purchase intention (Hair et al., 2017). A higher R-square value indicates a better ability of the independent variable to explain the dependent variable within the structural equation. The close-to-1 R² value for purchase intention demonstrates the accuracy of the research framework (Hair et al., 2017). Consequently, the variables employed in this research model framework provide accurate data analysis. The results of this study can be utilized as a reference for determining and analyzing the marketing strategy to be implemented by Velmare. The high accuracy of the model ensures that the strategy developed will be more suitable and effective.

In summary, the study progresses from the reflective measurement analysis to the evaluation of the structural model. The collinearity assessment confirms the good correlation between variables, supporting the research framework. The R² evaluation demonstrates strong prediction accuracy, indicating the accuracy of the research model framework. Consequently, the data analysis results regarding Consumer-Brand Engagement (CBE) supporting variables for brand image and brand awareness are highly accurate, contributing to the development of an appropriate and effective marketing strategy.

Business Solution

Following an extensive analysis of Velmare's internal and external business factors, various variables have been identified as potential foundations for addressing the business challenges faced by Velmare. These variables encompass social media marketing, electronic word of mouth (EWOM), promotions, consumer-brand awareness, brand image, and brand awareness. The accuracy of

the research framework, comprising these variables, is confirmed through collinearity tests, with an R-square value of 0.883. The objective is to identify the most influential factors on customers' purchase intentions and develop an effective, efficient, and properly implementable integrated marketing strategy. This strategy, based on analyzed data, ensures appropriateness and efficiency in terms of budgeting.

The analysis results of the research framework reveal that brand image and brand awareness are factors that significantly influence purchase intention. These factors can be achieved through supportive consumer-brand engagement (CBE). The research framework identifies EWOM, entertainment, interaction, trendiness, promotion, and omnichannel as supporting variables of CBE. All six factors exhibit a positive relationship with CBE, except for promotion, which has a lesser impact. Customers tend to prioritize skincare product effectiveness over price discount promotions when making purchase decisions. Skincare customers primarily rely on brand image, EWOM, and strong trendiness to guide their product choices. CBE is particularly influenced by interaction and entertainment factors through Velmare's social media platforms. Informative and engaging content significantly contributes to customers' product selection. Additionally, customers' ability to consult directly via Velmare's Instagram messaging service and the convenience of omnichannel access play crucial roles in their purchasing decisions. Omnichannel, in particular, holds substantial influence as customers prefer options for both online and offline purchases. Velmare's current direct sales approach, which is not store-based but relies on personal connections, contributes to increased sales. Offline sales, in particular, are significant as customers tend not to extensively compare products when purchasing in person, unlike online shopping. Therefore, implementing an



omnichannel distribution strategy is expected to boost sales.

Factors such as brand awareness, promotion, and omnichannel play a significant role in influencing repeat purchases by existing customers. The ease of purchasing access holds great importance in the skincare industry. Without omnichannel sales, existing customers may switch to competitors offering easier access. Promotions also have a notable influence on repurchasing behavior, especially when customers find compatibility with Velmare products. The bundling of promotions encourages customers to make repeat purchases, leading to increased product quantities sold.

Velmare, as part of the Sociolla holding company, has the advantage of leveraging Sociolla's established brand presence in the Indonesian skincare market. However, Sociolla aims to position Velmare as an independent brand without relying on Sociolla's reputation, fostering organic growth in the local market. Currently, Velmare's products are exclusively sold through e-commerce platforms such as Shopee and Tokopedia, with advertising primarily conducted on Instagram and occasional endorsements by beauty vloggers. However, sales from e-commerce alone are insufficient. Data analysis indicates that direct sales, facilitated only through known customers via cash on delivery (COD), account for approximately 20% of monthly sales. Offline purchases are preferred by a majority of skincare customers, highlighting the potential of implementing an omnichannel distribution strategy. Additionally, many Velmare customers are not technologically savvy, facing difficulties with e-commerce transactions and requiring assistance from Velmare's customer service. Consequently, the market potential is significant for an omnichannel strategy, as supported by direct sales data and questionnaire responses. Competitors in the skincare industry, such as Something and Avoskin, have successfully expanded their businesses by

entering the offline market and adopting an omnichannel approach. Sociolla's offline stores have also experienced substantial growth, surpassing online sales. These circumstances and challenges prompt the need for a new marketing strategy to enhance Velmare's business performance.

The proposed business solution centers around an integrated marketing communication strategy, as the objective of this research. Such a strategy offers several advantages, including increased sales, profitability, and a competitive advantage for the brand. The primary goal of the integrated marketing communication strategy is to enhance brand awareness for Velmare. This issue can be addressed through strategic solutions derived from the analysis of internal and external business factors, utilizing tools such as the TOWS Matrix.

Integrated Marketing Communications

Integrated Marketing Communications (IMC) encompasses various channels and activities aimed at delivering messages to the target market in a cohesive manner. The analysis of Velmare's questionnaire highlights key components of IMC that can enhance brand awareness, brand image, and purchase intention. For addressing brand awareness issues, the research identifies a lack of social media marketing as a contributing factor. To rectify this, Velmare should advertise on multiple social media platforms, ensuring that the content is informative, visually appealing, and promotes the brand. Regularly updating social media feeds with trending and customer-centric content can also expand Velmare's reach and improve cognitive engagement with the brand. Additionally, establishing a dedicated website can facilitate 24/7 customer service and enable customers to obtain product information, consult with representatives, and make purchases, thereby boosting brand interaction and electronic word-of-mouth (EWOM).

In terms of brand image, effective communication and consistent branding are



crucial. By emphasizing Velmare's core values, such as the use of high-quality and natural ingredients, the brand image can be strengthened. Consistently communicating these values across various platforms will enhance brand recall and positively influence customer perception. Implementing bundling promotions, wherein popular products are paired with less-selling items, can enhance the customer experience and encourage customers to try different product variants. Lastly, adopting an omnichannel approach that integrates various sales channels and interactions with customers can create a seamless and unified brand experience, thus contributing to cognitive processing, affection, and activation dimensions.

The solutions proposed for brand awareness and brand image ultimately contribute to increasing purchase intention. By effectively implementing these strategies, Velmare can improve brand recognition, customer loyalty, and overall purchase intent. The interconnectedness of brand awareness, brand image, and purchase intention underscores the importance of a comprehensive and well-executed IMC strategy for Velmare's future success.

CONCLUSION

The research findings indicate that both internal and external business conditions have an impact on Velmare's sales performance. Despite the strengths of Velmare's products, which include the use of natural and organic ingredients, attractive packaging, guaranteed product quality, and competitive prices, there are several drawbacks that have negatively affected its sales performance. One of the main contributing factors is the distribution channel, which has resulted in a lack of purchase intention among customers.

The study's analytical framework suggests that purchase intention is influenced by two indicators: brand image and brand awareness. These indicators are, in turn,

dependent on consumer-based equity (CBE), which consists of various factors. Promotional activities, omnichannel strategies, and electronic word-of-mouth (EWOM) play a significant role in shaping brand image, as it relies on trustworthy reviews and recommendations from reputable sources such as satisfied customers and reputable beauty vloggers. Furthermore, the majority of respondents expressed their preference for Velmare to implement an omnichannel strategy, as relying solely on online sales limits customer accessibility and creates a gap for online-only purchases.

To improve brand awareness and image, Velmare can employ integrated marketing communication techniques, such as advertising on multiple social media platforms including Shopee, Tokopedia, WhatsApp, Facebook, Google, and TikTok. The objective of these advertisements is to increase social media engagement for Velmare, thereby increasing the likelihood of attracting potential customers. The research framework suggests that enhancing brand awareness significantly influences customers' purchase intentions. To achieve this, Velmare should update its social media feeds more frequently to generate traffic and consistently remind customers about its products, thereby increasing the likelihood of purchasing and repurchasing Velmare items. Additionally, developing a dedicated website that provides 24-hour customer support, including both manual and chatbot assistance, would further facilitate customers' purchase decisions, particularly when the products align with their specific skincare needs.

In terms of brand strategy, Velmare should adopt an experience-based approach that emphasizes constant communication to strengthen and enhance brand image. Consistent communication across various media channels is crucial to ensure customers remember the value of the Velmare brand, ultimately influencing purchase intentions. Furthermore, the implementation of a bundling



promotion strategy, which allows customers to sample different Velmare product variations, can enhance customer satisfaction and stimulate their desire to purchase a wider range of Velmare products. This approach significantly impacts the Affection dimension of CBE, which measures customer sentiment towards using different Velmare product variations. Lastly, the omnichannel strategy, encompassing cognitive processing, affection, and activation, is a comprehensive measure of brand perception across all aspects of CBE. While Velmare has experienced success in e-commerce, establishing its own website and expanding sales through physical retailers can further broaden its reach and increase sales.

The findings emphasize the significant influence of brand image and brand awareness on purchase intention, as discussed in the previous points. By integrating and implementing the proposed business solutions, it is expected that Velmare's purchase intention among customers will increase. These conclusions are supported by the validity and accuracy of the analyzed data obtained from the respondents. The research analysis demonstrates that the applied model framework exhibits strong optimism and accuracy. Consequently, implementing the proposed business strategy outlined in this study is expected to enhance the business performance of the Velmare brand.

REFERENCES

- [1] Alboqami, H., Al-Karaghoulou, W., Baeshen, Y., Erkan, I., Evans, C., & Ghoneim, A. (2015). Electronic word of mouth in social media: the common characteristics of retweeted and favoured marketer-generated content posted on Twitter. *International Journal of Internet Marketing and Advertising*, 9(4), 338. doi:10.1504/ijima.2015.072886
- [2] Alimen, N., & Cerit, A. G. (2010). Dimensions of brand knowledge. *Journal of Enterprise Information Management*, 23 No. 4, 538 - 558. *SAGE Journal*. 10.1108/17410391011061799
- [3] Ashley, C., & Tuten, T. (2015). Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement. *Psychology & Marketing*, 32(1), 15 - 27. 10.1002/mar.20761
- [4] Cheung, M. L., Pires, G., & Rosenberger III, P. J. (2020). *The Influence of Perceived Social Media Marketing Elements on Consumer-Brand Engagement and Brand Knowledge*. *Asia Pacific Journal of Marketing and Logistics*, 32 No. 3, pp. 695-720. 10.1108/APJML-04-2019-0262
- [5] Dessart, L., Veloutsou, C., & Morgan-Thomas, A. (2015). *Consumer engagement in online brand communities: a social media perspective*. *Journal of Product and Brand Management*, 24(1), pp. 28-42. 10.1108/JPBM-06-2014-0635
- [6] Gao, Q., & Feng, C. (2016). Branding with social media: User gratifications, usage patterns, and brand message content strategies. *Computers in Human Behavior*, 63, 868-890. Elsevier. doi:10.1016/j.chb.2016.06.022
- [7] Godey, B., Manthiou, A., Pederzoli, D., Rokka, j., Aiello, G., Donvito, R., & Singh, R. (2016). *Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior*. *Journal of Business Research*, 69(12), 5833-5841.
- [8] Hair Jr., J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) (2nd ed.)*. SAGE Publication.
- [8] Gruen, T. W., Osmonbekov, T., & Czaplewski, A. J. (2006). eWOM: The impact of customer-to-customer online know-how exchange on customer value and loyalty. *Journal of Business Research*, 59(4), 449-446. Elsevier. doi:10.1016/j.jbusres.2005.10.004



- [9] Hamzah, Z. L., Wahab, H. A., & Waqas, M. (2021). *Unveiling drivers and brand relationship implications of consumer engagement with social media brand posts. Journal of Research in Interactive Marketing*,
- [10] Ismail, A. R. (2017). The influence of perceived social media marketing activities on brand loyalty: The mediation effect of brand and value consciousness. *Asia Pacific Journal of Marketing and Logistics*, 29 No.1, pp. 129-144. *Emerald*. DOI 10.1108/APJML-10-2015-0154
- [11] Keller, K. L. (2016). Reflections on customer-based brand equity: perspectives, progress, and priorities. *AMS Review*, 6(1-2), 1-16. Springer. doi:10.1007/s13162-016-0078-z
- [12] Keller, K. L. (2013). In *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Pearson.
- [13] Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brands. *Journal of Business Research*, 65, pp. 1480-1486. *Science Direct*.
<https://doi.org/10.1016/j.jbusres.2011.10.014>
- [14] Kusumasondjaja, S. (2018). The roles of message appeals and orientation on social media brand communication effectiveness: An evidence from Indonesia. *Asia Pasific Journal of Marketing and Logistics*, 30 Np. 4, pp. 1355-5855. *Emerald Insight*. DOI 10.1108/APJML-10-2017-0267
- [15] Malhotra, N. K. (2017). *Marketing research : an applied orientation*. Pearson India Education Services.
- [16] Prasad, S., Garg, A., & Prasad, S. (2019). Purchase decision of generation Y in an online environment. *Marketing Intelligence & Planning*, 37(4), 372 - 385. *Emerald Insight*.
<https://doi.org/10.1108/MIP-02-2018-0070>
- [17] Singh, P., Ahmad, A., Prakash, G., & Kushwah, P. K. S. (2020). Investigating the effects of consumer characteristics with respect to brand knowledge and product involvement on brand alliance evaluation. *Asia Pacific Journal of Marketing and Logistics*, 33(8), pp. 1798-1813. *Emerald Insight*. DOI 10.1108/APJML-05-2019-0321
- [18] Valos, M. J., Maplestone, V. L., Polonsky, M. J., & Ewing, M. (2017). Integrating social media within an integrated marketing communication decision-making framework. *Journal of Marketing Management*, 33, 1522 - 1558. *Taylor & Francis*.
<https://doi.org/10.1080/0267257X.2017.1410211>
- [19] Verma, S., & Yadav, N. (2021). Past, Present, and Future of Electronic Word of Mouth (EWOM). *Journal of Interactive Marketing*, 53, pp. 111-128. *ScienceDirect*.
<https://doi.org/10.1016/j.intmar.2020.07.001>



HALAMAN INI SENGAJA DIKOSONGKAN