



Marketing Strategies to Attract Millennial Generation Consumers' Buying Intentions

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ABSTRACT: Purpose of this research is to find out the marketing strategies implemented by MS GLOW attract the buying interest of millennial generation consumers and determine the buying interest of millennial generation consumers towards MS GLOW products. The research uses qualitative methods. The research location was in Semarapura Kelod, Klungkung, Bali, Indonesia. This research sample used purposive sampling with six informants: business owners, employees, and consumers. Researchers used interviews, documentation, observation methods, and data wetness to collect data using triangulation of sources and techniques. Data analysis uses data collection, reduction, display, and Conclusion Drawing. The research results show that the marketing strategy carried out by MS GLOW Klungkung in implementing the marketing mix can be said to be quite successful because one of the main strategies in determining the success of marketing activities on the scale at MS GLOW Klungkung is determining the marketing mix. Implementing marketing strategies to attract consumer buying interest has been carried out effectively by the MS GLOW Klungkung distributor, done offline or online. However, all the marketing strategies that have been carried out to attract millennial consumers, where reviews on social media about MS GLOW products influence trust. The perception of customers with different beliefs about a product means that it is still difficult to attract millennial consumers' buying intention.

Keywords: Marketing Strategy, Marketing Mix, Consumer buying intention, Millennial Generation, MS Glow



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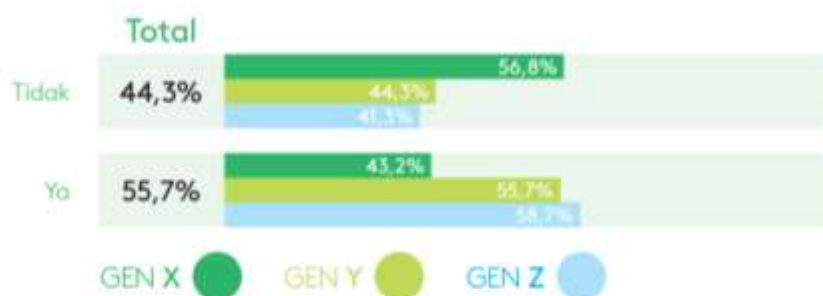
INTRODUCTION

Marketing strategy is one way to introduce products to consumers to achieve the targets and goals of a company. Marketing strategies will be optimally valuable if they are supported by structured planning both internally and externally for the company. Along with the rapid development of the times, business people are more responsive to the changes that occur, giving rise to intense competition, especially in marketing. The existence of extreme competition means that strategies implemented in the previous period may not necessarily be successful if applied in the current or

future periods ([Casey & Vogel, 2019](#); [Kannan & Li, 2017](#)). Companies must look to the future and develop implemented strategies to adapt to current changes aimed at maintaining and expanding their target markets. Corporate concept and strategy planning is an effort to keep the company consistent with its business environment, and marketing has a traditional function as a catalyst between the company and its customers, distributors, and competitors ([Ghezali & Boudi, 2021](#); [Umar Husein, 2019](#)).

Many beauty businesses have been established that offer products according to people's needs and desires. Thus, proper marketing management is needed to carry out research or studies so that deficiencies in the marketing of a business can be identified. The business world is increasingly competitive, especially in the beauty industry, this is demonstrated by the development of beauty products for the skin, body and face. According to ([Faiza & Firda, 2018](#)), generations occur due to social phenomena with several similarities, such as age, patterns of experience, and patterns of thinking. The millennial generation is modern and lives at the turn of the millennium. The millennial generation, also called Generation Y, was born around 1980 to 2000. According to ([LonivHR, 2017](#)), in recent years, marketers have focused on marketing strategies for millennials because they tend to keep up with the times they have started working and building a household.

Figure 1. Skincare User Data By Generation



Source: ZAP Beauty Index 2020

According to the ([Markplus.inc, 2020](#)), Gen Z (58.7%) has more profound knowledge of the terms and functions of skincare compared to Millennials (55.7%) and Gen X, which is only 43.2%. Seeing these conditions, business actors, especially in the beauty industry, are increasingly aggressively marketing their products to attract millennial consumers. Increasing competition - each company must be able to win the competition, one way to win market competition is through tactical planning. This tactical planning uses the marketing mix concept. According to ([Armstrong & Kotler, 2015](#)), Marketing Mix is a set of tactical marketing tools that a company combines to produce the response it desires in the target market. The variables contained in the marketing mix are Product, Price, Promotion and Place (Distribution Channel) ([Wangarry et al., 2018](#)).

Increasing competition, each company must be able to win the competition, one way to win market competition is through tactical planning. This tactical planning uses the marketing mix concept. According to ([Kotler & Armstrong, 2012](#)), Marketing Mix is a set of tactical marketing tools that a company combines to produce the response it desires in the target market. The variables contained in the marketing mix are Product, Price, Promotion, and Place (Distribution Channel) ([Riyadi &](#)

[Rangkuti, 2016](#)). The marketing mix variable explains that companies must consider consumers as one of the most critical factors in the market because companies can win the market competition by considering consumers, especially consumer needs and desires. The company has considered these factors to provide benefits, one of which will attract consumer buying interest. ([Adnyana; & Sri Darma, 2015](#)) Consumer buying interest is a consumer behavior where someone desires to buy or choose a product based on their experience, using and consuming or even wanting a product. Purchase interest is based on a person's interest in buying the desired product. Purchase interest usually appears after an evaluation occurs. In the evaluation process, someone will analyze or create a series that will be selected or purchased based on interests and the brand image of the product ([Ramli S & Hasbullah, 2021](#))

The phenomenon of beauty trends in society has led to the emergence of a view of beauty that is used as a standard for a woman to be said to be attractive. Skincare is a series of skin treatments that can care for health and beauty. The use of skincare products is the most popular thing, but some products have to face tough competition in marketing because of the many products available to the public. Many types of skin care products exist among the many beauty industries today. One of them is a product from MS GLOW. MS GLOW is a beauty brand in one line under the auspices of PT. Beautiful Indonesian Cosmetics. Established in 2013, MS GLOW is an abbreviation for Magic For Skin to describe a glowing product in Indonesia ([Liputan 6.com, 2020](#)). MS Glow, founded by Maharani Kemala and Shandy Purnamasari.

Figure 2. MS GLOW Products



Source: <https://msglowid.com/products>

MS GLOW products also have various kinds of skincare, including the MS GLOW Acne Series Face Package, Glow Whitening Series, MS Glow Ultimate Series and MS GLOW Luminous Series. When purchasing the package, consumers get 4 product variants: Night cream, Day cream, Toner, and Facial Wash. According ([Farah Ramadhani, 2022](#)) Sales data for MS GLOW was recorded as being ranked first in the best-selling local skincare brand in e-commerce from 1-18 February 2021 with a sales value of IDR 38.5 billion. However, many people still need clarification about the benefits of this skincare. The effect of using this is different on each face. Therefore, distributors are required to be more active in spreading or marketing MS GLOW products more widely. It is

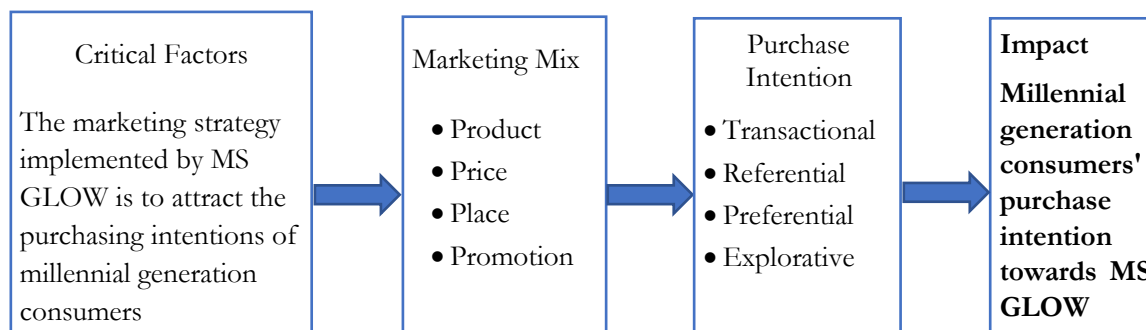
believed that negative issues about MS GLOW Skincare will influence the public's assessment of using this Skincare product, especially in Klungkung Regency.

Through sales data from the distributor MS GLOW Klungkung, sales will experience ups and downs in 2022. However, there have been consecutive declines in the last two months, so the marketing strategy needs to be improved to attract consumers' buying intentions, especially the millennial generation. MS GLOW Klungkung Distributor is the only distributor in Klungkung who sells all MS GLOW products. Its strategic location means that the people of Klungkung, especially the millennial generation, can get this product quickly. Most people are suitable for the products offered by MS GLOW, but only some are suitable. For example, facial products have received much criticism from the public. This is also a consideration for consumers using products for the long term ([Lesmana & Dara Ayu, 2019](#)).

In the business world, especially the beauty business, companies need to recognize the company's strengths and weaknesses in competition. For the product being marketed to succeed, the company must use a marketing concept that includes benefits and quality and improve its marketing strategy to achieve the desired sales target ([Maria et al., 2020](#)). Based on the background description above, the author is interested in further research: "Marketing Strategies to Attract the Purchase Intentions of Millennial Generation Consumers in Purchasing MS GLOW Products."

MS GLOW is a beauty brand and one of the business entities with a fairly large market share because it is in great consumer demand. The marketing technique used is paying attention to the marketing mix to foster a sense of interest or interest in buying and provide a sense of satisfaction and comfort to consumers with every purchase, especially the millennial generation. Marketing mix is the main key to getting consumers and retaining customers so that it will be able to have a positive influence on increasing the number of consumers or customers themselves. This concept can influence the market, consumers and demand and win target buyers in competition through 4P Products, Price, Place, and Promotion.

Figure 3. Conceptual Framework



METHOD

This research was conducted at the MS GLOW distributor office at Flamboiyan Street, Semarapura Kelod Village, Klungkung, Klungkung Regency, Bali, Indonesia. MS GLOW operates in the beauty sector, especially skincare products. The sample in this research was six people

consisting of MS GLOW Supervisors, Employees, Social Media Admins, and Millennial Consumers who were taken using a purposeful sampling technique by (Cresswell, 2015). The data sources that researchers use are primary data sources obtained from business owners, employees and consumers. Secondary data sources were obtained from journals and books related to marketing strategy management, consumer purchasing intentions, and the millennial generation. The data collection techniques used are observation, interviews and documentation techniques. This research data validity technique uses a credibility test (Moleong, 2018). This credibility test has two functions, the first function is to examine such a way that the level of confidence in our findings can be achieved, and the second function is to demonstrate the degree of confidence in the results of our discoveries by proving the multiple facts being studied (Sugiyono, 2019). In this research, researchers used triangulation of sources and techniques to test credibility. Meanwhile, data analysis uses data collection, reduction, display, and conclusion drawing (Miles & Huberman, 1994).

RESULT AND DISCUSSION

MS GLOW is a beauty brand that operates under the umbrella of PT. Beautiful Indonesian Cosmetics. MS GLOW, which was founded in 2013, is an acronym that stands for Magic For Skin. It is utilized to denote a cosmetic product that promotes a radiant complexion within the Indonesian market. The narrative behind the establishment of MS GLOW commenced with the entrepreneurial endeavors of Maharani Kemala and Shandy Purnamasari, who engaged in the online retail of third-party merchandise. The progression of the firm proceeded without issue until a certain juncture, at which point the pace of innovation began to decelerate and the expansion of the sales territory became challenging. Ultimately, Maharani and Shandy reached a mutual agreement to collaborate on the development of their proprietary product, subsequently christened as MS GLOW. The decision to establish their own brand posed significant challenges and included considerable risks. The company MS GLOW operates through a network of distributors known as Agents, Resellers, and Members. Agents, also known as stockists, are allocated substantial quantities of offline goods in order to facilitate convenience for consumers within their respective cities. Conversely, resellers and members are limited to selling products exclusively through online platforms.

The efficacy of an endeavor or firm is contingent upon the marketing plan that is employed. The absence of a proficient and suitable marketing strategy will impede a business from attaining its intended sales objectives. Hence, the implementation of a proficient marketing plan is crucial for businesses to garner customer purchasing interest, thereby facilitating the attainment of sales objectives. The contemporary business landscape is characterized by intense rivalry, particularly within the beauty and care industry. Consequently, entrepreneurs operating in this sector must possess the ability to devise and implement efficient marketing strategies in order to secure a competitive advantage, particularly among the millennial demographic.

In this particular instance, MS GLOW employs a range of social media platforms for promotional purposes. From Instagram, Twitter, TikTok, to YouTube. This particular method of marketing has proven to be highly efficient in garnering the attention of potential clients. The advent of the

digital era has facilitated widespread access to a multitude of 32 online venues for individuals. The revenue generated by the MS GLOW brand has reached a significant figure in the hundreds of billions. The marketing efforts are effectively disseminated across Indonesia through the strategic distribution of resellers operating in diverse locations. The brand MS GLOW skincare has effectively gained recognition among the Indonesian population by implementing an omnichannel marketing approach. By incorporating both online and offline sales channels. Hence, the widespread accessibility of MS GLOW's sales system enables it to effectively appeal to a diverse customer base across multiple locations. Furthermore, it is worth noting that this particular beauty product possesses the BPOM (Badan Pengawas Obat dan Makanan) and MUI (Majelis Ulama Indonesia) Halal certifications, so providing substantial evidence of its safety for consumer usage.

MS GLOW is a commercial enterprise operating within the beauty and personal care industry, catering to a diverse clientele comprising both female and male individuals. According to the researcher's perspective, the marketing approach employed by MS GLOW is deemed effective due to its establishment in 2013 and continued presence in the beauty industry. This demonstrates that the implementation of a proficient marketing strategy will enable the organization to endure, outperform competitors, and achieve favorable longevity. In order to validate the marketing mix theory in the implementation of marketing strategies, as well as to build upon existing research on the marketing mix in marketing strategies, the researchers engaged in interviews with two research informants. The primary informant for this study was Mrs. Santy Dewi, the proprietor of MS GLOW. Subsequently, the researchers proceeded to conduct interviews with additional informants who provided corroborating evidence, including Mrs. Winda, an employee at MS GLOW Klungkung responsible for managing social media platforms. In addition, the researchers conducted interviews with a number of millennial consumers in order to obtain optimal outcomes.

The marketing strategy implemented by MS GLOW is to attract the purchasing intentions of millennial generation consumers

In an enterprise or business, the marketing strategy implemented must pay attention to what is known as the 4 Ps, namely Product, Price, Place (distribution channel), and Promotion (Sofjan, 2018). Research interview results presented previously can be generally understood in increasing consumer purchasing intentions regarding marketing strategy.

1. Product

In accordance with ([Daryanto, 2011](#)) research, a product refers to an item that is made available to the market with the intention of attracting attention, being acquired, utilized, or consumed in order to fulfill a desire or requirement. Intense market rivalry compels organizations to prioritize extensive product adaptation in order to attain a competitive edge over rivals. This strategic approach enables companies to broaden their local market reach and enhance product offerings to cater to specific local tastes ([Irawan, 2017](#)).

According to the findings of this study, both MS GLOW staff and customer informants have expressed that the product range supplied by MS GLOW encompasses beauty and facial care items that are specifically designed to address the unique skin conditions of individual consumers. These products are claimed to be free from any adverse effects and capable of effectively addressing

various facial skin issues encountered by consumers. In general, consumers expressed satisfaction with MS GLOW products due to its ability to effectively address consumer concerns and lack of adverse effects.

2. Price

According to ([Kotler Philip, 2018](#)) and ([Chandra, 2020](#)) price is the amount of money paid to obtain goods or services, the amount of value that consumers exchange for profits to obtain goods or services. From the definition above, the buyer's price includes the seller's services. Many companies approach pricing based on the goals they want to achieve.

Based on the findings obtained from the interview conducted with the proprietor of MS GLOW, it has been ascertained that the pricing of the product is standardized across all locations where it is retailed. This uniform pricing policy is enforced by the central authority governing MS GLOW. Discounts on products are also available, as established by the center. It is advisable to subscribe in order to avail of these discounts. Customers who make purchases at the store are eligible for exclusive discounts.

3. Place

According to ([Tjiptono & Chandra, 2018](#)) location or place often determines a company's success because the location is closely related to a company's potential market. A product will only apply to a customer if available when and where needed. Products can reach customers through distribution channels. A distribution channel is a group of companies or individuals that participate in the flow of products from producers to end users or consumers ([Lovelock & Wright, 2017](#)).

Following an interview conducted with the proprietor of MS GLOW, the selection of the location was based on strategic considerations. The chosen site is frequently traversed by individuals commuting to and from their workplaces, thereby ensuring a substantial footfall. Moreover, the accessibility of the location is enhanced by its favorable road infrastructure, characterized by infrequent traffic congestion and adequately spacious thoroughfares. In order to mitigate the constraints imposed by geographical boundaries, online services are offered to facilitate consumer purchases, hence eliminating the need for physical presence at the point of sale. Consequently, the purchased products are dispatched to customers through delivery services.

4. Promotion

Promotion is a form of marketing communication which is a marketing activity that seeks to disseminate information, influence, persuade, and increase the target market for its products so that they are willing to accept, buy, and be loyal to the products offered by the company in question ([Tjiptono, 2019](#)).

Promotions were executed through the utilization of popular social media platforms, specifically TikTok, Instagram, and Facebook, after interviews conducted with the proprietor and administrator of MS GLOW's social media. TikTok exhibits a significant level of popularity among the demographic of young individuals, as well as those who identify as working mothers and homemakers. Particularly on the platform of Facebook, individuals who engage in domestic duties

and those who are employed exhibit a preference for alleviating their feelings of solitude by means of the social media platforms Facebook and TikTok. The proposed approach entails leveraging social media platforms as a primary means of outreach, supplemented by establishing physical booths at high-attendance exhibitions. In addition, we offer testing services. Additionally, we provide a range of products and engage in public speaking engagements, including those held in distant communities, to generate interest among PKK mothers towards our offerings. Promotion is also facilitated through the utilization of word-of-mouth communication, as relying solely on a single channel is not feasible, correct? By employing a wider range of channels or approaches, the extent of your market reach will be more thorough. The efficacy of this business promotion strategy lies in its ability to attract clients by leveraging the widespread accessibility of online platforms in the digital era. Moreover, the marketing efforts are evenly disseminated across Indonesia through the establishment of resellers in diverse locations. The brand MS GLOW skincare has effectively gained recognition among the Indonesian population by implementing an omnichannel marketing approach that combines both online and offline sales channels. Hence, the widespread accessibility of MS GLOW's sales system renders it capable of appealing to a diverse customer base across multiple geographical regions.

Millennial generation consumers' purchase intention towards MS GLOW products.

Based on observations, interviews and documentation activities that researchers have carried out, it can be generally understood that MS GLOW consumers' purchasing intentions can be said to be very good because MS GLOW management can solve skin and facial problems faced by consumers and make consumers feel satisfied with MS GLOW products.

From the interviews conducted, researchers concluded that consumers' purchasing intentions for MS GLOW products can be seen from the following things:

1. Explorative Intent

According to the interviews conducted, customers expressed their inclination towards seeking information pertaining to MS GLOW products. Additionally, they actively sought input from several acquaintances, including friends and family, in order to augment their knowledge of MS GLOW products. This data demonstrates a significant inclination among consumers to actively seek out information regarding MS GLOW products.

2. Referential intent

Consumers exhibit a propensity to endorse MS GLOW goods subsequent to their usage, since the experience of utilizing those products elicits a sense of contentment and efficacy in addressing encountered challenges, while simultaneously refraining from inducing any adverse effects. This instills a sense of confidence among consumers on the efficacy of MS GLOW products in addressing various skin and facial concerns experienced by their acquaintances or relatives.

3. Transactional intent

Based on the gathered information and testimonials from acquaintances and relatives, it is evident that customers exhibit a keen interest in the acquisition of MS GLOW goods. Subsequent to the

utilization of said products, consumers experience a notable boost in self-assurance and establish a consistent routine of incorporating MS GLOW products into their skincare regimen. This preference stems from the products' efficacy in effectively addressing the various dermatological concerns encountered by consumers.

4. Preferential intent

Based on customers' firsthand experiences with MS GLOW goods, they express a sense of confidence in the brand due to the perceived benefits. Consequently, consumers make the decision to subscribe to MS GLOW products, incorporating them into their regular usage patterns.

The findings of this study align with the research conducted by ([Pratiwi, 2021](#)) titled "The Impact of Marketing Strategy in Coffee Shop Business on Enhancing Consumer Buying Interest through Instagram Social Media." The study demonstrates that marketing strategies encompassing product, price, location, and promotion have the potential to augment consumer purchasing inclination. This implies that the efficacy of the marketing strategy employed by the corporation directly correlates with the level of consumer purchasing interest. This study demonstrates that employing social media as a promotional platform can effectively generate and enhance consumer interest in product acquisition.

The findings of this study align with the research conducted by ([Maghfiroh et al., 2021](#)) titled "The Influence of Price, Product Quality, and Location on the Buying Interest of the Millennial Generation at the Dinoyo Malang Traditional Market." There exists a notable correlation between pricing and purchase intention, with product quality also exerting a major impact on purchase intention. Additionally, the location of the Dinoyo traditional market holds a considerable influence on the purchase intention of the millennial generation. The factors of pricing, product quality, and location have the potential to stimulate consumers' inclination towards making more purchases. The findings presented are conducive to capturing the attention of the millennial demographic in terms of their purchasing interest, with a focus on factors such as price, product quality, and location.

This study aligns with the research conducted by ([Karmila et al., 2021](#)) titled "Marketing Strategy Analysis in an Attempt to Stimulate Consumer Purchase Intentions at Giant Ekstra Banjarmasin." The findings of the study indicate that the use of the 4p marketing strategy can contribute to the growth and advancement of Batik Magenda Tamanan MSMEs, located in Bondowoso Regency. The findings demonstrate commonalities in the utilization of the 4p marketing framework for the promotion and advancement of products.

CONCLUSION

The efficacy of the marketing mix can be regarded as noteworthy because to its pivotal role in assessing the effectiveness of marketing endeavors on a comprehensive level at MS GLOW. The execution of the marketing mix undertaken by MS GLOW primarily revolves around product-related factors. The quality of MS GLOW goods is deemed satisfactory due to its certification by

BPOM and MUI. Furthermore, in terms of pricing, the offered prices exhibit stability and are quite accessible for the general public. The center has established predetermined prices for MS GLOW items, ensuring a consistent selling price across the board. The third facet of promotional activities is the utilization of online platforms, including social media channels such as WhatsApp, Instagram, TikTok, and Facebook. The marketing strategy for MS Sales includes extensive promotional efforts through the utilization of brand ambassadors and influencers on various social media platforms to support the GLOW product. In addition, offline strategies such as utilizing word-of-mouth marketing and establishing stands at specific events are employed. Furthermore, the strategic positioning of the MS GLOW Distributor is evident in its location within the city center, in close proximity to various workplaces, stores, and community housing. This advantageous placement facilitates convenient accessibility for the general public.

The MS GLOW Klungkung distributor has efficiently executed the execution of marketing methods to stimulate consumer purchasing interest, including both physical and online approaches. Nevertheless, the various marketing methods implemented to appeal to millennial customers, such as leveraging social media reviews of MS GLOW goods, significantly impact consumer trust. The varying opinions held by customers regarding a product's attributes continue to provide challenges in capturing the purchasing interest of millennial consumers.

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