

ONLINE MARKETING STRATEGY OF HOT WHEELS PRODUCT USING MARKETING MIX

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ABSTRACT

This research is done based on the potential growth of Hot Wheels business and sales via online in Indonesia. The main purpose of this study is to increase Hot wheels car collections sales by maximizing techniques and new ways of internetmarketing. The study titled 'Online Marketing Strategy of Hot Wheels Product using Marketing Mix' was made using a qualitative approach through interviews with three informants, among others are: wholesaler, Kolekdol, and collectors. The data obtained willthen be applied to the marketing mix theory and will be used as a sales strategy, based on Product, Price, Promotion and Process. Based on the result of these research, we concluded that the application of marketing mix theory, which in this case include Product, Price, Promotion and Process, on internet marketing is able to increase traffics on our Facebook fans page and also able to boost the sales of our product via online.

Keywords : Online Auction, facebook, Hot Wheels, diecast, , marketing mix, product, price, promotion, dan process.

INTRODUCTION

The development of telecommunication technology and the Internet caused the changes of our daily culture. Advancement in technology and information is increasingly making human needs grow and more complex. Shopping is an activity that is already a part of people's lives. One shopping alternative that has followed the lifestyle now is online shopping. Based on the UCLA Center for Communications Policy (The University of California, Los Angeles), online purchases have become a popular activity to date (Tarigan, 2012). Based on a survey of the use and application of Information and Communication Technology and Facilities (P2SKTI) 2013, 77.81% of internet usage is intended to seek information of goods or services. According to market research institute e-Marketer, netter population of the country reached 83.7 million people in 2014. The number that applies to every person who access the internet at least once every month put Indonesia in the 6th largest in the world in terms of the number of internet users. Director of International Information Services Directorate General of Information and Public Communication (IKP), Selamatta Sembiring said, the most widely accessed social networking sites are Facebook and Twitter. Indonesia is ranked as the 4th largest Facebook user after USA, Brazil and India. According to data from Webershandwick, a public relations company and service provider of communication, for the region of Indonesia there are about 65 million active Facebook users. As many as 33 million active users per day, 55 million active users who use mobile devices in access per month and about 28 million active users who use mobile devices per day Collecting traditions diecast start riding when one of the largest diecast

company brands Hot wheels released the series Treasure Hunts or often called T-Hunts in 1995, where the T-Hunts series is a series produced in limited and unique quantities, usually with exclusive paint and rubber tires. And since then the activity of collecting diecast cars is getting popular. According to Turban et al. (2012: 38), electronic commerce (electronic commerce, abbreviated EC, or e-commerce) encompasses the process of purchasing, selling, transferring or exchanging products, services or information through computer networks, including the internet. According to Kotler et al. (2012: 4) marketing is managing profitable customer relationships. The dual purpose of marketing is to attract new customers by promising superior value and retaining current customers and growing by providing satisfaction. The purpose of this study is to increase sales of Hot Wheels car collection by maximizing new techniques and ways in internet marketing science.

LITERATURE REVIEW

Online Marketing Strategies

According to David in Maryam Saghei (Maryam & Shojaee, 2012) Strategy is a tool that companies can use to achieve their long-term goals. And Marrus in Widhiyanti (2012) says that strategy is defined as a process of determining the plans of top leaders that focus on the organization's long-term goals, along with the preparation of a way or effort how to achieve that goal. According to Kotler and Armstrong (2014: 27) Marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return. According to Kotler and Keller (2012: 5) Marketing is about identifying and meeting human and social needs. One of the shortest good definitions of marketing is meeting needs profitably. According to Daryanto (2011: 1) which describes marketing as a social and managerial process whereby individuals and groups get their needs and desires by creating, offering and exchanging something of value to each other. Marketing strategy is the design, implementation, and control of plans to influence exchange in order to achieve organizational goals (Peter and Olson, 2013: 12). Marketing strategy is an effort to provide and deliver the right goods or services to the right people and in the right time and price and with the right promotion and communication (Assauri, 2013: 5). Where the strategy of each company is an overall plan to achieve goals (Paul, 2011: 17). Strategies are also understood as a pattern that embodies both the planned strategy and the strategy that was not originally intended by the company but to be a strategy even considered by the company to be implemented (Chandler in Ismail, 2011; 64).

According to (Gupta et al., 2012) the term e-marketing is also known as internet marketing, web marketing, online marketing. In addition Utomo (2011) said that in running a business online or over the internet, the factors that play an important role in determining the success of business implementation is a factor of trust. Online Marketing commonly referred to as internet marketing or electronic marketing where in it is internet as a marketing medium is a marketing method part of E-business that utilizes electronic media to conduct marketing activities in an effort to achieve marketing objective of a commercial company (Ahmadi et al., 2013). The forms of internet marketing are usually embodied in online banner advertising, online sponsorship activities, clarification of product lists on websites, email marketing, partnership, search engine marketing, and social networking (Ahmadi et al., 2013). As the internet has matured and its ability to perform as a branding channel has been recognized, marketing advertising as evidenced by its growing role in the marketing budget (Robert and Zahay, 2013: 169). So it can be concluded that online marketing is a new digital technology by utilizing the internet that can offer many benefits such as increasing revenue, reducing costs and increasing the size of the company's market.

Marketing Mix

Kotler and Armstrong (2012: 58) states that the marketing mix: The set of controllable tactical marketing tools-product, price, place, and promotion-that firm blends to produce the response it wants in the target market. Kotler and Keller (2012: 47) classify the marketing mix into four groups called 4P, namely price, place, product, and promotion.

- a. Product, is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need
- b. Price is the amount of money changed for a product or service
- c. Place is a set of independent organizations that help make a product or service available for use consumption by the consumer or business user
- d. Promotion is the specific blend of advertising, sales promotion, public relation, personal selling, and direct marketing tools that the company uses to persuasively communicate customer value and build customer relationship

Kotler and Keller (2012: 25) add four components in the marketing mix called Modern Marketing Management Four Ps:

1. People reflect the part of internal marketing and in the fact that employees are essential to marketing success.
2. Processes, reflecting all the creativity, discipline, and structure that brings to marketing management. Marketers should avoid ad hoc planning and decision making and ensure that marketing ideas and concepts play and fit all the roles they perform.
3. Programs, reflecting all the direct activities of the company's consumers.
4. Performance is an integrated outcome and marketing to capture the range of possible outcomes that have implications for financial and nonfinancial (profitability and brand and customer equity) and external consequences of the company itself (corporate social responsibility, law, ethics and related societies)

Lovelock (2011: 44) states that for the service marketing mix need to add 3Ps namely: process, physical environment, and people, in detail explanation of 4Ps and 3Ps according to Lovelock (2011: 44) as follows:

1. Product elements, including core products that respond to primary customer needs and prepare from complementary service elements that are mutually reinforcing value-added devices that help customers to use core products more effectively.
2. Place and time, refers to the delivery of elements of the product to the customer, a lot of information - the process elements are delivered electronically.
3. Pricing, including non-monetary costs to consumers and revenue management considerations.
4. Promotion, also seen as a form of customer communication and guiding education through the service process, not just advertising and promotion.

Service marketing requires additional 3P management services including direct interaction with customers:

5. Process, refers to the design and management of customer service processes, including requiring and managing related capacities and related customers, implementing strict service quality management, more careful employee training, and automating tasks previously undertaken by humans.
6. Physical environment, also known as servicescape, provides tangible proof of the image and quality of the company's services and facilitates the delivery process.

7. People, including recruitment, training, and motivating service employees to provide quality service and productivity.

The three new elements of the marketing mix (people, physical evidence and process) are included in the marketing mix as separate elements because they are in control of the firm and because each element or the three will influence the consumer's initial decision to purchase a service in accordance with the level of customer satisfaction .

Product

Products are everything that is offered to the market to satisfy a desire or need, including physical goods, services, experiences, events, people, places, property, organizations, information, and ideas (Kotler & Keller, 2009: 4).

According to Assauri (2012: 118), Products are the total packaging of the benefits created or provided by an organization to be offered to targeted users. In planning its market offerings, marketers should look at five levels of products. Each product level adds a larger customer value and all five are part and hierarchy of customer value.

According to Kotler and Armstrong (2012: 283) the meaning of product quality is: the ability of a product to perform its functions, it includes the product's overall durability, reliability, precision, ease of operation and repair, and other valued attributes.

Price

According to Assauri (2012: 118), Price is a burden or value for the consumer, obtained by obtaining and using a product, including the financial costs of consumption, in addition to non-financial social costs, such as in the form of time, effort, psychic, risk and prestige or social prestige.

Price has many forms and performs many functions. Rent, tuition, fees, wages / fees, interest, tariffs, fees, deposits, salaries and commissions are all costs. Prices are set through negotiations between buyers and sellers (Kotler and Keller, 2009: 68).

According to Kotler and Keller (2009: 63), states that the price dimension consists of:

1. **Price List**
Price list is information about the price of the product offered so that consumers consider buying.
2. **Discount**
(Rebate / Discount), is the discounted / discounted rate the seller gives to the consumer.
3. **Allowance**
(Special discount), ie discounts given by the seller to the consumer at certain events.
4. **Payment Period**
(Period of payment), is the ease of payment provided by the seller to the consumer in the form of leniency period of payment made by the consumer in the purchase transaction.
5. **Credit Term**
(Terms of credit), is a credit payment system that the seller gives to the consumer within a predetermined period of time with additional payment of interest to be paid.

According Natalisa and Fakhriansyah in Widyaningtyas (Aji, 2011: 26), states that the measurement of price indicators is measured by using price conformity factor with service. In this study, price measuring is measured using indicators as follows: price list, discount, and payment period.

Promotion

According Daryanto (2011: 94) Promotion is the last activity of the marketing mix is very important because now most of the market is more market buyers where the last decision of the

sale and purchase transactions is strongly influenced by consumers. According to Kotler and Armstrong (2012: 76): Promotion means activities that communicate the merits of the product and persuade target customers to buy it. According to Grewal and Levy (2013: 8), Riswandani (2013) Promotion has the meaning of a communication provided by marketers to convey information, give confidence and remind potential buyers about a product in order to influence the opinions of buyers and get a response.

Sales promotion according to Hermawan (2012: 129) is a marketing activity that can provide more value of a product within a certain period to increase purchases from consumers, effective sales, or support efforts that have been done by marketers. Any company doing promotional activities of course the main purpose is to seek profit. According to Rangkuti (2010: 51), generally promotional activities should be based on the following objectives: modify behavior, notify, persuade, and remind.

Process

Zeithaml et al. (2013: 27) explains that: Process is the procedures, mechanisms, and flow of activities by which the service is delivered-the service delivery and operating systems.

Kotler and Keller (2012: 25) suggests that: Processes reflects all the creativity, discipline, and structure brought to marketing management. Marketers must avoid ad hoc planning and decision making and ensure that state-of-the-art marketing ideas and concepts play an appropriate role in all they do. Only by instituting the right set of processes to guide activities and programs can a firm engage in mutually beneficial long-term relationships. Another important set of guides the firm in imaginatively generating insights and breakthrough products, services, and marketing activities.

Zeithaml and Bitner (2006: 27) states that: The process is the actual procedure, the mechanism, and the flow of activities by which the service is delivered - the service delivery and operating system. Buchari Alma (2007: 34) suggests that: "This process occurs outside the view of consumers. Consumers do not know how the process takes place, the important services he receives must be satisfactory. According to Lupiyoadi (2013: 98), the process is a combination of all activities, which generally consist of procedures, work schedules, mechanisms, and other routine matters, where services are generated and delivered to consumers. According to Lupiyoadi and Hamdani (2009: 76), the process is a combination of all activities, generally consisting of procedures, work schedules, mechanisms, activities and routine matters, where services are generated and delivered to consumers.

RESEARCH METHODS

This research uses research type with qualitative approach. According to Bogdan and Biklen (in Sugiyono, 2013: 13) states one of the characteristics of qualitative research is descriptive so that the data collected in the form of words or images so as not to emphasize the numbers. And Moleong (2013: 16) states that qualitative research methods generate descriptive data in the form of written or oral words about the nature of an individual, circumstances, symptoms of a particular group that can be observed. Thus, in this study, products, prices and processes of the 7P theory play an important role in the sale of Hot Wheels online according to surveys conducted. After that, also described the results of interviews with informants. The descriptions of interview results are collaborated as research objects that are studied to answer the formulation of the previously proposed problem.

Subjects and Research Objects

Moleong (2010: 132) describes the subject of research as an informant, which means people in the background research that is used to provide information about the situation and condition of the research background. In line with the definition. In this study the subject is:

4. Seller big successful in selling Hot wheels products for at least 5 years and growing. And every month at least twice held an auction through social media facebook fanpages.

5. Kolekdol are successful by buying for collection and at the same time sell it again through the media facebook fanspage.

Collectors who often buy either directly through facebook or by following the auction.

According Sugiyono (2012: 38), understanding of the object of research is an attribute or the nature or value of people, objects or activities that have a certain variation set by researchers to learn and then drawn conclusions. In this study, the object of research is the quality of Hot wheels products, prices, and process.

Validity and Reliability

According Sugiyono (2011: 2), valid indicates the degree of accuracy between the actual data occurs on objects with data that can be collected by researchers. According Sujarweni and Endrayanto (2012: 177) Test validity is used to determine the feasibility of the items in a list of questions in defining a variable. In this research, the researcher uses triangulation technique to test the truth of the data. Triangulation in a research is important if researchers really want accurate data. According Sugiyono (2011: 330), triangulation techniques are defined as data collection techniques that are combining from various data collection techniques and data sources that already exist. According Sugiyono (2012: 273), Triangulation Source technique is done by examination of data obtained through various sources. Typically, this process involves amplifying evidence from a variety of different sources to explain themes or perspectives.

Sugiyono (2011: 3), reliability with respect to degree of consistency data in certain time interval. Reliability test in this research using dependability technique, researcher do trace during process by see consistency of answer obtained from resource during data collection process. Dependability techniques are based on the assumption of repetition and replicability (Emzir, 2012: 80).

RESULTS AND DISCUSSION

Product Rankings

Knowledge of the level of the product is very important both for collectors, sellers, Dropshipper, and also Kolekdol. Due to any increase or addition of the function of the product has an increase or increase in the sale value as well. According to Ali Hasan (2013, p494) we define product concept as a form of product offer both tangible (goods) and intangible (services) to be noticed, requested, sought, bought, used, or consumed to meet the needs or desires of consumers. According to Kotler and Keller are converted bahasakan by Bob Sabran (2011: 4) products have 5 levels, namely Core Benefit, Basic Product, Expected Product, Augment Product, Potential Product.

The company that produces Hot wheels, Mattel expand its business by producing more variants since 1970. And also produce Hot wheels track that can add fun to racing it. As more variants and innovations are added through the production of Hot Wheels cars, their functionality becomes wider not only for children to play, but also collected by collectors of all ages. Hot Wheel Levels as an Augmented Product are also growing since the release of Treasure Hunts products in 1995. Hot Wheels were originally only collected by children, but over the past 15 years many adults have also collected.

Price

According to Kotler and Keller being translated by Bob Sabran (2011: 67), price is a marketing mix element that generates income, other elements generate costs. According to Tjiptono (2011: 151) states that the price meruakan the only element of the marketing mix that provides income or income for the company. Meanwhile, according to Kotler and Armstrong (2011: 345), the

price is a sum of money that is levied on a product and service or the sum of the value exchanged by customers to benefit from owning or using a product or service. So in sales Hot wheels through Facebook media made sales through auctions. So the price is determined by the buyer consisting of collectors, reseller, and also kolekdol. Later the price created is a fair price for both buyers and sellers. And generally the price is not far from the market price, can be higher or lower depending on the number of enthusiasts and the scarcity of items. The open bid price is kept as low as possible to attract customers following the auction in our place, the benchmark for the low is between 30-50% below the market. And the additional value of the bid can generally be pegged between 5 thousand to 10 thousand rupiah. Should be a multiple that can be divided into 5 thousand dollars to facilitate the time of the auction recap. Payment period should also be given time limit, if too fast will give inconvenience to buyer, whereas if too long then often buyer forget to pay off. So the proper time for repayment is 3 days to a week.

Promotion

According to Rangkuti (2010: 50), Promotion is sales and marketing activities in order to inform and encourage the demand for products, services, and ideas from the company by influencing consumers to buy products and services produced by the company. According to Michael Ray in (Morissan, 2010: 16) promotion is the coordination of all efforts initiated by the seller to build various channels of information and persuasion to sell goods and services or introduce an idea. Based on research conducted by Schmitt et. All (2011) says that Word of Mouth (WOM) has reemerged as an important marketing phenomenon, and its use as a customer acquisition method has begun to attract renewed interest. Promotion through paid advertising is usually used Facebook Ads that can target to the segmentation who want to shoot. So that Ads can appear on the page facebook prospective buyers according to segmentation that has been set previously. With the expectation of Closing percentage become larger. Noteworthy is how much should be spent on this ad, so as not to become a burden in the future so that the price of our products become expensive. In addition to providing paid advertising services, facebook also allows users to freely utilize free facilities to capture as many potential customers either through Fanpage or Facebook Group.

Process

Buchari Alma (2007: 34) suggests that: This process occurs outside the view of consumers. Consumers do not know how the process takes place, the important services he receives must be satisfactory. The process involves selecting marketable products, product photos, inter group promotion, speed and ease of service, speed of customer inquiry, speed of delivery after payment is received, after sales service and so on. In the future to provide the best for the customer, every month should be a review of the whole process, what deficiencies are encountered. After that planned techniques and innovations that need to be done for next sale.

CONCLUSION

Based on the results of research and discussion that has been done on the marketing strategy of hot wheels product using marketing mix, it is concluded that STP (Strategy, Targeting and Positioning) is very important and vital, with STP, it is concluded that the largest market of online diecast sales through Facebook is a diecast market with a scale of 64 incorporated in groups of collectors and kolekdol. Knowledge of products that sell in the market and product prices are very important. The selling price is determined by the buyer through the auction system. So as to create a fair value for both buyer and seller. The open bid price for the auction is kept as low as possible to attract buyers following the auction in our place, the benchmark for the low is between 30-50% below the market price. And the additional value of the bid can generally be pegged between 5 thousand to 10 thousand rupiah. Direct selling items are given to

buyers who lose the auction with the condition we have the double item from the item that we auction. The direct selling price is the same as the price won, with the price of the item is already profit and at least equal to the market price. The payment period given the time limit for repayment is 3 days to one week. Hot Wheels product sales promotion online through Facebook media can be done through advertising. Advertising can be paid on a paid Facebook ad, or free of charge. WOM promotion is a free promotion that is gained from the satisfaction felt by the buyer after receiving the products and services we provide. The emphasis of the process is the service / service is good for customers. Starting from a product photo, answering buyer questions, charging, and until the items are well received are the best service delivery targets for returning buyers to become regular customers.

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