

INCREASING SALES WITH THE ROLES OF MARKETING MIX (A STUDY OF THE COSMETICS BUSINESS)

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ABSTRACT

Marketing mix is one method of winning an edge that makes sense for both organizations producing labor and products. The advertising mix is intended to determine the direction, the purpose of promotional options in the business related to market division, the idea of the target market, and the components of the marketing mix. Sometimes business in cosmetics tends to continue to grow. The growing interest in beautifying themselves has become a basic human need, having an impact on increasing the supply of cosmetic products. In the promotional role, the most difficult condition is to restrain the buyer from continuing to use the goods of the merchant, or it is often alluded to as client devotion. To ensure customer constancy, business people must have the right marketing procedures in promoting their products. One type of marketing techniques is a marketing mix system that combines products, prices, promotions, and places. If buyers are satisfied with the goods sold, they will be loyal. Assuming the reliability of the client is understood, it will affect the expansion of the deal.

KEYWORDS

Keywords: Marketing mix, sales, cosmetics business.



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INTRODUCTION

Due to the rapid growth of the cosmetic industry today, market competition is getting tighter, as evidenced by the emergence of new brands, cosmetic products both locally and internationally. The proliferation of new local cosmetic brands that present a variety of products creates a superior business into a promising region.

Indonesia has local cosmetic brands that attract attention to the public, including MS Glow, Y.O.U, Scarlett, Bening Skincare and many more. The cosmetics are formulated for all genders, both women and men. However, the surge in interest in the use of cosmetics or

skincare among the public to date is in line with the development of all new cosmetic brands, both local and from abroad which has the effect of making cosmetic business competition tighter.

While the cosmetic businesses is growing so fast, the biggest of which is skincare, are just popping up, not all of them will survive. However, some of these businesses fail or go out of business due to a number of factors, including poor management, lack of capital, and customers looking for other manufacturers or sellers. In the field of promotion, the most difficult situation is to hold buyers from continuing to use goods from sellers, or often mentioned as consumer devotion.

There is a large selection of other beauty items offered to buyers. Different decisions will positively affect the buyer's buying interest in surface-level items that customers need. According to Erdalina and Nita (2015), the development of the cosmetics industry has resulted in an increasingly fierce level of competition between players in the sector. As a result, manufacturers are increasingly trying to attract customers to win over their rivals.

To be able to make consumer satisfied, one way that can be done to win the competition is that companies must have the right marketing system in promoting their products, because promotional methods are key instruments that are expected as company strategies used to gain advantages in the business world. In developing an outstanding care products business, money managers should not rely solely on stock and ideas about the goods sold. Of the various marketing activities that exist, a mix of trends are often used in companies to introduce or disseminate information about their products to the general population.

The use of a combination of marketing (marketing mix) which includes products, prices, promotions, and distribution places will affect consumer satisfaction when it comes to buying a product. Consumer loyalty will affect customer trust, so that the business built will continue to survive, be creative and able to compete with its competitors.

A business is supposed to thrive and survive if it has underlying markers, particularly great deals, or overall, increased offerings over the long term. An agreement is a coordinated work to drive smart actions directed at meeting the requirements and desires of the buyer, in order to get a productive deal (Marwan, 1991). Since profits are generated from sales, the lifeblood of a business is sales. Profits are used to develop the business and follow the development of the business.

RESEARCH METHOD

To analyze this study, the authors used descriptive and quantitative methods, literature review and previous researchers.

RESULTS AND DISCUSSION

Marketing

Marketing is a strategic and tactical process of introducing, promoting, and selling products, services, or ideas to the target market with the aim of achieving profits and meeting consumer needs. It involves various steps and decisions taken by organizations or individuals to ensure that their products or services are well received by the market.

Marketing Aspects involve:

- 1) Identification of Customer Needs and Demands
- 2) Marketing Goal Setting
- 3) Marketing Strategy Development
- 4) Marketing Mix
- 5) Implementation and Implementation
- 6) Evaluation and Control

7) Focus on Customer

Marketing is not just about selling a product or service, but also about building long-term relationships with customers and creating value for them. By combining the right marketing strategies and tactics, a company can achieve success in achieving its business goals and building a strong brand in the market.

Marketing Objectives :

The main goal of marketing is to meet the demands and needs of consumers, create added value for customers, and ultimately, achieve profits for the company.

Here are some common marketing objectives:

- a. Increase Sales: By implementing the right marketing strategy, companies hope to attract more consumers and encourage them to make purchases.
- b. Increase Brand Awareness: This goal includes ensuring that the brand or product is recognized and remembered by the target market, so that consumers are more likely to choose that product compared to competing brands.
- c. Increase Market Share: By increasing the number and adding consumer data to product users.
- d. Increase Customer Loyalty: This goal includes increasing customer loyalty to keep them using the company's products or services repeatedly and provide positive references to others.
- e. Introducing New Products: introducing such products to the market effectively and creating strong demand.
- f. Increase Customer Satisfaction: Satisfied consumers are more likely to become loyal customers and are more likely to recommend a company's products or services to others.
- g. Improving Company Image: A positive image will help the company build a good reputation and attract more customers.
- h. Improve Marketing Efficiency: increase efficiency in marketing budget management and resource use.
- i. Reaching New Market Segments: By identifying opportunities in new markets, companies can expand their customer base and increase business growth.

Each company or individual may have different marketing goals, depending on their business strategy and market situation. It is important to set clear and measurable goals so that the marketing plan can run effectively and can be evaluated for success.

Marketing Mix

The marketing mix, also known as the 4Ps of marketing, is a basic concept in marketing that helps businesses develop effective marketing strategies to promote their products or services. It was first introduced by E. Jerome McCarthy in the 1960s and has since become a cornerstone of marketing theory. The 4Ps represent four key elements that businesses can control to influence consumer behavior and achieve their marketing goals.

Marketing mix or marketing mix is very important to pay attention to at the beginning of the formation of a cosmetics / skincare business. The cosmetics business should be handled from production costs, workers, rent (if the business location is not privately owned), promotion and advertising, quality of product manufacturing materials, customer service, profits and of course the attitude to continue this type of business. Including :

Product

This element refers to tangible goods or intangible services that a company offers to its target market. It involves decisions about:

1. Product features, product advantages offered, the more advantages, the more consumers are interested in buying the product
2. Design, plan, and develop actual items or products that address client problems and needs.
3. Quality, the extent to which a product can meet or exceed the expectations and needs of customers or users.
4. Packaging, Bundling is an interaction related to the plan of making compartments or covers for an item.
5. A brand is a name, special symbol, term, or design intended to distinguish itself from competing products and provide identity.
6. And any additional services related to the product.

Price

Price refers to how much money a customer has to pay to get a good or service. Value options can be influenced by different variables, such as production costs, competitor costs, saw value, and valuation systems such as infiltration pricing, skimming pricing, or value-based pricing and the relationship between market interests, reduced buyer loyalty, transaction mix, serious costs, above costs, mental point of view, the need to create profits. Obviously, the best way to find out the appropriate price is to compare the selling price of competitors and market prices by considering the quantity and quality of materials used. Then, at that time, set the selling price of cosmetic items slightly cheaper than the selling price of goods owned by competitors so that buyers must try the advertised cosmetic items. After all, the sales price is not necessarily lower than that of comparable competitors, assuming the company has exceptional quality that attracts buyers. So organizations have more value than comparative competing organizations.

By making decisions about selling prices, you can find out the impact on the company. If the price of the product is high, it is assumed that it can cause decreased competitiveness, while if the price of the product is low, the company can experience losses, especially when costs are increasing. This kind of thing causes problems for pioneering companies or those that are still just starting to build their brands. Pricing goals also have an impact on the company.

Product pricing is a strategic process carried out by companies to determine the right or appropriate price for products or services offered to the market. Pricing objectives can vary depending on the business strategy, the product's position in the market, and the company's short- and long-term goals. Some of the main objectives of product pricing include:

- 1) Profitability: One of the main goals of pricing is to achieve the level of profit desired by the company. The price of the product must be high enough to cover production and distribution costs and provide adequate profits.
- 2) Increase Market Share: In situations where a company wants to expand its market share or enter a competitive market, lower pricing or competitive pricing strategies can be used to attract the attention of new consumers.
- 3) Maximize Sales: Sometimes, companies may opt for lower pricing to increase the number of sales of a product or service. This can be advantageous in situations where production costs are low or in short-term strategies to introduce new products to the market.
- 4) Brand Image: The price of the product can affect the brand image of the company. Products with premium prices may be considered more exclusive or of higher quality, while lower prices may reflect value and accessibility.

- 5) **Staying in Competition:** Pricing can be used as a tool to deal with competition with competitors. Companies may choose to set prices comparable to competitors to remain competitive.
- 6) **Anticipating Market Changes:** When market situations change, such as fluctuations in demand or production costs, pricing can be changed to reflect new market conditions.
- 7) **Marketing Strategy:** Pricing can also be one of the broader marketing strategies, such as penetrating pricing, skimming pricing, or differential pricing for specific market segments.

It is important to note that pricing does not have to be done in isolation from the overall business and marketing strategy. This must be aligned with the company's business objectives, brand image, and market segmentation to achieve optimal results and support long-term success.

Place / Distribution

This element focuses on how the product reaches the customer. It involves decisions regarding distribution channels, logistics, and strategies to ensure that products are available at the right place and time for consumers to buy.

Area selection is the most expensive speculation value, because the area can be said to determine whether guests are occupied. Business areas that are out and about or in important places attract enough guests to come and try the advertised dishes and ideas. To be sure, to get an important place, of course, requires a lot of money.

Promotion

Promotion involves all the activities of a company carried out to communicate the value of its products or services to the target market. Promotion includes various things namely advertising, public relations, sales promotion, personal selling, and other marketing communication efforts aimed at increasing product visibility, awareness, and desirability. Increased awareness, improved customer perception, alluring shoppers and acquiring a higher percentage of repeat customers cultivate brand loyalty, increasing average checks, increasing sales of specific cosmetic products or special times, and introducing new menus are promotional goals.

Various ways of promotion that can be applied by cosmetic companies include :

- **Advertising in Mass Media:** Using advertisements through television, newspapers / newspapers or magazines, radio and the internet to get a wide target consumer and increase awareness about the product.
- **Digital Marketing:** Leverage a variety of digital platforms, including online advertising, social media, email marketing, and digital content to reach an online audience.
- **Discounts and Special Offers:** Offer customers discounts or special offers to encourage product purchases.
- **Exhibition and Demonstration Activities:** Participate in trade shows or hold product demonstration events to introduce products to potential customers.
- **Rewards and Loyalty Programs:** Implement loyalty programs or reward loyal customers as an incentive to keep buying products.
- **Contests and Giveaways:** Hold contests or giveaways on social media to attract attention and engage consumers.
- **Endorser or Influencer:** Partnering with celebrities, influencers, or industry figures to endorse products and increase customer trust.

- **Free Product Testing:** Give potential customers a free product sample or trial to introduce the product and allow them to try it before purchasing.
- **Media Relations:** Leverage relationships with media and publications to get positive coverage about products in the news or editorial.
- **Attractive Packaging:** Using attractive and prominent product packaging to attract the attention of consumers on store shelves.

Companies often use a combination of several promotional strategies above to achieve more optimal results. It is important to consider the target audience and promotional goals when choosing and executing a particular promotional strategy.

Over time, the concept of marketing mix has evolved and expanded, giving rise to additional P's, such as People, Physical evidence, and Process, especially in the context of the service industry. These additional elements are often considered in modern marketing strategies to provide a more comprehensive approach to meeting customer needs and delivering value.

By carefully managing the elements of the marketing mix, businesses can create a thorough marketing plan that effectively meets the needs and preferences of their target market, leading to increased customer satisfaction and business success.

Sales

Sales is the process of interaction between sellers and prospective buyers with the aim of convincing buyers to buy the product or service offered. This is one of the important elements in marketing activities and is a crucial step in converting prospects into actual customers. The sales process involves various stages, including understanding customer needs, conveying information about a product or service, responding to questions or concerns, and helping potential buyers make purchasing decisions.

Transaction volume can be described as input from displaying exercises completed by the organization. Agreements have different implications depending on the extent of the issue being examined.

Sale volume is estimated based on the units of goods sold, especially the number of products successfully sold within a predetermined time or period. In this study, the estimated transaction volume depends on the quantity of product units sold.

There are many factors that can affect sales activities. Some of the most significant factors include:

- **Product or Service:** The quality, uniqueness, and relevance of the product or service to customer needs affect the level of sales. Products that are innovative and of high quality tend to be more attractive to customers.
- **Price:** Proper pricing is very important in sales. A price that is too high can reduce buying interest, while a price that is too low can reduce profit margins. Pricing should take into account production costs, competitors' prices, and perceived value from customers.
- **Marketing and Promotion:** Effective marketing efforts, such as advertising, promotions, and other marketing campaigns, can increase awareness about a product or service and drive purchase interest.
- **Consumer Behavior:** Consumer preferences, habits, and attitudes towards a product or brand play an important role in sales activities. Understanding consumer needs and preferences helps companies in designing more effective sales strategies.
- **Economic and Market Conditions:** Economic factors, such as economic growth, unemployment rates, and overall market conditions, can affect demand for products or services.

- Technology: Technological changes can affect the way sales are made and open up new opportunities to reach customers through digital and online platforms.

Cosmetics Business

Cosmetics are products or ingredients used to enhance a person's physical appearance. Cosmetic products are designed to be used on the skin, hair, nails, lips, and other parts of the body with the aim of enhancing or altering the aesthetically pleasing appearance. Cosmetics include different types of products, such as makeup (powder, lipstick, mascara, eyeshadow), skin care products (moisturizers, serums, cleansers), hair care products (shampoo, conditioner), perfumes, hair dyes, nail care creams, and more.

The cosmetics business is very interesting to work on, in addition to the various factors that make the cosmetic business very attractive, namely profits or profits that are very promising because cosmetics have become primary ingredients, it can be ascertained that the turnover obtained is quite large, also the market is so wide.

The growth of the cosmetics business to date is recorded as high growth throughout the world. There are many companies and outlets that offer a variety of cosmetic products in various types. Starting from the low, middle, and upper class. This is because beauty care products are already a lifestyle that must be fulfilled and become a basic need. The consequences of the review revealed that the level-headed reason behind the development of a cosmetics company or cosmetic outlet/store is because this company earns a net profit of around 50% after deducting functional costs.

In modern times, there are many new cosmetic businesses that are developing, because they see the condition of the large cosmetic market.

CONCLUSION

The beauty care product business has great opportunities. This is inseparable from essential human needs, in particular food, clothing, and shelter. The cosmetics business covers a wide range, for example hair cleanser, facial cleanser, skin care and many more. The increasing number of new cosmetics companies developing, not all of them can last long. Only organizations that have loyal customers and are supported by good administration can survive strong and exist. Consumer devotion can be recognized in one way that is fully supported by a good marketing system. One type of advertising system that can make buyers trust is a combined marketing methodology that combines products, prices, promotions, and places. The marketing mix simultaneously has an impact on increasing sales obtained from the impact of customer satisfaction.

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