

DEVELOPMENT OF ONLINE STORE MARKETING STRATEGY FOR OBSOLETE FASHION SHUKUFUKUU.ID

Halimah Zatalini^{*)}, Noer Azam Achsani^{*)}, Retnaningsih^{*)1}

^{*)}School of Business, IPB University
SB IPB Building, Jl. Pajajaran, Bogor, Indonesia 16151, Indonesia

Article history:

Received
14 June 2023

Revised
16 August 2023

Accepted
1 September 2023

Available online
15 January 2024

This is an open access article under the CC BY license (<https://creativecommons.org/licenses/by/4.0/>)



Abstract: Obsolete fashion is a potential market in Indonesia. The increasing trend of public consumption is utilized by Shukufukuu.Id to sell used fashion clothes. However, Shukufukuu.Id's revenue has stagnated. This research is designed to create alternative marketing strategies as a solution to the problem. The method of determining respondents in this study uses non-probability sampling with a convenience sampling technique. Research respondents were taken from potential consumer respondents totaling 33 people and Shukufukuu.Id respondents totaling 30 people. The analytical tool used in this research is the product elements (product), price, promotion, distribution channels (place), personalization, privacy, customer service, community, security, site, and sales promotion (4P+P2C2S3) marketing mix. The data in this study were analyzed using descriptive analysis and importance-performance analysis (IPA). The results showed that there are five variables with high expectations but have not met customer satisfaction, namely the diversity of clothing types, unique clothing models, clothing designs, free shipping promos on first purchases, and promos at the end of the month. Based on IPA calculations and the owner's view of the problems faced and solutions, alternative marketing strategies are designed in the form of increasing the variety of clothes sold, sales promotions that can increase customer satisfaction and brand awareness, and sales promotions that can change consumer behavior.

Keywords: marketing mix 4P+P2C2S3, importance performance analysis, obsolete fashion, alternative marketing strategies, fashion trend

Abstrak: Pakaian bekas menjadi pasar yang potensial di Indonesia. Tren konsumsi masyarakat yang semakin meningkat dimanfaatkan oleh Shukufukuu.Id untuk menjual pakaian-pakaian fashion yang sudah bekas. Namun demikian, pendapatan Shukufukuu.Id mengalami stagnasi. Penelitian ini dirancang untuk membuat alternatif strategi pemasaran sebagai solusi dari permasalahan tersebut. Metode penentuan responden dalam penelitian ini menggunakan non-probability sampling dengan teknik convenience sampling. Responden penelitian diambil dari responden konsumen potensial berjumlah 33 orang dan responden Shukufukuu.Id berjumlah 30 orang. Alat analisis yang digunakan dalam penelitian ini adalah bauran pemasaran elemen produk (product), harga, promosi, saluran distribusi (tempat), personalisasi, privasi, layanan pelanggan, komunitas, keamanan, situs, dan promosi penjualan (4P+P2C2S3). Pengolahan data pada penelitian ini menggunakan analisis deskriptif dan importance performance analysis (IPA). Hasil penelitian menunjukkan terdapat lima variabel dengan ekspektasi tinggi namun belum memenuhi kepuasan pelanggan, yaitu keragaman jenis pakaian, model pakaian yang unik, desain pakaian, promo gratis ongkos kirim pada pembelian pertama, dan promo di akhir bulan. Berdasarkan perhitungan IPA dan pandangan pemilik terhadap masalah yang dihadapi serta solusinya, maka dirancang alternatif strategi pemasaran berupa penambahan variasi pakaian yang dijual, promosi penjualan yang dapat meningkatkan kepuasan konsumen dan brand awareness, serta promosi penjualan yang dapat mengubah perilaku konsumen.

Kata kunci: bauran pemasaran 4P+P2C2S3, importance performance analysis, obsolete fashion, strategi pemasaran alternatif, tren gaya berpakaian

¹ Corresponding author:
Email: retno_ikk@apps.ipb.ac.id

INTRODUCTION

Nowadays, clothing consumption is no longer seen from its functional factors alone but is also influenced by other factors, one of which is fashion or dressing style. The style of dressing continues to develop and give rise to dressing trends in society. According to Tambulana (2013), the style of dress becomes an ideology that has great power in colonizing society, encouraging them to happily consume objects that are considered capable of showing their fashionable identity. This means that people believe that dressing style can be a way to be able to show their identity in certain social groups.

One of the trending clothing styles is obsolete fashion. Obsolete fashion is a style of dressing that uses clothing that has passed its season, giving the impression of retro or antique. According to Rizky (2012), obsolete fashion clothes are sales clothes imported from garment factories and department stores in various countries with four seasons and have been stored in warehouses for years. Obsolete fashion clothing can come from various well-known brands such as Gucci, Nike, Ralph Lauren, Champion, Dior, GAP, Uniqlo, New Balance, and Dr. Martens. These clothes are sold in stores called thrift stores. Thrift stores are stores that sell obsolete fashion clothing with unique models that have exclusivity value and have been neatly and cleanly packaged.

In Indonesia, obsolete fashion clothing is a lucrative market. Public consumption of this style of clothing is reflected in the research of Mubarak and Sanawiri (2018) which states that data from the Ministry of Trade shows that imports of this clothing in 2013 reached a trade value of USD 3.3 million and in 2014 the import volume reached 189.8 tons. Consumption of this clothing is predicted to continue to increase. This follows Sri Mulyani's statement (Mubarak & Sanawiri 2018) that the need for clothing in the regions is still high and should be a potential market for local players to work on.

Seeing the large public consumption of this type of clothing, many online stores sell obsolete fashion clothing in Indonesia. One of them is Shukufukuu.Id, which has been established since 2019 and has 11.000 followers on Instagram. Currently, Shukufukuu.Id only sells one type of clothing, the crewneck. Crewneck is a collarless sweater with an 'o' shaped neck. The market segmentation of Shukufukuu.Id is women and the sales

channels used are Instagram and Shopee. Instagram is used as a product catalog and means of communication with consumers, while Shopee is used as an ordering platform.

The marketing activities carried out by Shukufukuu.Id are paid promotion by celebgrams (Instagram artists) and other online stores, promote-for-promote, and Instagram Ads. According to Firmansyah (2018), the existence of a marketing strategy created by marketers will affect a person's feelings and thoughts and stimulate a person's affection and cognition through their environment which then causes an action called consumer behavior. However, the results of pre-research on Shukufukuu.Id's customer journey mapping showed that consumers' shopping experience at Shukufukuu.Id still does not meet their expectations. According to Mulyawan (2010), customer expectation is what consumers want or expect from a product to satisfy or fulfill their needs. Meanwhile, consumer satisfaction is the level of a person's feelings after comparing the product performance he feels with his expectations (Indrasari, 2019). Consumers feel that Shukufukuu.Id sells clothes that are similar to products sold by other online stores.

It is known that the average income of Shukufukuu.Id in 2020 was 2,300,000 IDR per month. According to Muhammad Rizal, as the owner of Shukufukuu.Id, this income is stagnant and tends to decrease. The owner is also targeting an increase in turnover from the sale of obsolete fashion clothing. Sales problems faced by Shukufukuu.Id can occur due to various factors. The factors causing the problem are not yet known for certain. Shukufukuu.Id needs to evaluate consumer expectations and satisfaction with the 4P+P2C2S3 marketing mix that has been implemented to date. According to Sam and Chatwin (2013), the 4P+P2C2S3 model is the development of the 4P model with additional components tailored to the e-commerce environment. The marketing mix in this study consists of product elements (product), price, promotion, distribution channels (place), personalization, privacy, customer service, community, security, site, and sales promotion (4P+P2C2S3).

Previous research entitled Marketing Strategy Development at Kedai Teh Laresolo (Aziz, 2019) using the 7P marketing mix concept and IPA resulted in five variables that are considered important in consumer purchases. Likewise, research by Rahayu et al. (2015)

also found the influence of place, product, promotion, price, and human components on consumer decisions. Another research was conducted by Falentina (2017) with the title E-Marketing Mix Proposal Online Shop Come Come Based on Consumer Profiles to Increase Sales. The research uses the concept of e-marketing mix 4P + P2C2S3 and produces business development suggestions. Based on the background and concepts of previous research, this research was conducted to identify the marketing mix that has been implemented by Shukufukuu.Id, analyze the level of consumer expectations and satisfaction with the Shukufukuu.Id marketing mix, and develop alternative marketing strategies to increase sales of Shukufukuu.Id.

METHODS

The location of Shukufukuu.Id which is used as the object of research is in Bogor, while potential consumer respondents who have bought clothes online are taken using the Google Form facility. The method of determining respondents in this study uses non-probability sampling with a convenience sampling technique. Shukufukuu.Id consumer respondents were taken from the population of Instagram users who have shopped at Shukufukuu.Id. Meanwhile, potential respondents are taken from the population of Instagram users who have bought clothes online. The number of potential consumer respondents totaled 33 people and Shukufukuu.Id respondents totaled 30 people.

The data used in this study are primary data and secondary data. The questionnaire in this study uses variables in the 4P + P2C2S3 marketing mix concept. The research variables in the questionnaire were obtained based on the results of the development of previous research. The research used as a reference in

determining research variables is Falentina's research (2017). Other variables in the questionnaire come from the results of observations and literature studies. Furthermore, the types and sources of data are presented in Table 1.

The analytical tool used in this research is 4P+P2C2S3 marketing mix. This marketing mix is used because it consists of 11 elements so that more variables can be analyzed and the results obtained can be more accurate. In addition, this marketing mix is used because its elements can cover business operations in the digital era, making it relevant to Shukufukuu.Id which runs its business online.

Data processing in this study uses descriptive analysis and Importance Performance Analysis (IPA). The descriptive analysis method is used to describe the characteristics of respondents which include domicile, gender, age, latest education, occupation, and income/pocket money per month. According to Feng et al. (2014), importance-performance analysis (IPA) is a method that provides a two-dimensional coordinate graph between importance and performance, where the average value of all interests and performance of different variables is calculated, and the results are mapped into four quadrants. The IPA method in this study is used in measuring the level of expectations and satisfaction of potential consumers and Shukufukuu.Id. The marketing mix variables analyzed were 28. The marketing mix variables were assessed through a Likert scale with the lowest value of 1 and the highest value of 5. The results of the IPA calculation were used to identify the performance of each variable and design alternative marketing mix strategies offered. The IPA calculation used a statistical package for the social sciences (SPSS) software to facilitate the mapping of variables into the IPA quadrant.

Table 1. Data types and sources

Data Type	Metode	Data Source
Marketing mix	Interview	Owner of Shukufukuu.Id
	Interview	The owner's views on the problems faced by Shukufukuu.Id and their solutions
Consumer characteristics	Survey	Potential customers and consumers of Shukufukuu.Id
Expectations and satisfaction	Survey	Potential consumers of the 4P+P2C2S3 marketing mix
		The level of expectation of Shukufukuu.Id consumers on the 4P+P2C2S3 Shukufukuu.Id marketing mix
Secondary data	Data source	Literature study results

Based on the results of IPA calculations and the shop owner's views on the problems faced by Shukufukuu.Id and their solutions, an alternative marketing strategy is designed that considers Shukufukuu.Id's capabilities in carrying out solutions and can meet customer satisfaction. The alternative marketing strategy design is validated to Shukufukuu.Id and declared appropriate if the party concerned agrees to the solution provided. The research framework is shown in Figure 1.

RESULTS

Identification of Shukufukuu.Id's Marketing Mix

Based on the results of interviews and observations of Shukufukuu.Id, it is known that the marketing mix that has been used is the 4P marketing mix concept. According to Thabit and Raewf (2018), the marketing mix is a tool that can be used to promote company products and services through the fulfillment of consumer satisfaction. The 4P marketing mix was created by E. Jerome McCarthy in 1960. This marketing mix element consists of product, price, place, and promotion.

Kotler and Armstrong (2012) explain that a product is anything that can be offered to the market to attract attention, acquisition, use, or consumption that fulfills someone's wants or needs. According to Waterschoot and Bulte (1992), there are product instruments that aim to meet consumer needs, for example, product character options and product diversity. Kotler and Armstrong (2012) define price as the amount of money charged for a product or service or the amount of value that consumers provide to benefit from owning or using a product or service. According to Thabit and Raewf (2018), a marketer must know that in the pricing process, there are factors to consider, such as the need for products, capital, consumers' ability to pay, government restrictions, and prices set by competitors for similar products. Furthermore, Kalyanam and McIntyre (2002) stated that prices set in e-commerce are more sensitive to market conditions.

According to Kotler and Armstrong (2012), promotion is an activity that communicates a product or service and its advantages to customers and persuades them

to buy the product or service. By doing promotions, consumers can be attracted to buy. According to Thabit and Raewf (2018), promotions help sellers or sales convey products to consumers in an effective way and encourage consumers to buy. Pogorelova et al. (2016) stated that the place of sale in e-commerce is a site or marketplace in social networks. In the e-commerce business, the place element does not only function as a place for transactions to take place. Furthermore, Chaffey and Smith (2008) stated that a place is a place of purchase, distribution, and, in some cases, consumption. Table 2 is a description of the results of the identification of the marketing mix that has been carried out by Shukufukuu.Id.

Consumer Characteristics

In this study, the characteristics of potential consumers and Shukufukuu.Id consumers include the distribution of potential consumers based on gender is 67 percent female and 33 percent male. Meanwhile, the distribution of Shukufukuu.Id consumers is dominated by women with a percentage of 93 percent. Research by Hariningsih et al. (2022) shows that gender is a moderating factor in the relationship between price perceptions and consumer buying interest in clothing products. The distribution of potential consumers based on age is dominated by 21 years old at 46 percent and 22 years old at 33 percent. Meanwhile, the distribution of Shukufukuu.Id consumers is dominated by 21 years old by 37 percent, 22 years old by 23 percent, and 20 years old by 20 percent. The research of Hasbi et al. (2022) shows age as a personal factor influencing a person's purchase intention.

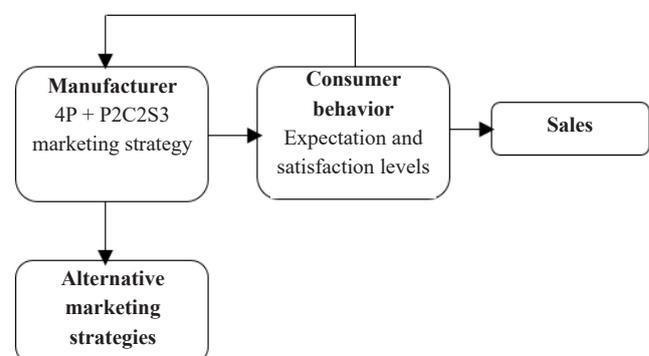


Figure 1. Research framework

Table 2. The results of identifying the marketing mix of Shukufukuu.Id

Marketing mix	Result
Product	The strategy made by Shukufukuu.Id is considered not optimal in meeting consumer needs and satisfaction because the products they sell still consist of one type. There are various types of obsolete fashion clothes, but Shukufukuu.Id only sells crewneck clothes. The criteria for the crewnecks sold are that the stains on the clothes can be removed, the chest circumference is above 120, and it has balloon hands. Before the clothes are ready to be sold, the products will go through a series of processes, namely dent detailing, laundry, and product photos.
Price	The strategy set by Shukufukuu.Id is quite good because the prices set for the clothes sold are quite varied. The prices offered by Shukufukuu.Id are in the price range of 60.000 IDR to 190.000 IDR. Pricing is adjusted to operational costs and Shukufukuu.Id's profit margin.
Place	Shukufukuu.Id uses the Instagram and Shopee platforms to market and sell clothing. Both platforms are the most widely used by consumers to buy products. The name used on the Instagram platform is Shukufukuu.Id and on the Shopee platform is Shukufukuu.Id.
Promotion	The promotional strategies that have been carried out by Shukufukuu.Id to increase sales and expand the consumer community are by doing paid promote celebgrams, paid promote fellow online stores, promote for promote, Instagram Ads, and purchase promos such as big day promos and promos with certain purchase amounts.

Furthermore, the distribution of potential consumers based on occupation is dominated by students at 88 percent, freelancers at 6 percent, and entrepreneurs at 6 percent. Meanwhile, the distribution of Shukufukuu.Id consumers is dominated by students at 85 percent, private employees at 11 percent, and freelancers at 4 percent. The distribution of potential consumers based on income or pocket money is dominated by consumers with an income of 2,000,000 IDR by 28 percent, an income of 2,500,000 IDR by 15 percent, and an opinion of 1,500,000 IDR by 15 percent. Meanwhile, the distribution of Shukufukuu.Id consumers is dominated by consumers with an income of 1,500,000 IDR by 42 percent, income of 2,000,000 IDR by 15 percent, and income of 2,500,000 IDR by 15 percent. Employment and economic conditions are personal factors that can affect a person's interest in buying a product (Hasbi et al. 2022).

Analysis of the Level of Expectations and Consumer Satisfaction with the Marketing Mix of the Obsolete Fashion Online Store Shukufukuu.Id

The importance-performance analysis (IPA) calculation method helps determine the current condition of each marketing mix variable. This condition can be seen from the average consumer expectations and satisfaction with the marketing mix variables. The results of the IPA calculation show the highest and lowest consumer expectations of the marketing mix variables as well as which variables have met consumer satisfaction or need to be improved.

Based on the level of expectations, there are five variables with the highest average value that Shukufukuu.Id consumers expect to receive or feel when purchasing clothes. The marketing mix variables with the highest values in a row include: promos at the end of the month, a large number of followers, admin takes providing clear, fast, and friendly responses to consumers, handling complaints and presenting consumer testimonials, and providing purchase promos for a certain amount. Meanwhile, based on the level of satisfaction, there are five variables with the highest average value of satisfaction that Shukufukuu.Id has been fulfilled. The five variables include the availability of product photos from various sides, the provision of various payment methods, providing a safe delivery guarantee, having a large number of followers, and providing a safe transaction guarantee.

The results of IPA calculation of Shukufukuu.Id are then entered into the IPA matrix. In making it, it takes the average value of the level of expectation and satisfaction of all marketing mix variables. The average value of the expectation level of the entire Shukufukuu.Id marketing mix is 4.12. Meanwhile, the average value of the satisfaction level is 3.46. These results generally indicate that there is a gap between consumer satisfaction and expectations of Shukufukuu.Id. This average value is used as the X and Y axis lines in the IPA matrix. The average value on the X axis uses the average value of the satisfaction level and on the Y axis uses the average value of the expectation level. Each marketing mix variable is mapped into four quadrants, namely quadrants 1, 2, 3, and 4. These

quadrants represent the relationship between the level of expectations and consumer satisfaction with each marketing mix variable. The results of the analysis are shown in Figure 2.

Quadrant 1 represents a mismatch between consumer expectations of marketing mix variables and their actual performance. Quadrant 1 is an area that is a priority for improvement. Variables in quadrant 1 are variables that have a satisfaction level below the average and an expectation level above the average. This means that consumers have high expectations to get or feel this when shopping at Shukufukuu.Id. Quadrant 2 represents the suitability of consumer expectations for marketing mix variables and their actual performance. So that quadrant 2 is an area that must maintain its achievements. Quadrant 3 represents low consumer expectations and actual performance of marketing mix variables. Marketing mix variables in this area do not meet the level of consumer satisfaction and have little effect on Shukufukuu.Id's consumer shopping activities. Quadrant 4 represents low consumer expectations of marketing mix variables and high actual performance of marketing mix variables. Quadrant 4 is an area that is considered excessive, where the actual performance of the marketing mix variables in this area is satisfactory but has less effect on consumers. Furthermore, the marketing mix variables in the matrix are described in Table 3.

Based on the calculation of the Shukufukuu.Id IPA matrix, there are 5 variables of the Shukufukuu.Id marketing mix that are included in quadrant 1. In other

words, these variables are influential when consumers make online clothing purchases, but these marketing mix variables have not worked optimally at Shukufukuu.Id, so they do not meet the level of consumer satisfaction. These variables include the diversity of clothing types, uniqueness of clothing models, clothing designs, first purchase postage promos, and promos at the end of the month. These five variables will be used as references in the creation of alternative marketing strategies for Shukufukuu.Id. Previous research also utilizes advertising and sales promotion strategies to increase consumer buying interest (Adiba et al. 2021).

Alternative Marketing Strategy for Shukufukuu.Id

The results of IPA calculations regarding the level of expectations and satisfaction with the marketing mix of Shukufukuu.Id were matched with the results of interviews with the owners of Shukufukuu.Id regarding their views on the problems faced and their solutions. Furthermore, the data is processed into an alternative marketing strategy design for Shukufukuu.Id to solve the sales problem. The strategy designed is adjusted to the behavior of potential consumers and Shukufukuu.Id consumers as well as the capabilities of Shukufukuu.Id in solving problems so that the strategy created is expected to be effective in solving the problems experienced by Shukufukuu.Id. Based on the results of processing the two data, it is concluded that there are 3 factors that cause problems in sales along with alternative marketing strategies. An explanation of the causal factors and solutions provided can be seen in Table 4.

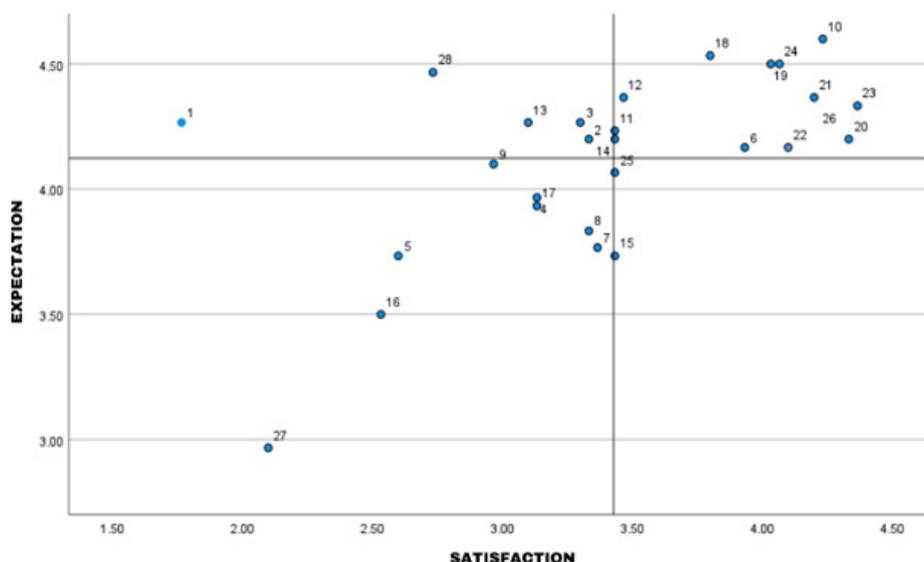


Figure 2. Importance performance analysis (IPA) matrix of Shukufukuu.Id

Table 3. Marketing mix variables in each IPA quadrant

Quadrant	Code	Variables
1	1	Diversity of clothing types
	2	Clothing design
	3	Clothing model
	13	First purchase free shipping promo
	28	Month-end promo
2	6	Price is comparable to quality
	10	Has a large number of followers
	11	Big day promo
	12	Promo with certain purchase amount
	14	Promotional information in accordance with consumer desires
	18	Clear, fast and friendly response
	19	Handling customer complaints
	20	Provision of various payment methods
	21	Providing warranty on clothing damage
	22	Provision of various expedition services
	23	Provision of product photos from various sides
	24	Appearance of testimonials of consumers who have bought before
	26	Providing a safe delivery guarantee
3	4	Clothing quality
	5	Origin of clothing brand
	7	Competitive price
	8	Prices vary
	9	Available in various e-commerce
	16	Size adjustment with consumers
	17	Customer data security guarantee
	27	Having your own website
4	25	Provides assurance of secure transactions
	15	Provision of outfit inspiration content

Table 4. Summary of causal factors and solutions

Causal Factors	Strategy Design	Solution Source
Lack of variety of clothes sold	Increase the range of clothing according to consumer preferences	IPA and survey calculation results
	Adding reworked clothing designs and models	Owner's view and trend observation
Not yet achieved promotions that can increase customer satisfaction and brand awareness	Changing the brand name with a name that is easier for consumers to remember	Survey results and owner views
	Participate in events held by communities that accommodate cultural, fashion, and art phenomena	Owner's view
	Creating informative, relevant and consistent content on social media	Observation result
Sales promotion that can change consumer behavior has not been achieved.	Free shipping on first purchase	IPA calculation results
	Providing month-end promos	IPA calculation results and owner's view

Variety of Clothes on Sale

The variety of types of clothing sold, models, and designs of clothing are important factors for consumers when making clothing purchases, but this element is still considered not optimal in meeting consumer satisfaction. Based on IPA calculations, the level of consumer expectations for the diversity of types of clothing reaches a value of 4.27, while the level of satisfaction is only 1.77. These results indicate consumer dissatisfaction with the variety of clothes Shukufukuu.Id sells. The gap between consumer expectations and satisfaction can trigger a negative image and not build consumer loyalty to make repeat purchases. Previous research found the effect of product diversity and consumer confidence on interest in buying products online (Putri & Gunawan, 2021). In addition, Kiswuryanto and Ferdinand (2016) stated that product diversity has a positive and significant effect on purchasing decisions. According to Sam and Chatwin (2013), the element of providing a wide variety of product categories is one of the most important marketing mix tools in the product category. This statement is also justified by the statement of the online shop owner who said that Shukufukuu.Id sells a less varied clothing model.

Based on these problems, an alternative marketing strategy is formulated for Shukufukuu.Id. The online store can increase the variety of types of clothing sold by adjusting consumer preferences. This is done so that the additional types of clothing sold by Shukufukuu.Id are in accordance with the wants and needs of consumers. In order to meet the needs and desires of consumers, a marketer must be able to know the characteristics or behavior of people, groups, and organizations that will use their products or services (Falentina, 2017). In addition, Shukufukuu.Id can also add models and designs of clothes that are sold to make them more attractive. One of the trending clothing models and designs among obsolete fashion is upcycling. Upcycling is defined as the reuse of (unused objects or materials) in such a way as to create a product of higher quality than its original value (Putri and Suhartini, 2018). This model is also known as rework. This model is made by combining several pieces of clothing into one unit that has its own aesthetic value and uniqueness. Upcycling is a solution to turn out-of-date clothing into up-to-date clothing (Putri and Suhartini, 2018).

The upcycle design model is also known as rework. This model is made by combining several pieces of clothing into one unit that has its own aesthetic value and uniqueness. Upcycling is a solution to turn out-of-date clothing into up-to-date clothing (Putri and Suhartini, 2018). On the Instagram platform, there are many high-value reworked clothes. Some of them are online shops @burustudio and @rclmd.la. Examples of the reworked clothes sold can be seen in Figure 3.

Promotion as an Effort to Increase Consumer Satisfaction and Brand Awareness

According to Kotler and Armstrong (2012), promotion is an activity that communicates products or services and their advantages to customers and persuades them to buy these products or services. The promotion has three functions, including attracting consumers who have never bought to be interested in buying, so that consumers who have already bought make repeat purchases, and so that consumers buy additional purchases (Falentina, 2017). Based on the results of the IPA calculation of the free shipping promo variable, the level of expectation reaches a value of 4.27. The high consumer expectations of this promotional variable affect the purchasing decisions that consumers make. This statement is supported by Daryani's statement (Made et al. 2015), which states that promotion affects purchasing decisions. Promotion and product diversity affect repurchases through consumer satisfaction factors (Alvian & Prabawani, 2020). However, Shukufukuu.Id has not met consumer expectations because the level of satisfaction with this variable only reaches a value of 3.10.

Efforts to increase customer satisfaction through sales promotion can be made through providing free shipping promos for the first purchase. Based on the IPA matrix results, this variable has not been carried out optimally by Shukufukuu.Id, so it has not met the level of consumer satisfaction. Therefore, providing free shipping promos can be an attractive promo for consumers. The more attractive the promotion carried out by the company, the higher the consumer's decision to purchase and subscribe to the products and services (Made et al. 2015).



Figure 3. Example of a garment with a rework concept

According to Aaker (2013), brand awareness is a person's ability to remember and recognize brands against products that have reached a dominant level of awareness. Dwiyantri et al. (2018) added that brand awareness includes the name, image, or logo, and certain slogans used by sellers to promote their products. Having strong brand awareness can make consumers remember the brand of the product category they want to buy. In addition, in an interview with the owner of Shukufukuu.Id, he mentioned that they have difficulty competing with competitors with strong brand awareness. This factor is one of the causes of the revenue problems experienced by Shukufukuu.Id. This statement is supported by Dwiyantri et al. (2018) who stated that brand awareness has a significant influence on purchasing decisions. Based on these results, a promotional strategy is formulated that can increase brand awareness. This statement is supported by Bahrungsyah and Iskandar's research (2018) that the promotion mix and brand awareness together have a close relationship with purchase intention.

As an effort to increase brand awareness, Shukufukuu.Id can consider changing the brand name to a name that is easier to remember. The pronunciation of the brand name used today tends to make it difficult for consumers to remember and search for brands online. This is evidenced by the results of the questionnaire which states that 83 percent of Shukufukuu.Id consumers have difficulty when remembering and searching for online stores. Whereas according to Aribowo (2017), the brand name becomes an identity as well as a differentiator from competitors so that it is easier for consumers to remember and recognize. In addition, Shukufukuu.Id can participate in various events held by communities that accommodate cultural, fashion, and art phenomena. Some events that Shukufukuu.Id can participate in are Jakarta Sneakers Day, Jakarta Thrift Day, and Brightspot Market. Shukufukuu.Id's participation in events held by communities that already have a mass will indirectly expand the scope of

its potential consumers. This solution is supported by the results of research by Ramanda et al. (2017) which states that there is a strong relationship between event marketing and brand awareness.

The creation of informative, relevant, and consistent content on a brand's social media also affects brand awareness. Quoting IMarketology (2020), content marketing is a strategy in marketing activities that focuses on creating and distributing valuable, relevant, and consistent content, to attract and retain the interest of targeted audiences and encourage customer actions that can generate profits for companies that carry out this marketing tactic. The content created must be interesting and in accordance with the character of the audience, so as to increase consumer awareness of the existence of the brand and tend to make the audience more easily remember the brand when they need certain products or services.

Building and increasing brand awareness can be done by getting the mind share of potential customers or customers as much as possible, so content marketing is a very effective marketing strategy for building and increasing brand awareness (IMarketology 2020). The selection of this strategy is also based on the researcher's findings on Shukufukuu.Id. Based on the researcher's observations, Shukufukuu.Id has not done content marketing optimally because some of the content shared via Instagram tends to have no relevance to the products being sold. The results of the researcher's observation of Shukufukuu.Id's content marketing can be seen in Figure 4. Furthermore, some of the important types of content and objectives to be developed are described in Table 5.

Sales Promotions that Can Change Consumer Behavior

Based on the online shop owner's statement, Shukufukuu.Id has difficulty finding sales promotions that make consumers decide to make a purchase. In other words, the sales promotions carried out by Shukufukuu.Id have not been able to make consumers change their behavior. According to Firmansyah (2018), consumer behavior is something that underlies consumers' purchasing decisions. Consumer behavior, apart from product quality, also includes product prices, promotions as well as the place where goods are sold (Firmansyah, 2018). Choosing the right type of promotion plays an important role in determining its

effectiveness on sales. This statement is supported by Tambunan's research (2016) that promotional activities have a significant effect on consumer decisions in buying a product. Similar results were also found in

the research of Parmana et al. (2019) that the most influential components of the mix components on purchasing decisions are price and promotion.

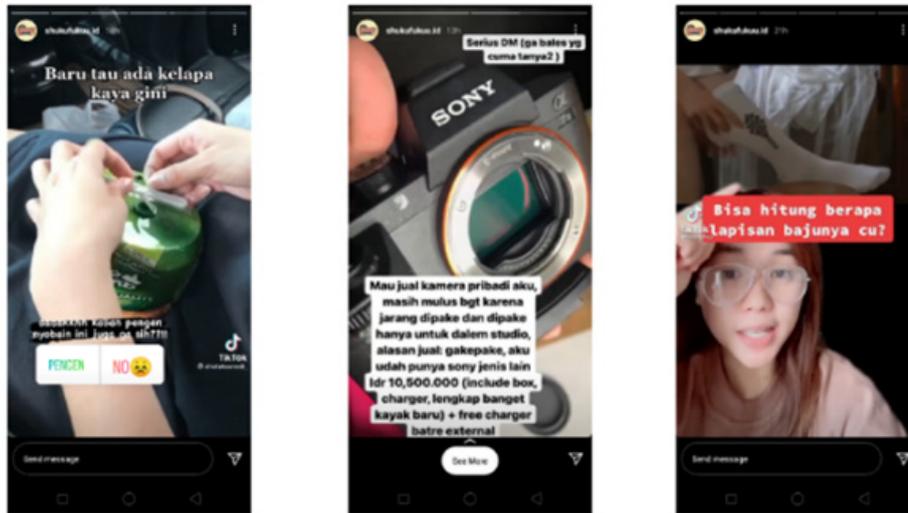


Figure 4. Researcher observation of Shukufukuu.Id content marketing

Table 5. Content types and objectives

Types of Content		Objectives
Product launch content	Soft launching product	The purpose of this content is to build and increase consumer excitement for the product to be launched, increasing the power of word-of-mouth among consumers and potential consumers. The medium used for this content creation is Instagram. Brands can work with influencers in content creation.
	The drop	The purpose of this content is to create a memorable experience in the minds of consumers and create hype among consumers leading to increased word-of-mouth power. The medium used in the creation of this content was Instagram which was used during the product launch. The target of this content is consumers.
Daily content	Interactive games	The purpose of this content is to maintain relationships with consumers and increase consumer excitement when games provide giveaways. The media used is Instagram with the target content, namely consumers.
	Promo	The purpose of this content is to increase sales conversions, increase brand awareness through one of the conditions for giving promos is to share brand content on consumers' Instagram, and increase social media engagement. The media used is Instagram with consumers and potential consumers as content targets.
	Brand's journey	The purpose of the content is to improve the quality of consumer and brand relationships. The media used is Instagram. The target of the content is consumers.
	Informative content	The purpose of the content is to increase social media engagement and brand awareness. The media used in content publication is Instagram. The target of the content is consumers. Examples of content that can be created by Shukufukuu.Id include mix & match products sold, descriptive content about the brand's industry, and descriptive content about the products sold by the brand.
Engaging content	The purpose of creating this content is to attract consumers to know more about the brand and create a positive brand image. The media used is Instagram. The target of the content is consumers. Examples of content that can be created are good and interesting product photos, interesting content design, and the creation of a visual identity that can create positioning in the minds of consumers.	

On the other hand, the level of consumer satisfaction with the sales promotion element in the IPA matrix results has not been met. Sales promotion is a form of promotion that is carried out to change consumer behavior. Sales promotion solves the problem of barriers to action (Waterschoot & Bulte, 1992). According to Njoto and Siendra (2018), sales promotion is carried out by giving promos at certain events and discounts for resellers. One of them is giving promos at the end of the month. Based on the results of the IPA matrix, consumers have a high level of expectation for the provision of promos at the end of the month. The expectation level value reaches 4.67 while the satisfaction level only reaches a value of 2.73. This can be used as a basis for Shukufukuu.Id to change consumer behavior through the provision of month-end promos and increase sales.

Managerial Implications

The results of this study can be a reference for online fashion entrepreneurs through optimizing marketing strategies by analyzing the level of consumer expectations and satisfaction. The findings of this study also provide implications for stakeholders, including the government, in shaping strategies related to digital marketing in the fashion industry.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The marketing mix applied by Shukufukuu.Id is (1) product, the clothes sold are not yet varied (2) price, the price of clothes sold varies from 60.000 IDR to 190.000 IDR (3) place, the platform used by Shukufukuu.Id in marketing and sales is easily accessible to consumers (4) promotion, sales promotion is not yet optimal. There are three variables with the highest level of expectation and are considered influential in purchasing clothes online by consumers, namely having a large number of followers (4.60), clear, fast, and friendly responses (4.53), and the appearance of previous consumer testimonials (4.50). The three variables with the lowest level of expectation are having their own website (2.97), adjusting the size to consumers (3.50), and providing outfit inspiration content (3.73).

Alternative marketing strategies are made based on consideration of the IPA matrix results related to the

level of consumer expectations and satisfaction with the Shukufukuu.Id marketing mix as well as the online shop owner's point of view on the problems faced and their solutions and then validated through previous research literature studies. The solutions provided include increasing the variety of clothes sold, sales promotions that can increase brand awareness and consumer satisfaction, and sales promotions that can change consumer behavior.

Recommendations

Shukufukuu.Id needs to make new breakthroughs in the products sold, solve its brand identity problems by rebranding the brand name to make it easier to remember and read, educate consumers through various informative and interesting content, and provide purchase promos that suit consumers and are effective in increasing sales. In the future, Shukufukuu.Id can regularly evaluate the performance of the marketing mix that has been carried out through simple surveys to consumers and consider the reseller method as a solution to additional sources of income.

FUNDING STATEMENT: This research did not receive any specific grant from funding agencies in the public, commercial, or not - for - profit sectors.

CONFLICTS OF INTEREST: The authors declare no conflict of interest.

REFERENCES

- Aaker DA. 2013. *Strategic Marketing Management*. 8th Ed. Jakarta: Salemba Empat.
- Adiba F, Nahdiana N, Rahayu PB. 2021. Strategi komunikasi pemasaran online shop brand mabello melona dalam menarik minat konsumen di Makassar. *Journal of Communication Sciences (JCoS)* 4(1): 45–51. <https://doi.org/10.55638/jcos.v4i1.668>
- Alvian MS, Prabawani B. 2020. Pengaruh sales promotion dan keragaman produk pada shopee terhadap minat beli ulang melalui kepuasan konsumen sebagai variabel intervening. *Jurnal Ilmu Administrasi Bisnis* 9(2):191-200. <https://doi.org/10.14710/jiab.2020.27296>
- Aribowo, E. K. 2017. Linking arabic, islam, and economy: onomastics on business name of people of arab descent in Indonesia. *Karsa:*

- Jurnal Sosial Dan Budaya Keislaman* 25(2):284-306. <https://doi.org/10.19105/karsa.v25i2.1390>
- Aziz R. 2019. *Marketing Strategy Development at Laresolo Tea Shop*. Bogor: Institut Pertanian Bogor.
- Bahrungsyah MA, Iskandar DA. 2018. The effect of promotion mix and brand awareness on buying interest in eervoleather leather hats. *Jurnal Manajemen Strategi dan Aplikasi Bisnis* 1(1):37–46. <https://doi.org/10.36407/jmsab.v1i1.18>
- Chaffey D, Smith P. 2008. *E-marketing Excellence: Planning and Optimizing Your Digital Marketing 3th Ed*. England: Butterworth-Heinemann.
- Dwiyanti E, Qomariah N, Tyas WM. 2018. The effect of perceived quality, brand name, and brand awareness on purchasing decisions. *Jurnal Sains Manajemen dan Bisnis Indonesia* 8(2):148–163. doi: <https://doi.org/10.32528/jsmbi.v8i2.1786>
- Falentina F. 2017. *Proposed E-Marketing Mix Online Shop Come Come Based On Consumer Profiles To Increase Sales*. Bandung: Universitas Katolik Parahyangan.
- Feng MY, Mangan J, Xu M, Wong CY, Lalwani C. 2014. Investigating the different approaches to importance performance analysis. *The Service Industries Journal* 34(12): 1021–1041. doi: [10.1080/02642069.2014.915949](https://doi.org/10.1080/02642069.2014.915949).
- Firmansyah MA. 2018. *Consumer Behavior (Attitudes and Marketing)*. 1st ed. Yogyakarta: Deepublish.
- Hariningsih E, Setiawan RNB, Munarsih E, Rahman MT. 2022. Perbedaan gender dalam persepsi harga, promosi, dan online review produk pakaian erigo terhadap niat pembelian online. *Valid: Jurnal Ilmiah* 20(1): 11-21. <https://doi.org/10.53512/valid.v20i1.273>
- Hasbi M, Kurniati RR, Hardati RN. 2022. Faktor-faktor yang mempengaruhi minat beli outfit second (thrift) (studi pada konsumen di Toko RB Landungsari). *JIAGABI (Jurnal Ilmu Administrasi Niaga/Bisnis)* 11(1):78-86.
- IMarketology. 2020. 3 Reasons why content marketing can increase brand leads. <https://marketingcraft.getcraft.com/id-articles/3-alasan-mengapa-content-marketing-dapat-meningkatkan-leads-brand>. [28 Juli 2021].
- Indrasari M. 2019. *Marketing and Customer Satisfaction*. 1st ed. Surabaya: Unitomo Press.
- Kalyanam K, McIntyre S. 2002. The e-marketing mix. *Journal of the Academy of Marketing Science* 30(4):483–495. doi:10.1177/009207002236924.
- Kiswuryanto RP, Ferdinand AT. 2016. Analysis of factors affecting purchasing decisions at online store “fisheye outlet” Semarang. *Diponegoro Journal of Management* 5(4):1–12.
- Kotler P, Armstrong G. 2012. *Principles of Marketing*. 14th ed. New Jersey: Prentice Hall.
- Made MG, Rodhiyah R, Widiartanto W. 2015. The effect of promotion and price on purchasing decisions for suara merdeka daily newspapers. *Journal of Business Administration Science*. 5:1–12.
- Mubarak SA, Sanawiri B. 2018. The influence of fashion lifestyle on purchase intention (study on second hand clothing consumers @Tanganke dua). *Jurnal Administrasi Bisnis* 55:33–40.
- Mulyawan CPY. 2010. *The Effect Of Expectations, Product Quality And Consumer Satisfaction On Consumer Loyalty: Case Study On Circle Demangan Baru Yogyakarta Consumers*. Yogyakarta: Universitas Sanata Dharma.
- Njoto DP, Sienatra KB. 2018. The effect of promotion on consumer purchasing decisions of Wenak Tok. *Jurnal Performa : Jurnal Manajemen dan Start-up Bisnis* 3(5):612–618.
- Parmana P, Fahmi I, Nurrohmat DR. 2019. The influence of marketing mix factors in purchasing decision for wooden furniture case of furnimart Bogor. *Indonesian Journal of Business and Entrepreneurship (IJBE)* 5(1): 54–64. <https://doi.org/10.17358/ijbe.5.1.54>
- Pogorelova EV, Yakhneeva IV, Agafonova AN, Prokubovskaya AO. 2016. Marketing Mix for E-commerce. *International Journal of Environmental and Science Education* 11(14):6744–6759.
- Putri DY, Suhartini R. 2018. Upcycling casual fashion as a utilization of used clothes. *Jurnal Dinamika Ekonomi dan Bisnis* 7(1):12–22. <https://doi.org/10.34001/jdeb.v19i1.2937>
- Putri TC, Gunawan C. 2021. Pengaruh keragaman produk dan kepercayaan terhadap minat beli online saat pandemi Covid-19. *Jurnal Ekonomi, Manajemen, Bisnis, Dan Sosial (Embiss)* 1(2): 56-65.
- Rahayu I, Nurrochmat DR, Fachrodji A. 2015. Marketing mix analysis of natural tourism area 'kawah putih' and its effect on visitors' decision. *Indonesian Journal of Business and Entrepreneurship (IJBE)* 1(2):72–80. <https://doi.org/10.17358/ijbe.1.2.72>
- Ramanda R, Tresnati R, Maharani N. 2017. The effect of event marketing on the #Ngopingalagedays5

- event (survey of consumers of Kedai Kopi Perjoeangan). *Prosiding Manajemen*; Bandung, Feb 2017. Bandung: Universitas Islam Bandung. hlm 598–602.
- Rizky MSP. 2012. *Clothing as Communication (The Use of Imported Used Clothes as a Medium to Communicate Social Identity)*. Yogyakarta: Universitas Kristen Satya Wacana.
- Sam KM, Chatwin KR. 2013. Measuring e-marketing mix elements for online business. *International Journal of E-Entrepreneurship and Innovation* 3(3):13–26. doi:10.4018/jeei.2012070102.
- Tambulana MNF. 2013. *The Trend of Consuming Used Clothes among College Students in Yogyakarta*. Yogyakarta: Universitas Gadjah Mada.
- Thabit TH, Raewf M. 2018. The Evaluation of Marketing Mix Elements: A Case Study. *International Journal of Social Science and Education* 4(4):100–109. <https://doi.org/10.23918/ijsses.v4i4p100>
- Waterschoot WV, Bulte CVD. 1992. The 4P Classification of the Marketing Mix Revisited. *Journal of Marketing* 56(4): 83-93. <https://doi.org/10.1177/002224299205600407>