

PROMOTION MIX DESIGN TO IMPROVE BRAND AWARENESS OF COMPANY X

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ABSTRACT

This study aims to design the promotion mix in an effort to increase brand awareness of the Must Evans products. This research is motivated by a preliminary survey conducted to consumers who have made a purchase on the consumers' reasons to buy the Must Evans products. Most consumers agreed that the Must Evans is less active in promotions. This research uses qualitative method through conducting interview, observation, and documentation. The data validity of this research was through member check which is the process of checking the data obtained by the researchers to the data provider. Data analysis was conducted through data evaluation, data analysis, promotion mix design, and conclusions. The results of this theory-based research are eight variables in the promotion mix, yet only five appropriate promotions mix to apply. The Must Evans' advertisements consist of billboards, posters and acrylics, cloth bags, product catalogs and calendars; sales promotion consists of: free gift giving products, discounts, vouchers, incentives, and product displays; interactive online marketing consists of the use of social media and product sales through e-commerce; personal selling which is the use of sales by providing information on the products, and; event and experiences consist of bazaar and fashion show event. While the other three promotions mix, namely public relations and publicity, direct selling, and word of mouth marketing, are not used in this promotion mix design because the company sees that they are not currently appropriate to apply because of high costs and unsuitable consumer targets.

Keywords: *Promotion Mix, Sales Promotion, Advertising, Interactive Online Marketing, Event and Experience, Brand Awareness*

INTRODUCTION

Company X was established in 2007 and is engaged in the jeans convection for adult men. Its products consist of various kinds or models of pants, such as formal pants, basic pants, and jeans. All products use supporting accessories like zippers and buttons that are not easily rusted or internationally-standardized ones. The excellence offered by the company is good product quality compared to its competitors. The target market segment of this company is the middle class, young male consumers between 21 and 45 years old. The data shown in Table 1 shows the growth of apparel industry in Indonesia, which continued to increase from 2008 to

2012. There is also a continuous improvement that shows public interest in fashion product in term of domestic consumption.

Table 1. Development of Apparel Industry in 2008 to 2012

DESCRIPTION	UNIT	2008	2009	2010	2011	2012
Number of companies	Unit	2.639	2.656	2.680	2.711	2.739
Investment value	Rp (billion)	36.675	37.548	38.081	39.608	40.908
Total number of workforce	Orang	537.786	622.560	719.020	752.998	780.760
Production volume	Ton	562.126	561.570	650.477	668.119	667.863
Domestic consumption	Ton	187.052	209.290	250.265	259.004	265.510

Source: BPKM, Indonesian Textile Association, Directorate of Textile and Miscellaneous Industry

Figure 1 shows the sales data of Company X from 2011 to 2015 which continued to grow in terms of turnover. Based on these data, the demand for The Must Evans products was quite high. Also, Figure 1 indicates that the business prospect of Company X still has high potential.

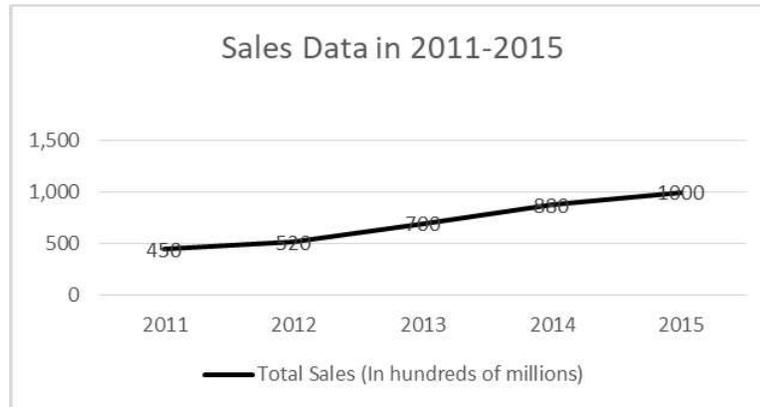


Figure 1. Data of Company Sales, 2011-2015

Source: Internal Company

Eventhough, these data do not make company easily satisfies. The company still evaluates their weaknesses in order to win the competition from their competitors. The company sees that all this time, the company only focused on maintaining product quality during marketing the products, yet little attention was paid to deliver the product value to their consumers.

Prior to conducting this research, the researchers conducted a pre-survey related to the promotions done by the company. This pre-survey was conducted to 30 respondents who are the consumers of the Must Evans products with the criteria of buying the Must Evans products three times or more. The selected research location is Salatiga city, precisely in Topsy shop,

Clothing Partners, and Clothing Palace since these stores sell products of Must Evans. Figure 2 shows the results of the pre-survey.

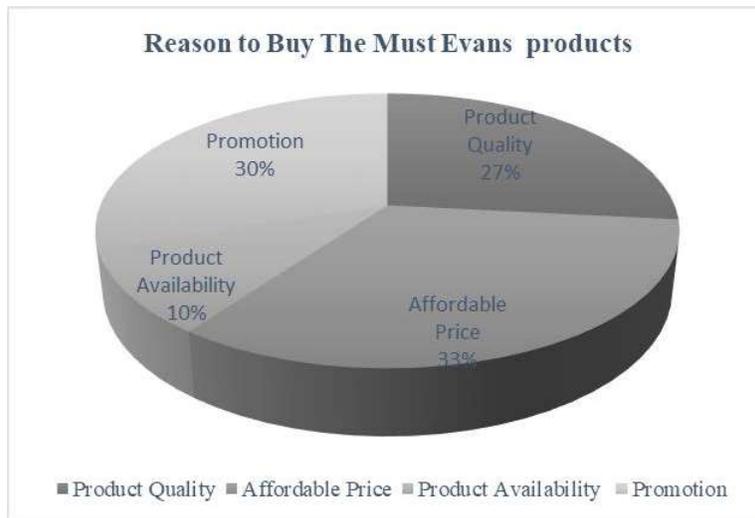


Figure 2. Results of Pre-interview with Must Evans Consumers
Source: Internal Data Processed, 2016

Based on the results of pre-interviewing 30 respondents, as many as 6 respondents had bought the product 3 times, 4 respondents bought the product 9 times, 10 respondents had bought the product between 5 to 10 times, and 5 respondents had bought the product for more than 10 times. Thus, consumers that consumers who did repeated buy were those who did 5 to 10 times repeated buyings. This means that the consumers who buy the Must Evans products are loyal consumers who are satisfied with the products.

Figure 2 also shows the opinions of the Must Evans consumers, where the strongest reason for consumers (33% consumers) to buy the products is its affordable prices. This reason matches the benefits of products offered by the company so far. Variable of product quality (27%) is the third strongest reason due to a fairly strong correlation between this variable with affordable price variable. In addition to that, the second strongest reason (30%) why most consumers buy the product is because of the promotion by the company. The majority of consumers knew or were familiar with the Must Evans products from billboard, participation in bazaars, recommendation of friends, and found out the products in the stores that sell them. These results indicate that the company promotion through billboards or bazaars was quite effective to attract consumers. However, from the consumers' opinions, the promotion done by the company so far was still limited, both in terms of intensity or less interactive promotions. They also revealed that the Must Evans has not been active in using social media such as website, facebook, and instagram. So, based on Figure 2, one of the strongest reasons for consumers to buy the product was because of the promotion done by the company, yet they also said that those promotions were far from effective. Based on these data, it is important for the company to design its promotion mix to make the consumers more aware of this product and buy the products of the Must Evans.

LITERATURE REVIEW

Promotion

According to Kotler and Armstrong (2012: 62), promotion is an element used to inform and persuade markets about new products or services in a company through advertisings, personal sales, sales promotions, and publications. Promotional activities are one of the priority components of marketing activities (Hermawan, 2012: 38). Promotional plays role to inform, that is, to communicate about a new product to consumers; to persuade, which is to encourage potential consumers to switch to a different product, and; to remind potential consumers where they can get a product. Responses expected can be in form of consciousness or awareness of the product existence and service until reaching real buying action (Setyaningrum, *et al.*, 2015: 223).

Promotion Mix

For Kotler and Armstrong (2012:408), promotion mix is a specific combination of promotional tools used by a company to communicate value to its consumer persuasively and build customer relationships.

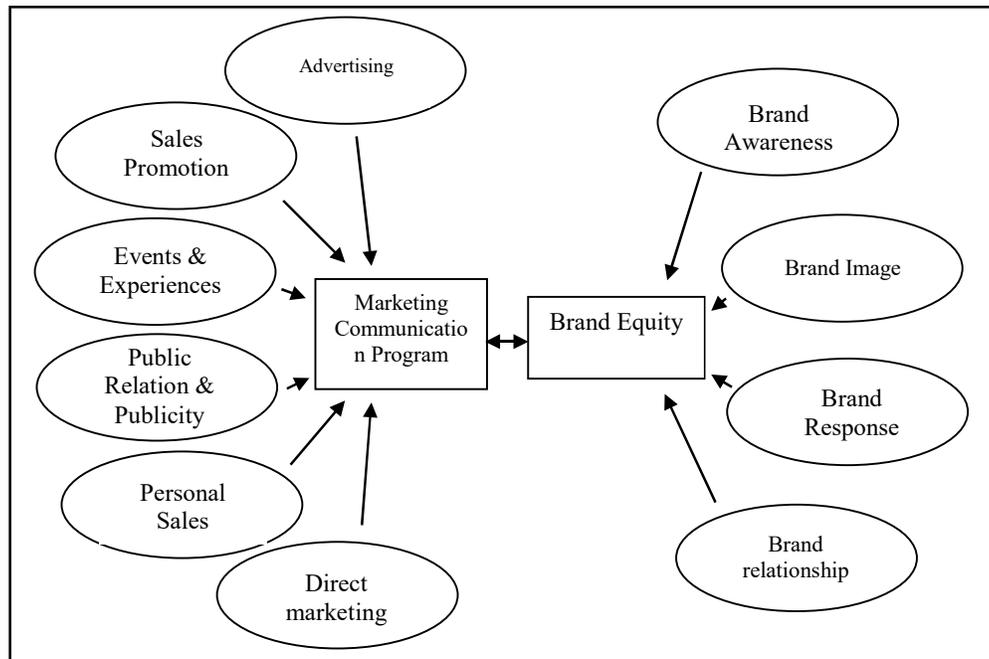


Figure 3. Model of Integrated Marketing Communication (IMC)

Source: Takada, H. Chattalas, C., Kramer T., 2009. International Marketing and Communication, ed. 10. New York: The McGraw-Hill Companies.

Hermawan (2012: 54) explains that marketing communication mix can be translated into several elements that are closely related to efforts to create brand equity. Good marketing communication, in its implementation, will have an impact on positive perceptions (beliefs) on the brand delivered, while brand trust will smoothly facilitate integrated marketing communications (Hermawan, 2012: 54).

The followings are eight elements of promotion mix (Kotler & Armstrong; 2012:408): Firstly, *Advertising* as a paid form of nonpersonal presentation and promotion of ideas, products or services through clear sponsors through printed media (newspapers and magazines), broadcast media (radio and television), network media (telephone, cable, satellite, wireless), electronic media (voice recording, video recording, CD-ROM, website pages), and exhibition media (billboards, signboards and posters). Advertising offer reasons for people to buy. Secondly, *Sales Promotions* which is a short-term incentive designed to stimulate faster or bigger buyings of certain products or services by consumers or trades. Sales promotions offer incentives to buy products. These promotions include tools for consumer promotions (such as coupon samples, cash refund offers, rebates, premiums, prizes, warranties, and related promotions), trade promotions (discounts, incentives for advertising and display, and free stuff), and business promotions and salespeople (trade show and convection, salesperson contests, and special ads). Third, *Event and Experiences* as a company-sponsored activities and programs designed to create daily interaction or brand-specific interaction with consumers, which are including sports, entertainment, and other casual activities to make events become less formal. One of the goals of this kind of event is to improve awareness of a company of a company product's name.

Fourth, *Public Relations and Publicity* which is a program directed internally to journalists from outside companies or consumers, other companies, governments, and media, in order to promote and build relationships between companies with the public, as well as to protect and build a company's image or positive individual communication products. Fifth, *Personal Selling* as a face-to-face interaction conducted by a company salesperson with one or more prospective buyers with aim to hold sales meetings, personal presentation, answering questions, ordering, for the purpose of holding sales meetings, personal presentations, answering questions, procurement, sales, and customer relationships. Sixth, *Direct Selling* as a direct marketing which can use a number of channels to reach potential customers such as direct mail, marketing catalogue, interactive TV, phone, *e-mail*, and websites to have direct or indirect communication by asking for consumers' responses, or having dialogue with certain prospects. Seventh, *Interactive Online Marketing* is activities of communication and direct selling to consumers through electronic channels. The Internet provides much greater interaction for marketers and consumers. The advantages of web-marketing are that the marketers can place their advertisements based on keywords from search engines in order to reach people when they are going to start the buying process. And the eighth, *Word of Mouth Marketing*, is an oral, written, and electronic communication between communities which are related to the excellence or experience of buying or using the product. Rangkuti (2010: 95) states that a company must provide confidence in their consumers' minds. The more consumers that trust a product, the faster their trust spread and increase brand awareness with a very minimal cost.

Brand Awareness

Shimp (2014: 39) explains about brand awareness as the ability of a brand to come to consumers' mind when they think about a particular product category and how easily the brand name pops in their mind. Marketing communication can affect this brand awareness when all marketing mix tools are optimally maximized in their application. Figure 4. shows two levels of brand awareness, namely brand recognition and brand recall. Brand recognition has a relatively shallow level of consciousness, while brand recall shows a deeper form of consciousness

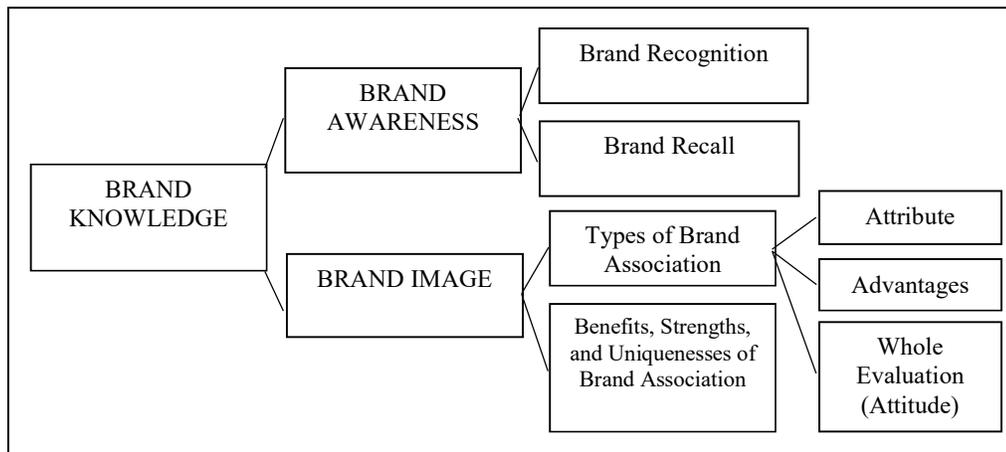


Figure 4. Framework of Consumer-based Brand Equity

Source: Adapted from Kevin Lane Keller, “*Conceptualizing, Measuring, and Managing Consumer-Based Brand Equity*”, *Journal of Marketing* 57 (January 1993),7.

Consumers are able to identify a brand if it is presented in a provided list or guidance. However, few consumers are able to recall a brand name from memory without any reminder. Which is why, the next level is to recall the brand at a deeper level of consciousness, hence becoming a goal for all marketers. Through an effective and consistent designed marketing communication efforts, some brands are so well known they are deeply attached in the consumers’ mind. The importance of marketing communication to move the brand from the unconscious level to the recognition, remembering, and ultimately to the peak of awareness or top of mind awareness.

RESEARCH METHODS

Research Type

This research was qualitative in nature. Bungin (2011: 6) explains that qualitative research contributes to science, since a researcher captures various facts or social phenomena through field observations, then analyzes them in attempts to generate theory based on what are observed. This research used a case study approach. Case study, according to Noor (2011: 35), includes an in-depth and contextual analysis of similar situations in other organizations, where the nature and dimensions of the observed problem are similar to the problems experienced currently.

Research Subjects and Sampling or Informant Selection Method

The subjects in this research were all distributors who have been selling the Must Evans products for more than 5 years, located in Salatiga. This city was selected since the company office is also located here. The selected distributors or stores to become the informants were Topsy, Istana Busana, and Mitra Busana.

Data Collection Method

Data collection method is a technique or a way to collect data. Bungin (2013: 129) states that data collection method is a part of data collection instruments that determine the success or failure of a research. The data collection in this research was done through interview, observation, and documentation. The semi-structured interview defines the way the researchers are given the freedom to ask questions and in arranging the flow and setting of interviews (Herdiandyah, 2013: 66). In this research, the data were obtained by directly meeting with the informants to be interviewed. Observation, according to Sugiyono (2012: 145), is a

complex process, composed by various biological and psychological processes. Two of the most important processes in observation are observing and recording. Furthermore, Sugiyono (2014) adds that documentation is record of past events in form of written and visual reports. Moreover, he says that documentation can be used as a complement or supporting information of a research (Sugiyono, 2013: 196).

Data Validity

According to Sugiyono (2012), validity test or trust test for qualitative data can be conducted in several ways, one of which is member check. This research used member check for its data validity test. Member check is the process of checking the data obtained by the researchers to the data provider. The goal of member check is to find out how far the data obtained are in line with what are provided by the data provider. If the data found are agreed by the data provider, then the data are found as valid. However, if the data provider does not agree with the data obtained then the researchers needs to discuss the data with the provider. If the disagreement is found sharp, consequently, the researchers must change the findings to be adjusted to what are provided by the data provider. This member check implementation can be done after one period of data collection is completed, or after the researchers finds a finding or conclusion. Once the data are agreed by the data provider, the provider is required give signature in order to make the data authentic and worth as evidence that the researchers has conducted the member check.

Data Analysis Method

Method of data analysis is a systematic process in searching and arranging the transcripts of interviews, documentations, and observations already collected by the researchers (Emzir, 2011: 85). Data analysis in this study was conducted based on the data obtained from interviews, observations, and documentations. The stages of data analysis were determined by conducting the evaluation process of promotion mix where the data were from internal data company. After evaluating, the company conducted promotion mix analysis based on two sources of data. The first analysis was conducted on the literature of theoretical basis and related research journals. The data were obtained from a source of business magazines and relevant internet source as well. The second analysis was done on the data resulted from benchmarking results to competitors who have similar products, which was done through field observation approach. After these two sources of data were analyzed, the researchers tested the data validity by conducting member check. Later, the researchers designed promotion mix based on all data collection done. After this design stage, the researchers continued to analyze the implications of this research.

Research Findings and Discussions

The data analysis conducted in this research was based on the results of collecting theory, interviews, observations, and documentations which were all conducted in September 2017. Data analysis method is a systematic process in searching and arranging interview transcripts, documentations, and observations collected by the researcher (Emzir, 2011: 85). The discussion starts from the evaluation of promotion mix already conducted by the Must Evans products. After that, the company designed a new promotion mix based on the data collection processes, and finally, the researchers examined the implications of the research.

Evaluation of Must Evans Promotion Mix

The evaluation of the promotion mix of the Must Evans products was done on the data obtained prior to this research. It is revealed that forms of advertisement were using the radio by giving promos on certain events, billboards advertisement (displaying photos of product, the Must Evans logo, and cooperating stores). Other advertisement forms were in form of posters and acrylics with the Must Evans logo, distributing stickers to the consumers, and giving cloth bags to the consumers (the logo of Must Evans and the cooperated stores were printed on the bag);

sales promotion by giving product gift, and; a form of cooperation with Topsy store in form of bazaar in certain events. the cooperation in the form of a bazaar with Topsy stores on certain *events*. However, based on the results of pre-survey conducted prior to this research, most consumers agreed that the Must Evans company has been less active in promoting its products, while promotion was actually the second strongest factor that affect the consumers in buying the products. This is also supported by theories described earlier on the importance of promotion to enhance brand awareness. The stronger a consumer's brand awareness, the more likely he or she is to buy the products.

Design of Must Evans Promotion Mix

There are eight models of promotion mix according to Kotler and Armstrong (2012: 408). Brand awareness, according to Shimp (2014: 40), is a basic dimension in brand equity. After conducting the research, it is found that not all models of promotion mix can be implemented on the Must Evans products. The researchers found there are at least five promotion mix that can be used to achieve the company goal to improve brand awareness of the Must Evans, namely *advertising, sales promotion, event and experiences, personal selling, and interactive online marketing.*

Advertising

A proper promotion mix used by the Must Evans company with aim to increase brand awareness to its consumers, is advertising. The forms of advertising that can be done by the company are radio advertising, store billboards, posters and acrylics installed on stores that sell the Must Evans products, stickers with the Must Evans logo, cloth bag distribution, making catalogs, and making calendars. As for the kinds of advertisements which are not proper for this company are tv commercial and advertisement on newspapers, magazines and tabloids because their target markets are too wide or not appropriate for a company like the Must Evans. Still, these kinds of advertisement can be recommended to be used by the company in the future if this company plans to expand the business scale. Therefore, based on the above statements, there are several useful promotions mix to increase brand awareness of the Must Evans, whether in form of promotions done before or from recommendations and experiences from the informants who sell the Must Evans products. Some considerations for the company to use these promotions mix are in the aspects of cost, location, and character or target market of each store that sells the product.

Sales Promotion

Proper promotions mix through sales promotion for the Must Evans products are free gift based on the product usage or combined with other sales promotion, warranty or quality product guarantee, promotion through discounts which is effective to the consumers and buy the products, vouchers in form of discounts that can bind the consumers to do repeated buyings, giving incentives to store employees, and counter or display installation for the products. In conclusion, those are the promotions mix that can increase the brand awareness of the Must Evans products. On the other hand, sales promotion can also have impact on increasing product sales. One thing for sure is through sales promotion, the company can attract consumers' attention. These types of promotions are expected to be a short-term solution for the Must Evans to implement promotions mix in order to achieve its company goal.

Event and Experiences

The promotions mix in form of events and experiences are effective to be applied by the Must Evans. The Must Evans company must increase its cooperation with stores who hold bazaar events for public. The kinds of products on sales can be the products who are categorized as affordable or price can be reduced. For the future, it is suggested that The Must Evans company can hold a fashion show that is very effective to increase brand awareness, since through this kind of event, the company can directly introduce the products in public places.

Personal Selling

The Must Evans company serve B2B consumers (business to business), so this company does not directly face their end consumers or users. Therefore, personal selling in this case is the Must Evans sales which offer products to stores in order to build cooperation with the company to sell their products. The salespersons of the Must Evans products, in order to offer the products to stores or distributors, must be able to explain about the products specifications and advantages. Therefore, distributors can freely promote the Must Evans products to the consumers. Thus, the company must give latest information about their products by contacting the stores. Not only that, but the company must establish a good relationship with the head of the store so that the Must Evans products can be prioritized. In addition to this, the company can provide targets to the stores, so when the product sales reach the company target, the distributors or stores will be rewarded.

Interactive Online Marketing

Promotion mix through interactive marketing is new to the company and has never been done by the company. It is admitted that the Must Evans company promote their products conventionally. From the observations done, the competitors of the Must Evans products have used social media as promotion channels. When compared to previous brands or famously known brands such as Cardinal and Emba, these brands already promote their products through interactive marketing such as on websites and Facebook. There is also a product marketing done online such as using e-commerce. The design of interactive marketing by the Must Evans products can be done by creating website, facebook, instagram as channels to introduce the products, cooperate with e-commerce as a channel to sell the products online. A product, when promoted in an *e-commerce*, will certainly play a role to increase the product brand awareness.

Managerial Implications

The expected impacts or implications of this promotions mix design are to achieve the company's goal in increasing the brand awareness of the Must Evans products, as well as to increase the sales of the products.

CONCLUSIONS AND SUGGESTIONS

Conclusions

Based on the findings of this research, it is concluded that there are eight promotional mix theories as suggested by the theory of promotion mix, yet in this research, only five appropriate promotions mix that can be applied to increase the brand awareness of the Must Evans products, which are as follows:

1. Advertising, consists of: billboards, posters and acrylic, cloth bags, product catalogs, and calendars.
2. Sales Promotion, consists of: free gifts, discounts, vouchers, incentives, and product displays.
3. Interactive Online Marketing, consists of: the use of social media and product sales through e-commerce.
4. Personal Selling, which is the use of sales to give information on the products.
5. Event and Experiences, consists of: bazaar and fashion show events .

As for the other three promotions mix, which are Public Relation and Publicity, Direct Selling, Word of Mouth Marketing, are not used in this design of promotions mix. Public Relation and Publicity is considered inappropriate for the company recently, since the company is still in the stage of designing promotions mix, while the other two mixes are not consistent with the target consumers of the Must Evans.

Limitations and Suggestions

Suggestions for the Must Evans

Based on this research, the Must Evans can implement the promotion mix, advertisements promotion, sales promotion, and bazaar that have been designed. The Must Evans must also consider other factors that have impact or relationship in the application of promotion mix. In order to properly implement the promotion mix, it is necessary to pay attention to the types of promotion to reach the target market or the appropriate consumers for the Must Evans.

Suggestions for Further Research

The results of this research are expected to become a reference for companies that are going to design their promotions mix. For further research, the future researchers can conduct in-depth analysis on the elements of promotion mix as required in the convection field, in particular, in the field of pants industry. Furthermore, it is suggested that a continued research can be done to study the element of brand image, which is the next step level of the brand awareness.

Research Limitation

The limitations of this research are on the searching for informants as sources of data and time available to obtain the data, so the data available were only from Salatiga. Another limitation is in extracting information through interviewing the informants, so that the data obtained were not optimal.

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