



# Strategic Mastery: Examining The Marketing Mix Implementation At One Of The Outdoor Equipment Business Brands

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## ABSTRACT

This study aims to analyze the implementation of the marketing mix strategy at One of the outdoor equipment business brands. The method used is descriptive qualitative, with data collection through interviews, observations, and documentation. The results show that the brand successfully utilizes the 4P marketing mix elements (product, price, promotion, and place) to attract consumer interest and increase sales. The products are known for their high quality and suitability for the outdoor adventure market. The pricing strategy is set considering competition and consumer response. Promotion is effectively carried out through social media and e-commerce. Store location selection is also strategic to enhance accessibility and customer convenience. However, the brand needs to continue innovating and adapting to rapidly changing consumer trends to maintain its position in the global market.

## INTRODUCTION

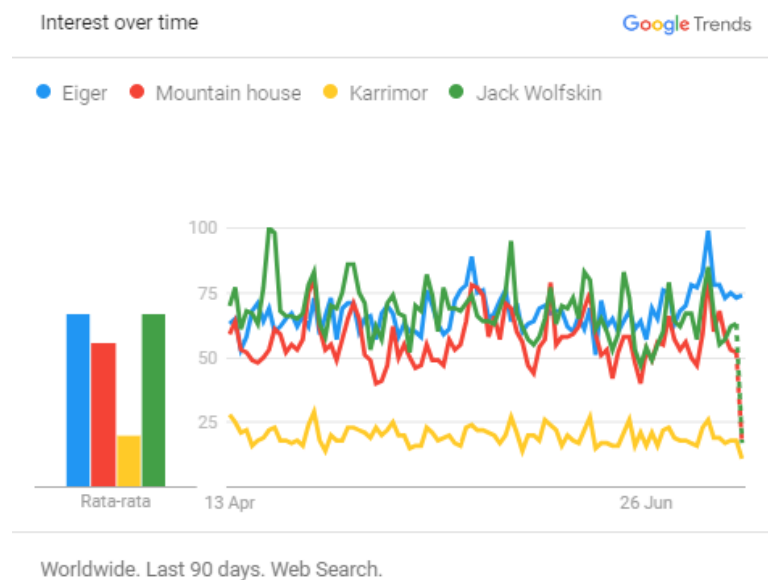
Indonesia, a nation renowned for its extensive archipelago and abundant natural splendours that include serene lakes, pristine beaches, and majestic mountains, has seen a significant rise in interest in outdoor adventure pursuits. This enthusiasm has been driven by the country's unique and varied terrain, which offers an array of exciting activities for both local and international adventurers. Exhilarating rafting trips down wild and untamed rivers provide an adrenaline rush for water sports enthusiasts, while challenging mountain ascents that test climbers' skills and endurance attract those seeking to conquer Indonesia's numerous peaks. Thrilling rock climbing adventures on the country's rugged cliffs and rock faces have also gained popularity, drawing climbers from all over the world to experience the exhilaration of scaling these natural formations.

As these activities have captured the imaginations of many, they have transformed outdoor adventure into a pervasive lifestyle within the global adventure community. This surge in outdoor recreation has not only highlighted the allure of Indonesia's diverse landscapes but

has also spurred a growing demand for specialized gear and equipment. Enthusiasts now seek out durable backpacks designed to withstand the rigours of the wild, sturdy footwear that provides both comfort and protection during treks and climbs, and rugged field attire suitable for the varied climates and conditions encountered in different regions of the country. Additionally, essential accessories tailored specifically for these adrenaline-fueled escapades, such as climbing harnesses, helmets, and navigation tools, have become indispensable for ensuring safety and enhancing the overall adventure experience.

In response to this burgeoning interest, local and international manufacturers have stepped up to meet the needs of this expanding market, offering a wide range of products that cater to both amateur adventurers and seasoned professionals. Consequently, Indonesia has not only solidified its reputation as a premier destination for outdoor adventure but has also contributed to the global growth and evolution of the adventure tourism industry, inspiring countless individuals to explore the natural wonders and challenges that the country has to offer.

**Figure 1 Chart Trend Of The World-Class Outdoor Equipment Interest In 90 Days**



Based on data from Google Trends, among the four world-class outdoor equipment brands mentioned, it can be concluded that public interest in seeking information about outdoor equipment products is highest for the Jack Wolfskin brand. Jack Wolfskin experiences notable variations with multiple peaks, suggesting heightened interest during specific periods. Eiger also experiences considerable fluctuations with several significant peaks but tends to be more stable compared to Jack Wolfskin. Mountain House exhibits a fluctuation pattern similar to Eiger's, albeit with slightly lower intensity. Karrimor, on the other hand, displays a more stable line with fewer variations, indicating a consistently low level of interest throughout the period. In summary, Jack Wolfskin garners the highest search interest, followed by Eiger, Mountain House, and Karrimor. These interest fluctuations reflect seasonal trends or specific events that boost interest in these brands.

According to the research conducted by (Safitri et al., 2024), the importance of strategic digital capabilities is highlighted to ensure that SMEs can thrive in Indonesia's dynamic digital landscape. Policymakers are urged to design and implement policies that support SMEs in enhancing their digital skills, thereby fostering inclusive economic growth and innovation. By effectively utilizing big data, companies can enhance their understanding of consumers, design

more effective marketing strategies, and provide a more personalized shopping experience (Napu, Supriatna, Safitri, & Destiana, 2024).

All brands have successfully demonstrated significant growth recently, both in terms of revenue and market penetration. One noteworthy aspect is success in building a solid brand image. Through consistent and innovative branding efforts, it has positioned itself as a reliable, high-quality, and trustworthy brand in the international market. Additionally, it actively utilizes various modern marketing channels, such as social media and e-commerce, to enhance its global visibility. By doing so, they can continuously connect with potential consumers worldwide and increase the accessibility of their products.

However, despite impressive achievements, there are still challenges that need to be addressed. For instance, increasing competition in the global market and rapidly changing consumer trends can affect the company's future marketing performance. This requires management to be more careful in determining competitive strategies to win the competition the company faces.

One strategy that marketers can use to face competition is to implement a marketing mix strategy to make offers to consumers and attract their buying interest. To attract consumer purchase interest, this brand integrates the marketing mix strategy to achieve its goals. According to Solomon in (Arman, 2022), "Marketing mix consists of the tools the organization uses to create a desired response among a set of predefined consumers." (Fatihudin & Firmansyah, 2019) also stated that the marketing mix is a set of tools to help provide information about the services offered by a company, thus fulfilling consumer needs and wants according to the target market. The traditional marketing mix consists of 4Ps: product, price, promotion, and place.

Building on previous research conducted by (Jahmani, Jawabreh, Abokhoza, & Alrabey, 2023) indicates that the marketing mix elements used by hotels are a crucial factor in tourist satisfaction. In conclusion, Dubai must understand the importance of the marketing mix in meeting tourist satisfaction and enhancing services, making it more significant in the tourism industry. The research by (Putra & Nainggolan, 2020) the results of their study indicates that the marketing mix, consisting of product, price, promotion, and place, has a significant simultaneous effect on consumers' decisions to use products. The study shows an R2 value of 0.871 or 87.1%, meaning that the marketing mix variables influence 87.1% of the purchasing decisions for products at Tadulako University. Another study (Adiputra, 2017) found that brand marketing mix is superior compared to other brands' marketing mixes. The study by (Woehler & Ernst, 2023) shows that customer orientation positively affects new venture performance, and intensive marketing mix planning increases the likelihood of survival. However, venture capitalists tend to decrease their startup valuations when they perceive an excessive focus on customer orientation and operative marketing mix planning. Research (Setiawan & Rachamawti, 2019) indicates that all elements of the marketing mix have a significant impact on consumer purchasing decisions, with product and promotion being the most dominant factors.

Given the limited scope of previous research and strong marketing strategy in the eyes of the public, that brand has managed to maintain its position in the increasingly competitive outdoor equipment market through effective marketing strategies. These reasons led the researcher to choose one of the outdoor equipment business brand as the object of this study. This research will review how the brand utilizes the elements of the 4P marketing mix, namely product, price, promotion, and place.

## LITERATURE REVIEW

Marketing mix has been widely defined by broadly define the marketing mix as a collection of controllable, tactical marketing tools that a firm combines to achieve its objectives in a specific target market (Asqarova, Xonkeldiyeva, Abdulkarimova, Xudoyberdiyeva, & Egamberdiyeva,

2021). According to (Yudelso, 1999), a marketing expert, introduced the marketing mix concept, encompassing the 4Ps (product, price, place, and promotion), as a theoretical framework for implementing the marketing process.

According to Solomon in (Arman, 2022) "The marketing mix consists of the tools the organization uses to create a desired response among a set of predefined consumers." The marketing mix consists of tools used by the organization to create a desired response among a set of predefined consumers. With this set of marketing mix tools, a company can determine what offers should be given to its target market so that the company's offerings are not misleading.

Similarly, according to (Grewal & Levy, 2022) "The marketing mix is the controllable set of activities that a firm uses to respond to the wants of its target market." The marketing mix is a series of activities that a company can control to respond to market desires. According to (Fatihudin & Firmansyah, 2019) stated that the marketing mix is a set of tools to help provide information about the services offered by a company, so that it can meet the needs and wants of consumers according to the target market. The traditional marketing mix consists of 4Ps, namely product, price, promotion, and place, while for service marketing an expanded marketing mix is needed.

According to (Widyastuti, 2019) the marketing mix consists of a set of controllable variables combined to elicit the desired response from the target market. For businesses, the marketing mix comprises seven elements: product, price, promotion, place, people, process, and physical evidence. Strengthened by (Saleh & Said, 2019) describe the marketing mix as a unique strategy involving product, promotion, and pricing, designed to create mutually beneficial exchanges with the target market. Over time, this strategy has expanded from focusing solely on product, promotion, and price to also including place, people, process, and physical evidence.

Based on the above definitions, the researcher concludes that the marketing mix is a set of tools or activities of the company, namely the 4Ps: product, price, promotion, and place, which are controlled by the company to shape offers to achieve the company's objectives and respond to and satisfy the target market's desires. This series of activities maximizes marketing strategies aimed at meeting the needs and wants of consumers. The following is a discussion of the four main elements in the marketing mix:

### **Product**

Based on Kotler's definition in (Hossain, Chowdhury, Hasan, Ather, & Yusuf, 2020), "Product means anything, which is in the market for exchange or use. From the term "product," it is referred to as goods and services by some organization." (Limakrisna & Purba, 2017) further interpret the term product as anything that can be offered to the market by an organization or an individual to satisfy needs or wants. According to (Ayu, Rusilawati, & Muhamad, 2023) product variables can be measured through five components: (1) Performance (2) Reliability (3) Features (additional features) (4) Conformance (conformance with specifications) (5) Durability.

In conclusion, the concept of a product in marketing encompasses both tangible goods and intangible services provided by organizations or individuals to meet market demands. The effectiveness of a product can be evaluated based on its performance, reliability, additional features, adherence to specifications, and durability. These variables help in assessing how well a product fulfills consumer needs and preferences.

### **Price**

Price is a marketing tool used by an organization (Marketing objectives). It is a very important tool and a factor that influences the buyer's decision in the public sector (Limakrisna & Purba, 2017). According to Assauri in (Awalia, Elpisah, Sudiantini, Hamid, & Idris, 2022), price is the only element of the marketing mix that generates sales revenue, while the other elements

are cost factors. The influence of price can significantly affect consumers' attitudes towards purchase intentions (Arie Gunawan, Amalia, Ramadhan, & Bansah, 2024). Companies involved in pricing must use a pricing approach based on the objectives they aim to achieve. According to (Kotler & Armstrong, 2020), price is the total amount that consumers must pay to obtain the benefits of owning a good or service. Price is very important and must be considered because it affects whether goods and services are sold to customers. Taking the wrong steps in setting prices can complicate the offering of the product.

Price is a crucial component linked to a service or product. It serves as a primary factor influencing purchasing decisions, particularly for middle to lower-class consumers. In marketing, pricing is a competitive tool in the market. According to Stanton in (Fida, Ahmed, Al-Balushi, & Singh, 2020; Hidayat, Chandra, & Putra, 2022; Lukman, Hafni, Panjaitan, Chandra, & Sahid, 2022; Suyono, Halim, Mukhsin, & Akri, 2020), there are four key indicators of purchase price: (1) price affordability and (2) price compatibility with product or service quality (3) Price competitiveness (4) Price compatibility with benefits.

### **Place**

According to Kotler and Armstrong in (Marike, 2018), place refers to the activities a company undertakes to make products available to target consumers. Location involves activities to be conducted, and choosing a place or location requires careful consideration of several factors (Kotler & Armstrong, 2020) : 1) Access, such as locations that are easily accessible or reachable by public transportation. 2) Visibility, meaning the location can be clearly seen from a normal viewing distance. 3) Traffic, the number of people passing by can provide significant opportunities for impulse buying.

Place is also associated with accessibility and product distribution. Location is crucial in marketing because it affects customer satisfaction both before and after the sale. According to (Abubakar, 2018), there are three key indicators of place variables: (1) the location is situated by the roadside, (2) it is easily accessible by transportation, and (3) it has a comfortable waiting area atmosphere.

### **Promotion**

Promotion is persuasive communication to inform potential customers of the existence of products, to persuade and convince them that those products have want-satisfying capabilities (Zaware, 2010). According to (Awalia et al., 2022) promotion is the method of marketing goods and services created by a company with the best strategy to gain profit, aiming to attract consumers more effectively. Promotion is a way to communicate the goods and services offered so that customers recognize and purchase them. Here are some methods according to (Wibowo, 2019) that can be applied when promoting products:

### **Advertising**

Advertising is a tool or medium used by sellers to promote goods and services to consumers so that they recognize the offered goods and service (Astuti, 2015). In the book by (Wirtz & Lovelock, 2021) "Advertising is a paid form of communication intended to inform, persuade, and remind consumers about products, services, or brands." Advertising is a paid form of communication designed to inform, persuade, and remind consumers about products, services, or brands. Advertising can be summarized as a crucial tool for sellers to communicate with consumers. It serves multiple functions: informing potential customers about products and services, persuading them to make purchases, and reminding them of the existence and benefits of these products and services. Advertising is a paid form of communication that leverages various media to achieve these goals, ultimately aiming to enhance consumer awareness, influence buying decisions, and maintain brand presence in the market. This multifaceted

approach helps businesses promote their offerings effectively, ensuring that they remain competitive and appealing to their target audience.

### Sales Promotion

Sales promotion is defined as "a form of direct persuasion through the use of various incentives that can be arranged to stimulate quick purchase of products and/or increase the amount of goods purchased by customers" (Sitorus & Utami, 2017). According to (Utami, 2017) sales promotion has a communication nature that provides sales information capable of attracting consumer interest in products or companies. Sales promotion can be summarized as a strategic tool used by businesses to directly persuade customers through various incentives. These incentives are designed to stimulate quick purchases and increase the quantity of goods bought by customers. Sales promotion plays a communicative role by delivering sales information that effectively attracts consumer interest in products or companies. Through targeted incentives and informative communication, sales promotions enhance consumer engagement, drive immediate sales, and support overall marketing objectives by increasing product visibility and desirability.

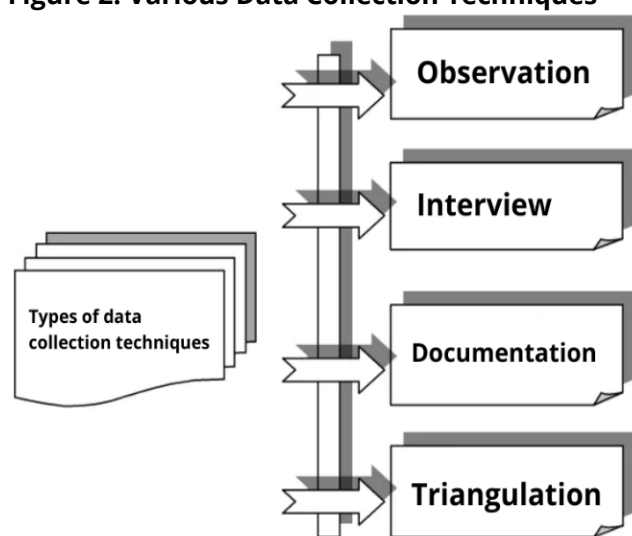
### Pubicity

According to (Kurniawan, Satriyo, & Dewi, 2023) publicity is an effort to stimulate demand for a product non-personally to maintain or enhance the good reputation previously established, by broadcasting positive company aspects about promoted products or services or other charitable and social activities. Promotion is a tool used to convey messages and persuade consumers to become aware of and use a product. This is accomplished through appropriate and intensive advertising, sales promotions, and product publicity (Syahputra & Herman, 2020), namely (1) Promotional messages (2) Promotional media (3) Promotional time.

## METHODS

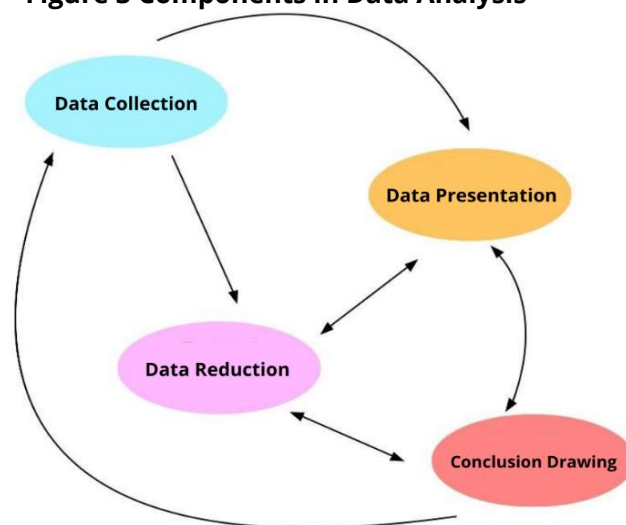
This study employs a descriptive qualitative research method, aiming to describe, depict, and explain the existing phenomena based on the data and information obtained at the research location. This method is also used to gain a deep understanding of the implementation of the marketing mix at the one of the outdoor equipment business brand. The descriptive qualitative approach allows the researcher to capture the complexity of phenomena in their natural context without manipulating variables.

**Figure 2. Various Data Collection Techniques**



The data or information in this study is obtained from the dimensions and indicators contained in the marketing mix instrument grid. The marketing mix, which includes product, price, place, and promotion, is analyzed to understand how the outdoor equipment brand implements its marketing strategies. During the data collection phase in the field, interview, observation, and documentation methods were applied to identify and prove the link between the research focus and sub-focus with the previously studied theory (Sugiyono, 2020). Various techniques were used in data collection, including interviews, observations, and documentation. Interviews allowed the researcher to obtain direct information from informants about their experiences, views, and knowledge regarding the implementation of the marketing mix at one of the outdoor equipment business brands. Observations were conducted to directly see how marketing activities were carried out in the store. Meanwhile, documentation was used to collect relevant secondary data, such as sales reports, promotional materials, and other supporting documents.

**Figure 3 Components in Data Analysis**



The data analysis technique used is the method of analysis, according to Miles and Huberman. This method consists of three concurrent activities: data reduction, data display, and conclusion drawing. Data reduction is the process of selecting, focusing, simplifying, and transforming raw data that appears from field notes. Data display involves organizing the data in a way that allows for concluding and further action. This data presentation can take the form of matrices, graphs, networks, or charts, making it easier for researchers to understand the data and see emerging patterns or trends. Conclusion drawing and verification are the stages where the researcher interprets the presented data and draws conclusions based on the findings. This process is not only done at the end of the research but continues throughout the research to ensure that the conclusions drawn are accurate and reliable.

The data analysis process is also assisted by using NVivo software. NVivo is software designed to help researchers systematically analyze qualitative data. With NVivo, researchers can organize data, identify themes or categories, and visualize relationships between data more efficiently. The use of NVivo allows researchers to handle large and complex qualitative data and supports the validity and reliability of the research findings. With this comprehensive methodological approach, the research is expected to provide a clear and in-depth picture of the implementation of the marketing mix at the outdoor equipment business brand, as well as theoretical and practical contributions to the development of future marketing strategies.

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## RESULTS

In the quest to uphold the existence and ensure the survival of a business, it is imperative to deploy an effective marketing strategy. This strategy plays a crucial role in maintaining the bank's stable image. By carefully selecting and executing an efficient marketing strategy, the business can significantly bolster its success in reaching its goals or targets. The marketing mix, known as the 4Ps, consists of various elements that marketers utilize to influence consumers, thereby helping the company remain stable and attract a customer base that meets its target demographics. At this brand, the 4P Marketing Mix is described in detail as follows:

**Figure 4 Mind Map Of Marketing Mix**



### Product

A product is anything that a producer can offer for attention, request, search, purchase, use, or consumption by the market to fulfill the needs or desires of that market (Marselina et al., 2024). In terms of products, This brand has established an appropriate marketing mix, offering products that meet customer needs. This will certainly add good value to the brand, in line with (Aji, Wilopo, & Nuralam, 2017) that The more effectively a product can solve a problem, the more value it creates. The products offered include: bags, clothing, shoes, hats, accessories, and equipment, with several series such as: Ride and Camp, Break The Comfort, Let It Out, Rainy Season, Speed Hiking, Outlive, and women & kids series.

The products are known for using high-quality materials. The use of these quality materials not only enhances product performance but also ensures excellent durability and longer lifespan. This brand commitment to consistently using the best materials aims to guarantee product longevity, allowing customers to experience significant benefits over the long term. The quality of the materials used encompasses various aspects, such as resistance to extreme



weather, wear and tear, and damage from daily use. This demonstrates brand dedication to providing added value to consumers through reliable and durable products.

The brand has a strong commitment to continuously improving production quality. This quality improvement process is an integral part of business operations. Every production stage is strictly supervised to ensure that high-quality standards are maintained. Before products are marketed, each item must pass a series of rigorous tests conducted by the Quality Control (QC) team. These quality tests cover various parameters, from material strength and resistance to environmental conditions to comfort and safety in use. The QC team uses the latest testing methods and modern equipment to ensure that each product meets the specified standards.

The brand's commitment to quality extends beyond the final product. The company also continuously innovates in the production process, including in the selection of raw materials and manufacturing techniques. Thus, it ensures that the entire production process is carried out efficiently and effectively without compromising on quality. This dedication reflects efforts to maintain consumer trust, which is a valuable asset for the company.

The brand highly values consumer trust. Therefore, this brand strives to ensure that every product received by consumers is the best. Consumer feedback is also a crucial factor in the effort to improve product quality. This brand regularly collects and analyzes feedback from consumers to continuously refine and develop its products. With this approach, he hopes to meet consistently and even exceed consumer expectations, as well as build long-term, mutually beneficial relationships.

### **Price**

Price is the cost or amount that the buyer must pay to obtain the value of goods or services purchased to satisfy their wants and needs (Gemina, Pramestidewi, & Gemini, 2024). Price is an element of the marketing mix that provides revenue and income for the company. From a marketing perspective, a price is a monetary unit or another measure (including other goods and services) exchanged to obtain the right to own or use a good or service (Akbar, Fitrah, & Rafli, 2024). The application of product pricing from the perspective of price can be seen in how this brand thoroughly analyzes the market to determine competitive and attractive prices for consumers.

This brand considers many factors, including market trends, competitive pricing, and consumer responses to these prices. The set prices not only serve as internal references but also as benchmarks against other brands. This helps the brand to remain relevant and competitive in the market. Recognizes that prices can fluctuate annually due to various external and internal factors. Therefore, the marketing team regularly evaluates and adjusts prices to ensure that our products continue to hold good value in the eyes of consumers. The brand has also implemented fast and easy payment using digital technology. With various payment options available, we aim to provide a better and more convenient shopping experience for our customers.

This brand also offers varying product discounts every month, ensuring there is always something new and exciting for customers. This way not only attracts new customers but also maintains the satisfaction of loyal customers. These different monthly discounts allow us to stay relevant and competitive in the market while providing added value to customers. We are pleased to see that this strategy successfully attracts customer attention and interest, encouraging them to keep coming back to shop.

### **Promotion**

Promotion is a persuasive sales communication activity that informs potential buyers about a product or service. Promotion includes sales promotion, advertising, public relations, and direct marketing (Kotler & Armstrong, 2020). Promotion is a direct or indirect way to influence and attract consumer interest in the products offered and to encourage them to purchase those

products. In facing competition, this brand also conducts promotions that are fundamentally similar to everyday promotional activities. These promotional activities include:

### **Advertising**

Advertising is a non-personal combination with a certain cost through various media carried out by the company (Ampera, Rangkuti, & Wahidah, 2023). The media used include distributing brochures, putting up banners, collaborating with third parties, and so on (Arie Indra Gunawan et al., 2023). Based on the study's results, it is evident that brand awareness is influenced by the effectiveness of advertising. The more effective an advertisement is, the higher the brand awareness will be. This will certainly add good value to the brand, in line accordance with research by (Fida et al., 2020) advertising can sustain consumer memory of the products offered and generate interest in the target audience.

The brand uses advertising to introduce new products, offer special promotions, and increase brand awareness. Most of advertisements focus on social media. Social media allows users to expand their reach and increase visibility (Safitri et al., 2023). Additionally also use paid promotions, not only on Instagram but also on TikTok, which has become a popular platform, especially among the younger generation. This brand utilizes paid promotions on various platforms like Instagram and TikTok. This brand also frequently holds giveaways as part of its promotional strategy. On these platforms, the brand also runs various exciting promotional campaigns, including hosting events and activities involving the adventure community. The brand is very active on these platforms, using well-known brand ambassadors to strengthen message and image. These activities not only increase engagement with customers but also expand the audience reach. This strategy also helps us strengthen the presence of the brand in the digital world. All these steps are designed to ensure that our products and campaigns are always visible to the right target market, allowing us to continue attracting consumer attention and interest.

### **Sales Promotion**

This brand understands the importance of direct interaction with customers as part of its comprehensive marketing strategy. In this effort, it continually integrates various offline activities aimed at building more personal relationships with consumers. One frequent offline activity is flyering, which actively distributes brochures and product information directly to potential customers. This is in accordance with research by (Habibah & Kusbandono, 2017) that is, sales promotions that impact sales volume. This activity aims not only to increase product awareness but also to establish direct communication that allows brands to understand customers' needs and preferences more deeply. Moreover, regular content updates are an integral element of marketing strategy. This brand consistently updates the latest information regarding products, promotions, and activities through social media platforms and promotional materials available in stores. These regularly updated contents ensure that customers always receive current and relevant information, ultimately enhancing customer loyalty and strengthening the brand image.

This brand leverages a combination of offline and online marketing strategies to create a holistic and comprehensive shopping experience for customers. This strategy is designed to maximize the reach and effectiveness of marketing by considering various touchpoints accessible to customers. In this context, offline marketing functions to build trust and closer relationships with customers through direct interaction, while online marketing focuses on delivering quick and broad information through digital media. Combining these approaches not only reaches a wider audience but also provides a more personal and satisfying experience for each customer. This approach demonstrates commitment to staying relevant and responsive to changing market dynamics and customer needs, as well as to continually innovating in its marketing strategies to maintain a competitive position in the industry.

## **Publicity**

Publicity involves efforts to gain editorial space different from paid space (advertising) in all media that can be read, seen, or heard by consumers or potential consumers for specific purpose (Darmawan et al., 2023). According to (Morissan, 2024) states that publicity is a form of communication disseminated through media without direct cost from the company. Publicity is often more trusted by the public compared to advertising because the information is conveyed by third parties not affiliated with the company. Publicity is an effective way to gain media attention without direct costs. This brand often gains media coverage due to product innovations, social activities, and outdoor events organized, for instance, participation in adventure events or sponsorship of outdoor activities often covered by the media providing free publicity for the brand.

This brand also collaborates with artists and influencers with backgrounds in fashion and adventure. This collaboration helps increase the appeal of products in the eyes of younger and trendier consumers. For example, campaigns with artists known for their adventurous spirit or social media influencers with a large following can enhance trust and interest in products. Currently, collaborates with several influencers well-known among teenagers, particularly in the fields of adventure and active lifestyle. For instance, in the special women's series, the brand partners with Amanda Rawles and other well-known figures. Amanda Rawles is a perfect example of an inspiring figure, not only for her popularity but also for her spirit in leading an active and adventurous life. The brand believes that by choosing the right brand ambassador, it can better convey its message and inspire the wider community to lead an active and adventurous lifestyle.

## **Place**

Location is a specific or fixed place where an institution is located, involving distribution decisions and ease of access to services for customers. In the process of selecting store locations, the brand carefully involves various parties, especially company management. They first consider factors such as the level of foot traffic and market characteristics in the desired location. They then conduct thorough surveys to evaluate whether the location is strategic and feasible for opening a new store. The final decision on location selection is significantly influenced by these factors. They conduct in-depth market analysis, studying consumer trends and needs in the area. This data is used to ensure that our new store can attract customers and achieve sales targets. This will certainly add good value to the brand, in line with (Syahidin & Adnan, 2022) that location also affects strategic marketing dimensions such as flexibility, competitive positioning, demand management, and strategic focus.

The one of outdoor equipment brand this, which is the arrival point for the Jakarta-Bandung high-speed train, is a key focus in our sales strategy. The brand takes advantage of being next to the arrival area of the train from Bandung to welcome arriving customers and offer relevant products. This brand sees a significant market potential from train passengers coming from Bandung. With the store's strategic position in the arrival area, we can directly reach newly arrived customers and offer products they need, providing quick and efficient service to ensure they find what they need immediately upon arrival in Jakarta. Additionally, is committed to providing a pleasant and satisfying shopping experience, ensuring that customers from Bandung feel welcomed and well-served in the store.

## **DISCUSSION**

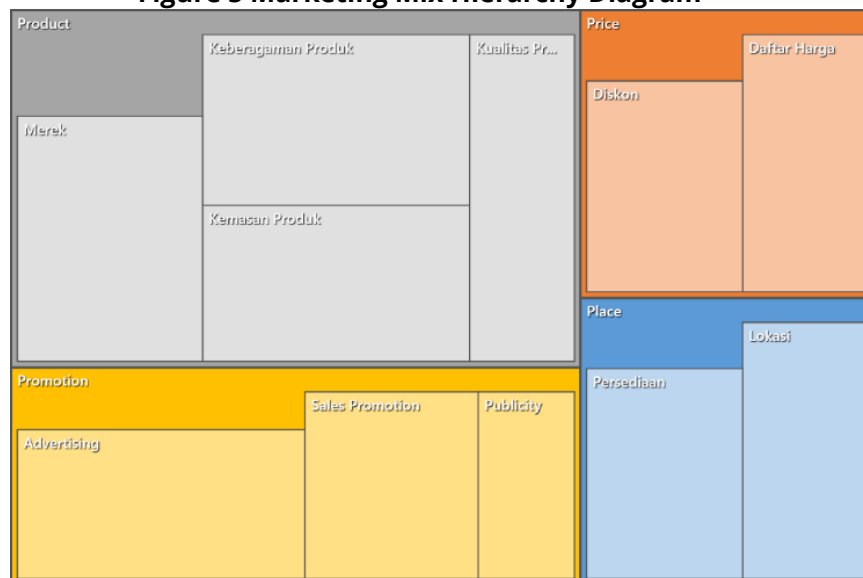
High-quality products are a critical factor in creating and maintaining customer trust. Products with high quality, good durability, and attractive design can enhance customer satisfaction and strengthen their loyalty to the brand. This is especially relevant for companies which focus on adventure and outdoor lifestyle products. High-quality, durable products with

good designs can build customer trust in us. When customers trust a brand, they are likely to return, which creates a unique attraction. Products with good quality will have more extended durability, meaning customers do not need to replace them frequently. For a brand which provides adventure gear like bags, clothing, and outdoor accessories, product durability is one of the most critical aspects. Durable products offer added value to customers, reducing long-term costs and providing a more satisfying user experience.

Besides durability, product design also plays a vital role in attracting customer interest. Attractive and functional designs can make products stand out in a competitive market. For example, it is known for its innovative and aesthetic product designs, which are not only visually appealing but also meet the functional needs of customers in various outdoor activities. Customer trust is the main foundation of a long-term relationship between a company and its consumers. When customers buy high-quality products and experience their benefits, they are more likely to trust the brand. This trust is built through positive experiences with the product, including its performance that meets or exceeds expectations, as well as satisfactory after-sales service.

Once trust is established, satisfied customers are more likely to return to purchase products from the same brand. They will become loyal customers and brand promoters by recommending products to friends and family. This is one of the most effective ways to attract new customers through word-of-mouth promotion.

**Figure 5 Marketing Mix Hierarchy Diagram**



The marketing mix strategy implemented by this brand can also be presented in the form of a hierarchy diagram, showing a set of tiered rectangles of various sizes indicating the levels of quantity or percentage of coding at nodes. Figure 1 is a hierarchy diagram of the Marketing Mix, which shows that the product is the most central indicator in the Marketing Mix because it is the most closely related to the markets. Products with high quality and strong branding will have their unique appeal.

The brand understands the importance of product quality in building customer trust and loyalty. By focusing on innovation, using the best materials, and creating attractive designs, the brand has succeeded in creating products that not only meet functional needs but also provide emotional satisfaction to customers. For instance, backpacks, known for their reliability in extreme conditions, demonstrate how product quality can contribute to a positive reputation and customer loyalty. The trust and loyalty gained through high-quality products create a unique appeal for the brand. Satisfied customers with products will feel comfortable and confident to

continue using and purchasing from the brand. Furthermore, a positive reputation built through product quality can help the brand attract a broader market and win competition in the outdoor industry.

However, price, promotion, and place are also significant factors influencing consumer purchasing decisions. This brand understands the importance of setting prices that match the quality of the products offered. The products are known for their excellent quality, using premium materials that are durable and designed for optimal performance in extreme conditions. Thus, product prices reflect the value given to customers.

Moreover, it frequently offers various discounts and attractive price promotions for consumers. These discounts not only draw the attention of new customers but also maintain the loyalty of existing ones. With a pricing strategy balanced between value and affordability, it manages to maintain customer satisfaction without sacrificing product quality. Promotions utilize various promotional methods to enhance brand visibility and attract customers. Some of the promotional methods used include: a) Advertising: Advertisements are often found in print media, television, and digital media. It leverages platforms like Instagram, Facebook, and YouTube to reach a wider audience. b) Sales Promotion: frequently holds sales promotions, such as special discounts, bundle offers, and direct gifts for certain purchases. c) Publicity: It often gets media coverage due to product innovations, social activities, and organized outdoor events. For instance, participation in adventure events or sponsorship of outdoor activities often covered by the media provides free publicity. This brand also collaborates with artists and influencers with backgrounds in fashion and adventure.

The Place element in marketing strategy also involves strategic steps like opening stores in strategic locations. The store at the station is located in the arrival area, one of the cities with a large customer base for outdoor products. This location is highly suitable for the target market, adventurers and outdoor enthusiasts who frequently travel and need quality gear. By being in the right place, the brand provides convenience for customers to buy the products they need immediately upon arrival at their destination.

The combination of a quality product strategy, competitive pricing, compelling promotions, and strategic locations has had a positive impact on the brand in terms of sales and customer loyalty. Satisfied customers with the quality of products and services provided tend to return for repeat purchases and even recommend the brand to others.

## **CONCLUSION**

Based on the analysis conducted by the author, it can be concluded that the brand has effectively employed a Marketing Mix strategy. High-quality products are the most critical indicator in building and maintaining customer trust. By offering durable, functional, and attractive products, the company can enhance customer loyalty and create a strong market appeal. For this brand, the strategy of focusing on product quality has proven effective in building long-term relationships with customers and strengthening its position as a leader in the outdoor equipment industry. The trust gained from satisfied customers is a valuable asset that will continue to provide long-term benefits for the company.

This brand marketing mix strategy, which includes the elements of price, promotion, and place, also plays a significant role in creating a competitive advantage in the outdoor equipment market. By setting prices that match the quality, using various promotional methods to attract customers, and choosing strategic distribution locations, this brand is able to maintain customer loyalty and draw attention from a broader market.

It is essential for the brand to continuously evaluate and adapt its marketing strategy to match market developments and customer needs. Innovation in products and services, along with sustainability in promotion and distribution, will ensure that it remains the top choice for adventurers and outdoor enthusiasts in Indonesia.

## SUGGESTION

Based on the analysis, here are several recommendations for the brand to strengthen its marketing strategy and market position in the outdoor equipment industry:

1. Enhance Product Quality: Continuously ensure high product standards focusing on durability, functionality, and attractive design.
2. Innovate Regularly: Keep introducing new products and improving existing ones to meet customer needs and market trends.
3. Evaluate and Adapt Marketing Strategy: Regularly assess and adjust the marketing strategy based on market analysis and customer feedback.
4. Sustainable Promotion and Distribution: Use diverse promotional methods and ensure strategic product availability to maintain and increase brand awareness.
5. Competitive Pricing: Set prices that reflect the product's quality to attract new customers and retain existing ones.
6. Leverage Digital Technology: Utilize digital platforms like social media and e-commerce to reach a broader audience and engage customers.
7. Build Customer Loyalty: Create loyalty programs and customer communities to enhance engagement and long-term relationships.

Implementing these recommendations will help the brand maintain its leadership in the outdoor equipment industry and ensure customer satisfaction and loyalty.

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