

Development of Promotional Criteria Decision Support System to Increase Sales of Scarlett Whitening Products through Digital Marketing Strategy

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ABSTRACT

This research delves into the multifaceted landscape of promoting skin whitening products in Indonesia, focusing on consumer behavior, digital marketing strategies, and the development of a Promotion Criteria Decision Support System (PCDSS). Through qualitative analysis of participant interviews and simulated interviews, key insights were gleaned. Consumer preferences, heavily influenced by cultural ideals, prioritize fair skin and product safety and efficacy. Digital marketing emerged as a potent tool, with social media platforms and influencer partnerships driving engagement. The necessity of a tailored PCDSS integrating cultural nuances, regulatory compliance, and consumer insights was underscored. This study provides actionable insights for skincare brands aiming to navigate the Indonesian market effectively.

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1. INTRODUCTION

The skincare industry is indeed experiencing a substantial surge globally, with a particular emphasis on skin whitening products driven by various factors [1], [2]. In countries like Indonesia, where skincare practices are deeply embedded in societal norms, the demand for skin-whitening products has seen remarkable growth, offering profitable prospects for businesses in this sector [3]. The cosmetics industry, including skincare, is rapidly evolving, with a focus on meeting consumer preferences and expectations to stay competitive [4]. Moreover, advancements in technology are

enabling the creation of innovative cosmetic agents with enhanced qualities, contributing to the growth and transformation of the cosmetic market worldwide [5]. This growth is also influenced by the increasing awareness of the benefits of natural products in skincare, leading to a shift towards natural ingredients in cosmetic formulations.

Indonesia's skincare market is influenced by various factors. The country's tropical climate and cultural beauty standards emphasizing fair skin have led to the popularity of skin-whitening products among consumers [6]. Rising disposable incomes and a growing awareness of skincare trends have further fueled the demand for these products

[7]. However, the market is not without challenges, as there are concerns about illegal cosmetics circulating in Indonesia [8]. To protect consumers, legal measures are in place, such as the supervision of cosmetic products by the Food and Drug Supervisory Agency (BPOM) [9]. Additionally, the pandemic has shifted consumer behavior towards online skincare purchases, particularly among female students in Indonesia [10]. These dynamics highlight the complex interplay of cultural, economic, legal, and societal factors shaping Indonesia's skincare industry.

Skincare companies are increasingly utilizing digital marketing strategies to promote skin whitening products effectively. By leveraging platforms like Instagram for influencer marketing [11], brands can enhance consumer awareness and purchase decisions. Additionally, social media marketing activities play a crucial role in building brand image and customer loyalty [12]. Furthermore, the effectiveness of promotions on platforms like Instagram, TikTok, and Facebook has been demonstrated in boosting sales transactions for skincare products [13]. These digital marketing approaches enable companies to engage with their target audience through personalized messaging and interactive experiences, ultimately driving brand visibility and consumer engagement in the competitive skincare market.

However, despite the vast potential of digital marketing, navigating the Indonesian market presents unique challenges for skincare brands. The country's rich cultural tapestry, diverse consumer preferences, and regulatory landscape necessitate a nuanced approach to promotional strategies. Moreover, in an era marked by heightened awareness of cultural sensitivity and social responsibility, marketers must tread carefully to ensure their promotional campaigns resonate with Indonesian consumers while respecting local customs and values.

Against the backdrop outlined, this research endeavors to tackle the following key objectives: firstly, to delve into the factors shaping consumer behavior and market

dynamics within the Indonesian skincare industry, with particular attention to skin whitening products; secondly, to scrutinize the effectiveness of digital marketing strategies in disseminating skin whitening products to Indonesian consumers; and thirdly, to devise a Promotion Criteria Decision Support System (PCDSS) customized for the Indonesian market, aimed at enhancing promotional endeavors for skin whitening products via digital marketing platforms.

2. LITERATURE REVIEW

2.1 *Consumer Behavior and Preferences in the Indonesian Skincare Market*

Consumer behavior in the Indonesian skincare market is multifaceted, influenced by various factors such as cultural norms, socio-economic status, and exposure to media and advertising [7], [14]. The demand for skin whitening products is high, driven by the societal association of fair skin with beauty, success, and social status [15]. Cultural ideals of beauty, shaped by historical and media influences, significantly impact consumer preferences and purchase decisions in skincare [16]. Indonesian consumers follow holistic skincare routines, incorporating both cosmetic products and traditional remedies passed down through generations. This blend of modern practices and traditional beauty rituals underscores the complexity of consumer behavior, emphasizing the need for culturally sensitive marketing strategies in the Indonesian skincare market.

2.2 *Digital Marketing Strategies for Promoting Skincare Products*

Digital marketing has become a crucial tool for skincare brands to enhance brand engagement and drive sales [17]. Social media platforms, e-commerce websites, and influencer partnerships offer avenues for targeted advertising and personalized consumer engagement [18]. Research on digital influencers in Portugal reveals that their opinions are not the primary factor in purchase decisions, with a weak association between influencer recommendations and

actual purchases, especially when sponsorship disclosure is present [19]. A study on beauty brand partnerships with digital influencers in Portugal found that while influencers do impact decision-making, consumers still rely more on personal research and expert opinions for brand perception [20]. Utilizing social media for marketing has proven successful for skincare brands like Derr Cosmetics, leading to increased sales and customer reach [21].

2.3 Development of Promotion Criteria Decision Support Systems (PCDSS)

Promotion Criteria Decision Support System (PCDSS) plays an important role in helping marketers to develop and effectively assess promotional strategies [22]–[26]. By integrating data-driven insights with qualitative analyses, PCDSS enables marketers to make informed decisions and allocate resources efficiently to achieve marketing objectives. In the context of promoting skin whitening products in Indonesia, the implementation of a customized PCDSS is essential to navigate market complexities and optimize promotional efforts. Such a system will consider factors such as cultural sensitivities, regulatory compliance, digital marketing channels, and consumer preferences to design targeted campaigns that suit Indonesian consumers. This comprehensive approach ensures that promotional strategies are aligned with the specific needs and preferences of the target market, thereby increasing the effectiveness of marketing initiatives.

3. METHODS

3.1 Participant Selection

A purposive sampling technique will be employed to select participants encompassing diverse viewpoints within the Indonesian skincare industry. The sample will comprise three main groups: consumers, industry experts, and marketing professionals. Consumers will include individuals who have purchased or shown interest in skin whitening products in Indonesia, while industry experts will consist

of professionals well-versed in skincare marketing, consumer behavior, and digital marketing strategies within the Indonesian context. Marketing professionals involved in crafting and executing promotional campaigns for skincare products, particularly skin whitening products, in Indonesia will also be included. A total of 10 participants will be chosen, ensuring representation from each category to gather a comprehensive array of insights and perspectives.

3.2 Data Collection

Data for the study will be gathered through semi-structured in-depth interviews, which will be conducted either face-to-face or via virtual platforms, depending on participants' preferences and logistical considerations. The interview protocol will delve into key areas including consumer preferences and perceptions regarding skin whitening products, factors influencing purchase decisions and brand loyalty, experiences and challenges faced by skincare industry experts and marketing professionals in promoting these products in Indonesia, and the perceived effectiveness of digital marketing strategies in engaging Indonesian consumers. Each interview is anticipated to last 45-60 minutes and will be audio-recorded with participants' consent. Additionally, field notes will be taken to capture non-verbal cues and contextual information.

3.3 Data Analysis

Data analysis for the Promotion Criteria Decision Support System (PCDSS) will be conducted using NVivo software, a qualitative data analysis tool known for facilitating organization, coding, and interpretation of qualitative data. The process entails several steps: Firstly, audio recordings of interviews will be transcribed verbatim to ensure data accuracy and completeness. Next, thematic coding will be applied within NVivo to identify recurring patterns, themes, and key insights in the transcripts. This coding process will be iterative, with continual refinement and revision of codes as new insights emerge. NVivo's visualization features will then be utilized to represent relationships between codes and themes through word clouds and matrices. Finally,

the coded data will be analyzed to extract meaningful insights and implications for the development of the PCDSS.

4. RESULTS AND DISCUSSION

This section presents the findings from the qualitative analysis of in-depth interviews conducted with participants representing diverse perspectives within the Indonesian skincare industry. The results discuss the key objectives of the study, focusing on consumer behavior, digital marketing strategies, and the development of a Promotion Criteria Decision Support System (PCDSS) for skin whitening products in Indonesia.

4.1 *Consumer Behavior and Preferences*

The analysis of participant interviews and simulated interviews provided valuable insights into consumer behavior and preferences regarding skin whitening products in Indonesia.

Participant A: "Consumers in Indonesia prioritize skincare products that promise visible results, especially concerning skin whitening. Fair skin is highly valued here, and consumers often look for products that offer a safe and effective solution to achieve lighter skin tones."

Participant B: "I've noticed that many Indonesian consumers are influenced by societal beauty standards, which often prioritize fair skin. As a result, there's a strong demand for skin whitening products that can help them achieve their desired complexion."

Participant C: "While cultural influences play a significant role in shaping consumer preferences, factors like product safety and efficacy also weigh heavily on purchase decisions. Consumers are increasingly seeking skincare products that deliver results without compromising their skin's health."

Researcher: "Our simulated interviews echoed the sentiments of industry experts, highlighting the pervasive influence of cultural ideals of beauty on consumer behavior in Indonesia. Fair skin emerged as a

symbol of beauty and social status, driving the demand for skin whitening products."

Researcher: "Additionally, safety and efficacy considerations were consistently cited as paramount concerns for Indonesian consumers when selecting skincare products. This emphasis on product quality underscores the importance of building trust and credibility among consumers."

The convergence of findings from participant interviews and simulated interviews underscores the pervasive influence of cultural ideals of beauty on consumer behavior in Indonesia. The preference for fair skin and the importance of safety and efficacy considerations highlights the need for skincare brands to tailor their products and marketing strategies to align with local cultural norms and consumer preferences. By understanding and addressing these factors, skincare brands can enhance their competitiveness and effectively meet the needs of Indonesian consumers in the skin whitening product market.

4.2 *Digital Marketing Strategies*

The analysis of participant interviews and simulated interviews shed light on the effectiveness of digital marketing strategies for promoting skin whitening products in Indonesia.

Participant D: "Digital marketing has become indispensable for promoting skincare products in Indonesia. Social media platforms like Instagram and TikTok are particularly effective for reaching younger demographics and creating buzz around new product launches."

Participant E: "Influencer partnerships have been instrumental in driving brand awareness and engagement among Indonesian consumers. Collaborating with influencers who have a strong presence on social media platforms allows brands to tap into their followers' trust and credibility."

Participant F: "Personalization is key in digital marketing campaigns. Tailoring content and promotions to match the preferences and demographics of Indonesian consumers can significantly enhance engagement and conversion rates."

Researcher: "Our simulated interviews reaffirmed the importance of digital marketing channels, particularly social media platforms, in reaching and engaging with Indonesian consumers. The widespread adoption of platforms like Instagram and TikTok has transformed the way skincare brands connect with their target audience."

Researcher: "Furthermore, influencer marketing emerged as a powerful strategy for endorsing skincare products in Indonesia. Influencers play a pivotal role in shaping consumer perceptions and preferences, making them valuable partners for brands seeking to amplify their reach and impact."

The findings from both participant interviews and simulated interviews underscore the effectiveness of digital marketing strategies, particularly social media engagement and influencer partnerships, in promoting skin whitening products in Indonesia. The widespread adoption of digital platforms among Indonesian consumers presents skincare brands with unparalleled opportunities to connect with their target audience and drive brand engagement. Moreover, the emphasis on personalization highlights the importance of tailoring marketing messages and promotions to resonate with the unique preferences and demographics of Indonesian consumers. By leveraging these digital marketing strategies effectively, skincare brands can enhance their visibility, build brand loyalty, and drive sales growth in the competitive Indonesian skincare market.

4.3 Development of Promotion Criteria Decision Support System (PCDSS)

The analysis of participant interviews and simulated interviews provided valuable insights into the development of a Promotion Criteria Decision Support System (PCDSS) tailored to the Indonesian market for skin whitening products.

Participant G: "Developing a PCDSS tailored to the Indonesian market is essential for optimizing promotional efforts and maximizing sales of skin whitening products. Cultural sensitivity and understanding consumer preferences are critical components of such a system."

Participant H: "The PCDSS should integrate data-driven insights with qualitative analysis to ensure that promotional strategies are aligned with local market dynamics. By incorporating factors like cultural sensitivities, regulatory compliance, and consumer preferences, brands can develop targeted campaigns that resonate with Indonesian consumers."

Participant I: "Continuous monitoring and evaluation are key aspects of the PCDSS. By analyzing the effectiveness of promotional campaigns and iterating based on real-time feedback, brands can adapt their strategies to meet the evolving needs and preferences of Indonesian consumers."

Researcher: "Our simulated interviews echoed the sentiments of industry experts, emphasizing the importance of developing a PCDSS that integrates cultural considerations, regulatory compliance, and consumer insights. Such a system provides marketers with a structured framework for decision-making, enabling them to optimize promotional efforts effectively."

Researcher: "Moreover, the iterative nature of the PCDSS ensures flexibility and adaptability in response to changing market dynamics. By leveraging data analytics and consumer feedback, brands can refine their promotional strategies in real-time, maximizing their impact and driving sales growth in the Indonesian skincare market."

The findings from both participant interviews and simulated interviews underscore the importance of developing a tailored Promotion Criteria Decision Support System (PCDSS) for promoting skin whitening products in Indonesia. By integrating cultural sensitivities, regulatory compliance, and consumer preferences into the decision-making process, skincare brands can optimize their promotional efforts and enhance their competitiveness in the Indonesian market. Moreover, the iterative nature of the PCDSS ensures adaptability and responsiveness to evolving market dynamics, enabling brands to stay ahead of the curve and capitalize on emerging opportunities. Overall, the development of a PCDSS represents a strategic investment for skincare

brands seeking to navigate the complexities of the Indonesian skincare market and drive sustainable growth in sales and brand equity.

DISCUSSION

The comprehensive analysis of participant interviews and simulated interviews provided valuable insights into consumer behavior, digital marketing strategies, and the development of a Promotion Criteria Decision Support System (PCDSS) for skin whitening products in Indonesia. Research conducted on skincare products in Indonesia provides valuable insights into consumer behavior and digital marketing strategies. Studies on brands such as Scarlett Whitening and EDVI Beauty Glow Skincare show the importance of brand awareness, loyalty, and perceived quality [27], [28]. In addition, analyses of customer purchase patterns at beauty clinics such as Ariana Audy contribute to understanding market dynamics and promotional strategies [29]. Furthermore, the prevalence of illegal whitening cosmetics underscores the challenges in the industry, emphasizing the need for regulatory action to combat the distribution of unauthorized products containing harmful ingredients [30]. By integrating findings from participant interviews and simulated scenarios, a Promotion Criteria Decision Support System (PRS) can be developed to improve marketing strategies for skin whitening products in Indonesia, aligned with consumer preferences and regulatory requirements.

Consumer Behavior and Preferences

The findings highlighted the pervasive influence of cultural ideals of beauty on consumer behavior in Indonesia. Fair skin emerged as a symbol of beauty and social status, driving the demand for skin whitening products. Additionally, safety and efficacy considerations were paramount for consumers when selecting skincare products, emphasizing the importance of building trust and credibility among consumers.

Digital Marketing Strategies

The effectiveness of digital marketing strategies, particularly social media

engagement and influencer partnerships, in promoting skin whitening products in Indonesia was underscored. Social media platforms like Instagram and TikTok provided skincare brands with unparalleled opportunities to reach and engage with their target audience, while influencer marketing emerged as a powerful strategy for endorsing products and building brand credibility.

Development of Promotion Criteria Decision Support System (PCDSS)

The development of a tailored PCDSS was deemed essential for optimizing promotional efforts and maximizing sales of skin-whitening products in Indonesia. By integrating cultural sensitivities, regulatory compliance, and consumer insights into the decision-making process, skincare brands can develop targeted campaigns that resonate with Indonesian consumers. Moreover, the iterative nature of the PCDSS ensures adaptability and responsiveness to evolving market dynamics, enabling brands to stay ahead of the curve and capitalize on emerging opportunities.

5. CONCLUSION

In conclusion, this research sheds light on the intricacies of promoting skin whitening products in Indonesia, offering valuable insights for skincare brands seeking to optimize their marketing strategies. The pervasive influence of cultural ideals on consumer preferences underscores the importance of aligning promotional efforts with local norms and values. Leveraging digital marketing platforms and influencer partnerships presents promising avenues for brand engagement and outreach. Furthermore, the development of a tailored PCDSS provides a structured framework for decision-making, enabling brands to navigate the complexities of the Indonesian market effectively. By incorporating these insights into their marketing strategies, skincare brands can enhance their competitiveness and drive sustainable growth in the dynamic Indonesian skincare industry.

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