

Online Shop Marketing Communication For Building Consumer Loyalty: On An Amateur-Belonging To Gen Z Scale

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ABSTRACT

The online shop business has become pop culture, and many Gen Z are trying to start an online shop business, as did the owner of the online shop business account, Shark. Jkt. Even though they are still amateurs, they have made a profit and survived since opening in 2020 amid the Covid-19 pandemic. Of course, it is difficult to build online shop consumer loyalty amidst the rise of online shop businesses because consumers can easily compare products in one shop with other shops. What is the marketing communication model for amateur-level Gen Z online shops like Shark.Jkt to build consumer loyalty? With the hope that it can become a role model for similar businesses. This research is qualitative and carried out using an intrinsic case study method in a constructivist paradigm. The results are: One, they only sell certain accessory products that are considered cheap and trending; Two, they carry out a content marketing strategy with creative promotions in various well-known marketplaces (Shopee and Lazada), as well as through social media; Three, occasionally collaborate with influencers when carrying out live promotions; Four, carry out product QC before sending; Five, building a solid identity through distinctive store design on every store display and social media; Six, customers who checkout in live streaming are given freebies, and additional gifts for purchases of a specified amount; Seven, motivate consumers by sharing comfortable shopping experiences from fellow consumers.

Keywords: *Marketing Communications, Amateur Online Shop, Gen Z, Consumer Loyalty, e-commerce*

INTRODUCTION

The increasingly rapid development of technology has had a significant impact on people's lifestyles. This transformation creates lifestyle changes and a new culture reflected in daily activities. One of the significant changes is the emergence of a consumer culture, where society has become more open to consuming goods and services.

As an understanding of the industrial era 4.0 or smart industry, which combines automation technology with cyber technology such as data exchange in manufacturing technology, including physical, cyber systems, the Internet of Things (IoT), and cloud computing (a method of delivering various services via the internet) and cognitive computing influence style life and community interactions (Rosmawaty et al., 2021)

Audiences increasingly have a role in choosing and participating in the information they consume. It becomes a challenge for companies to advertise their products more intensely by engaging the audience to get involved in the products they market. Charmaine Du Plessis explained that audiences are starting to become content producers by providing comments and even spreading the word about these products in their respective social media posts (Nesya et al., 2020). Promotion is an integral part of marketing activities, and the process is to provide information and persuade and influence consumers to make purchases, as explained by Kurtz and Boone (Muhamad Syahid, 2019).

In this context, the Online Shop emerged as a manifestation of this cultural change. The support of increasingly sophisticated technology and easy internet access has created a platform that allows people to shop online. Online shops have become a form of economic transaction and an integral part of everyday life, changing how people interact with goods and services. This has played an essential role in transforming the way businesses operate and consumers shop (Srikant et al., 2023)

The success of the Online Shop in becoming a widespread cultural phenomenon cannot be separated from the technological sophistication that supports it. This cultural transformation also introduces us to the widespread global term "Consumerism." It also emphasizes lifestyle and the use of material goods to achieve happiness and satisfaction (Citra Istiqamah, 2022)

With the advancement of the internet and the emergence of interconnected technologies, digitalization is progressing rapidly, ushering in an era of increased connectivity and communication. Integrating digital technology into business operations leads to increased efficiency, simplified workflows, and the birth of e-commerce (Edwin et al., 2023). The existence of consumer culture and popularity. Online shops can also be seen from their impact on the economy. Online business development has opened up new opportunities for business actors to reach a broader market, not limited by geographical boundaries. This creates a dynamic economic ecosystem and shifts traditional business patterns. Another critical factor that strengthens the position of online shops as popular culture is the ease of transactions and various payment innovations. Digital payment

systems, discount programs, and online promotions have become integral to the online shopping experience. This attracts consumer interest and creates intense customer loyalty towards a particular platform.

With smart devices such as smartphones, tablets, and computers, people can easily access the Online Shop platforms anytime and anywhere. Considering the 2020 COVID-19 outbreak, online shopping has become a pop culture resulting from this phenomenon, reflecting society's adaptation to digital technology, which continues to develop, besides creating convenience that cannot be avoided when shopping from home and forming better consumption patterns. Instant and versatile, it also creates new opportunities for people to earn more income without facing massive marketing costs.

One of them is Shark. Jkt sells smartwatches on the Tokopedia platform, which was initially called Sharkwatch. A business that started with Covid-19, Generation Z launched amidst the phenomenon of shopping from home. The product being sold is a smartwatch because it is considered a trend in society that is more aware of health and sports. Apart from that, there is access to smartwatch distributors. As the local economy grows and small entrepreneurs are empowered to compete in the online shop business, it stimulates the owner of Shark.Jkt continued to think creatively in following market demand, both in product variants and marketing strategies, so it changed its name to Shark.Jkt, which is considered to be more unique. General also opened online stores in Shopee, Lazada, and TikTok Shop.

Throughout its journey, Shark.Jkt has not escaped the ups and downs of facing change and intense competition. Concerns about shipping security due to health protocols, regulatory policies, and price wars are also significant challenges. Apart from that, the number of online shops that are increasingly busy results in low customer loyalty. Customers can easily compare one shop with another in the current era of open information. This is a challenge for Shark.Jkt has continued to survive until now.

LITERATURE REVIEW & THEORY

Relevant to the explanation of Ida Bagus et al., 2021. The problem often faced by e-commerce is user loyalty. According to a survey by Mery Weinstein (2013), 80 percent of

users make purchases, while 50 percent make repeat purchases. This explanation indicates that loyalty is still low. In business, loyalty is one strategy to maintain good relationships with consumers. Loyalty can be formed by providing satisfaction to consumers. (Ida Bagus et al, 2021)

The analysis in this research uses the SOSTAC model. The SOSTAC social media marketing strategy design model makes it easy to identify all the main things to do to achieve company goals. This model has 6 stages: situation analysis, objectives, strategy, tactics, action, and control (VA Sugianto et al., 2023)

Looking at previous research, the SOSTAC digital marketing model has been proven to be used to analyze and determine business strategies. SOSTAC in digital marketing is a planning model marketing (marketing plan) to be more effective in implementing digital marketing in companies and marketing specific products. SOSTAC is an abbreviation for Situation Analysis, Objectives, Strategy, Tactics, Action, and Control. SOSTAC can be used as a template to ensure consistency When looking at plans from various teams, departments, or offices across the organization, both locally and globally

This is the background to the problem and the focus of the discussion: how Shark.Jkt can continue to follow market growth, such as consumer trends, market needs, and competition. Since online shops are a complex form of marketing, researchers also want to study how current technological innovations affect sales.

The researcher used a qualitative approach with a descriptive case study type. According to Creswell, qualitative research is a process of research and understanding based on a methodology that investigates a social phenomenon and human problem (LP2M, 2020). In this approach, researchers create a complex picture, examine words, provide detailed reports from respondents' views, and conduct studies in natural situations. Researchers use qualitative techniques, including in-depth interviews, document analysis, and direct topic observation.

To obtain secondary data, a literature search and study were carried out on several books, journals, and results of field research or observations by visiting the research location directly. As Denzin and Lincoln say, observing social situations and views is one technique to collect social data. As for how to check the validity or accuracy of the data,

triangulation data analysis techniques with other sources are used, and with a degree of credibility, using peer-checking techniques (Rosmawaty Hilderiah, 2020).

RESULTS AND DISCUSSION

Results

From the results of interviews conducted by researchers with the owner of Shark.Jkt, the Shark.Jkt admin who is in charge of creating promotions and content, Shark.Jkt customers and supporting informants: The researcher interviewed 2 students. The results of the interview are Shark.Jkt only sells certain accessory products that are considered cheap and are trending. Second, carry out a content marketing strategy with creative promotions in various well-known marketplaces (Shopee and Lazada) and through social media. Third, occasionally collaborate with influencers when carrying out direct promotions. Fourth, it is implemented on every shop display and social media. Fifth, customers who checkout directly are given freebies and additional gifts for purchases over a certain amount. Seventh, motivate consumers by sharing comfortable shopping experiences with fellow consumers. Based on the results of the writing using a constructivist approach, the researchers present marketing communication options in the Online Shop for Gen Z, who are still amateurs in building consumer loyalty, as discussed below.

Discussion

7P Analysis

In the context of the Online Shop Shark, the 7P model is a comprehensive approach to designing a marketing strategy involving seven key elements contributing to successful product or service marketing. Applying the 7P model is relevant for Jkt business and can provide a solid foundation for designing and implementing effective marketing strategies.

First, Product. The products sold at Shark.Jkt are various fashion accessories, smartwatches, and glasses (Ref. Figure 1); Second, Price. The prices are suitable for the lower middle class and range from 5000 to 500,000.

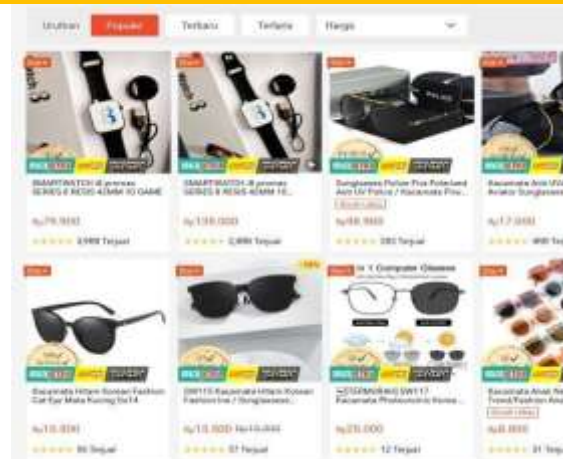


Figure 1. Shopee Shark.Jkt

Third, Place: Shark.Jkt sells its products in various marketplaces, such as Shopee [https://shopee.co.id/shark.jkt#product list](https://shopee.co.id/shark.jkt#product_list) , Lazada [All-Products - Membeli All-Products Harga Terbaik di Indonesia | www.lazada.co.id](https://www.lazada.co.id) and social media because this business operates in the online sector. However, live and product packaging is done in Tangerang.

Fourth, Promotion: Involving creative promotional campaigns per e-commerce through social media, collaboration with influencers, and content marketing strategies to increase Shark.Jkt brand awareness. Fifth, People: The Shark.Jkt business has 5 employees divided into operations, Packing Delivery, Stocking, Offline, and Personal Assistance. Where they are just behind the screen. Sixth, Process: After the ordering and payment process occurs, the Shark.Jkt Team carries out product QC before sending it, and delivery runs smoothly, providing a comfortable shopping experience for Shark.Jkt customers. Seventh, physical: Building a strong identity through a distinctive store design with pastel colors on every store display and social media. As well as physical promotional materials such as giving freebies to customers who check out in live streaming additional gifts for purchases of a specified amount, resulting in positive customer reviews.

In the context of the Online Shop Shark.Jkt business, implementing strategic marketing communications is crucial to increasing competitiveness and maintaining relevance amid a dynamic and competitive online market. This involves profoundly

understanding the product, market, and target audience. By detailing the messages to be conveyed, selecting effective communication channels, and continuously evaluating the results, we can achieve maximum efficiency in our communication efforts.

The importance of strategic marketing communications for online shop Shark.Jkt first increases brand awareness through structured marketing communications, such as Online Shop Shark.Jkt can increase customer awareness of its brand, helping consumers recognize and understand the products offered. Second, it motivates purchases with strategic messages that can arouse consumer interest and desire, encouraging them to purchase, especially accessories such as glasses and smartwatches. Third, building and maintaining customer relationships. Strategic marketing communications help build strong relationships with customers. Through relevant messages, Shark.Jkt can retain existing customers and gain new customers. Fourth, Differentiation from Competitors: Strategic marketing communications allow online shopping in a crowded online Shark.Jkt to differentiate itself from competitors, highlight unique values, and create a strong brand image. Fifth, it is responsive to market changes with a planned approach. With this, Shark.Jkt can be more responsive to market trends and consumer behavior changes, making rapid adaptation to ever-changing business dynamics possible.

Implementation of Strategic Marketing Communication at the Online Shop Shark.Jkt:

First, the target audience is identified by clearly establishing the main targets of Shark.Jkt marketing communications include their characteristics and preferences.

Second, detailing the messages you want to convey, ensuring alignment with the values and identity of the Shark.jkt brand.

Third, the type of communication channel should be adjusted to the audience's preferences and the characteristics of the products offered.

Fourth, a communication campaign with precise short- and long-term objectives should be planned.

Fifth, ongoing evaluation and adjustments. Several things to pay attention to in the review are creating performance campaigns and promotions, listening to consumer feedback, and making real-time adjustments to communication strategies.

AISAS (Attention, Interest, Search, Action, Share)

The AISAS model is a consumer behavior model developed from a previously existing model, namely the AIDMA (attention, interest, desire, memory, action) model. This model includes five stages consumers will go through attention, interest, search, action, and share. (Sugiyama & Andree, 2011).

The process consumers go through in the AISAS model starts with the consumer's attention to a product, service, or advertisement. Then interest arises, creating a desire to search for more in-depth information about the product, service, or advertisement. Information can be sought from various available sources, whether from the internet, such as blogs, product comparison sites, or the Company's official website, or from people who use the product or service. Based on information collected from various sources, consumers will make an assessment and ultimately decide to take purchasing action. After making a purchase, consumers will convey information (word of mouth) about the product or service they have purchased based on their experience by communicating with other people directly or by sharing reviews via the Internet (Sugiyama & Andree, 2011).

In the AISAS model, it can be seen that consumers experience changes in behavior to become more active, namely by adding search and share stages. These two stages emerged due to the influence of the internet in society, which enabled consumers to act more actively in searching for and sharing information about a product. (Daniel Susanto, 2021)

AISAS analysis on Shark.Jkt:

Attention (Attention): The steps taken are to attract the attention of potential customers using creative and exciting marketing strategies, such as creating attractive and trending product titles and images, then creating attractive online advertisements, exciting content on social media, and collaborating with influencers to expand audience reach.

Interest: After attracting attention, the next step is to arouse potential customers' interest in the smartwatch and eyewear products being sold by presenting exciting and relevant information about the product, such as superior features, advantages compared to similar products, making product reviews, making video tutorials on product settings and testimonials from satisfied customers.

Search (Search): Audiences search for product information and compare similar products to Shark.Jkt sells.

Action: After successfully arousing desire, the next step is to direct potential customers to take purchasing action by providing direct links to product pages on social media sites, Live, and Ads. Also, provide special offers or discounts or easy and secure payment options.

Share: Once your audience has purchased, the final step is to encourage them to share their positive experiences with others. This means Shark.Jkt provides incentives, such as additional discounts or prizes, for customers who recommend Shark.Jkt to their friends or family.

Meanwhile, the analytical tool used in this research is SOSTAC. SOSTAC is essentially an easy-to-follow planning model. One of the advantages of SOSTAC is that it explains the main things that need to be done to achieve goals (Nazulfa et al., 2023).

Situation Analysis

This stage is used to photograph an organization or Company; this is related to the business being carried out. Apart from that, the interactions built by the Company are related to marketing and how to overcome the Company's internal and external factors. At this stage, the researcher uses the SWOT matrix to analyze.

SWOT analysis analyzes a company's strengths, weaknesses, opportunities, and threats. Through SWOT analysis, managers create a quick overview of the Company's strategic situation (Dewita Sari, 2020).

Shark. Jkt carried out the SWOT analysis. Researchers described Strengths as various kinds of products, such as Shark.Jkt sells a comfortable online shopping experience with competitive prices. Weaknesses are Limited brand recognition, potential technical issues with smartwatches, and high competition in the market. Opportunities include increasing demand for smartwatches and glasses, potential expansion of product range, and increasing trend of online shopping. Threats include tight competition from established brands, potential for claims as fake products, and changes in consumer preferences.

Objective

This stage is making a marketing plan carried out by Shark.Jkt. Situation analysis is carried out to produce a general picture of the organization so that implementing digital marketing will make the formulation of goals more measurable and reasonable. From the results of the interview, Shark.Jkt only carries out 3S in its marketing planning:

- a) Sell, to increase sales, Shark.Jkt created a reseller and drop shipper program so buyers can also resell Shark.Jkt products easily. As well as making more use of social media and digital marketing strategies.
- b) Serving customers well is a business's main priority, and it is one of the customer services carried out by Shark.Jkt is creating a 1-month guarantee program with the conditions that apply to Smartwatch products.
- c) Sizzle, Shark.Jkt increases its social media followers through engaging content and creating Instagram ads.

Strategy

This stage is to develop a strategy to achieve the goal. This phase also ensures that the target segment has been confirmed to be present when preparing the strategic plan. The preparation of this strategy also includes market characteristics and market targets

related to the needs and what consumers want. Meanwhile, objectives and positioning describe the merchant user's frame of reference. Apart from that, this phase also formulates points of differentiation for the startup. (Nazulfa et al., 2023)

Market Development: This strategy involves expanding market share by targeting new segments or regions. Shark.Jkt tries to reach international markets or expand its target audience by offering more varied smartwatch and eyewear products.

Market Penetration: This strategy focuses on increasing market share in existing segments. In this context, Shark.Jkt makes special offers, discounts, or loyalty programs to existing customers to encourage them to make frequent purchases or buy more products.

Diversification : This strategy involves developing new products or entering new markets unrelated to existing products or markets. Shark.Jkt expands its product portfolio by offering related products such as smartwatch accessories, eyewear accessories, or other trending fashion products.

Product Development : This strategy involves efforts to develop new products or improve existing products. In this context, Shark.Jkt develops smartwatches or glasses with innovative new features, improves product quality and design, or offers a greater variety of colors and styles.

Tactics

This activity is a derivative of strategy, where tactics are tools to achieve digital marketing goals. The tools used in this tactic still use the marketing mix from Kotler et al., 2017, which includes Place, Promotion, Process, and People (4P marketing mix) (Nazulfa et al., 2023).

Tactics and Controls Shark.Jkt uses SMART Specific, Measurable, Achievable, Relevant, and Time-Bound Analysis; this method can help determine business goals effectively. First, Shark.Jkt Specifications launched a targeted marketing campaign and offered personalized recommendations. Second, Measurable, by tracking website traffic, sales conversion rates, and customer feedback to measure the effectiveness of marketing efforts. Third, Achievable, Shark, Jkt sets realistic targets based on market trends and

competition. Fourth, Relevant. In line with business strategy, Shark.Jkt continues to focus on product promotion. In this element, evaluation and goal alignment are very important. Fifth, time-bound, time frame, and deadline are included in this element, Shark.Jkt sets monthly and quarterly targets to evaluate progress and make necessary adjustments.

CONCLUSION

Ultimately, the form of marketing communication for the Shark can be concluded. Jkt online shop to build consumer loyalty on an amateur scale belonging to Gen Z is as follows:

1. They only sell certain accessory products that are considered cheap and trending;
2. Carry out a content marketing strategy with creative promotions in various well-known marketplaces (Shopee and Lazada), also through social media;
3. Occasionally collaborate with influencers when carrying out live promotions;
4. Carry out product QC before sending;
5. Build a strong identity through distinctive store design on every store display and social media;
6. Customers who checkout live are given freebies and additional gifts for purchases of a specified amount;
7. Seven, motivate consumers by sharing comfortable shopping experiences with fellow consumers.

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