

Proposed Marketing Strategy for Chicken Claw Skin Shoes to Increase Brand Awareness and Purchase Intention

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ABSTRACT: *The creative industry in Indonesia is developing quite rapidly and is growing every year. One sector that focuses on this creative industry is the fashion sector which is an integral part of everyday life. One of the fashion industries that already developing in Indonesia is shoes manufacturing which offers unique designs and high value. Hirka is the world's first manufacturer of shoes made from the skin of chicken feet that was initially wasted waste from fast-food restaurants. Since Hirka was founded, Hirka has marketed its products through social media, e-commerce, and also using WoM. But, in the fact, not many people know about this skin of chicken-based products due to the lack of marketing, especially in advertisement. Also, the products available are limited only for Men. So it causes a lack of public knowledge about the existence of products and affect its sales. This study will focus on finding out the suitable target market and the right marketing strategy to increase brand awareness of Hirka's products. The analysis was conducted using external and internal analysis that will be used to formulate TOWS matrix. The results show there are fourteen strategies that can be implemented by the company based on the company's resources and capabilities. The strategies are using digital marketing and paid advertisement to promote the brand, creat new leather products (shoes for females, bag, wallets, and accessories), and also participating in programs or events that hold by the government and others events such as business talk.*

KEYWORDS- *Marketing Strategy, Brand Awareness, Purchase Intention, Leather Shoes, TOWS Matrix*

I. INTRODUCTION

In Indonesia the development of creative industry is rapidly growing every year. Based on data from the 2020 Creative Economy OPUS report, the creative economy sub-sector contributed IDR 1,211 trillion to the national Gross Domestic Product (GDP). This shows an increase from 2019, which contributed to Rp. 1.105 trillion (Kemenparekraf, 2021). According to the Ministry of Tourism and Creative Economy (2021), there are 17 sectors of the creative economy that are of concern to the government, one of them is fashion sector that become an important part of everyday life. Fashion has become a coherent art of appearance from head to toe. The selection of clothing models, colors, and materials used are essential to get the desired appearance, including choosing the desired shoes. In subsequent developments, fashion is not only concerned with clothing and accessories such as jewelry such as necklaces and bracelets, but other functional objects combined with sophisticated and unique design elements become tools that can show and enhance the wearer's appearance. Therefore, especially in Indonesia, many SMEs are already engaged in the fashion sector, especially shoe manufacturers that offer unique designs and high value.

One of the MSMEs that is the focus of this research is Hirka Official, engaged in the fashion industry, especially shoes. Hirka Official as an MSME actor involved in fashion, especially these shoes, provides an attractive offer from the products it sells: shoes made from the first and only chicken claw skin material worldwide. Leather shoes have a side of luxury and tidiness that makes almost everyone own shoes made of leather, especially snake or crocodile skin. But, as time goes by the demand of reptiles are increasing and Indonesia is become one of the largest importers of snakeskin. Meanwhile, in Indonesia several types of snake and crocodile is include on protected animals. It is encourage people to do illegal hunting. With the innovation made by Hirka's can be one of solutions for the problem of objects that made of leather.

Hirka tried to develop unique and creative products by utilizing chicken claw skin, which has a motif almost similar to reptile skin when it is produced as a shoe-making material. With creativity, chicken feet are processed into shoe raw materials that can increase the value of chicken feet, which was initially low, to be multiplied. In addition, the texture of chicken skin, which has unique and exotic scales, can compete with the skin of reptiles, one of which is snakes.

Hirka become the world's first manufacturer of shoes made from the skin of chicken feet that was initially wasted waste from fast-food restaurants. Since Hirka was founded, Hirka has marketed its products through social media, e-commerce, and also using WoM. But, in the fact, not many people know about this skin of chicken-based products due to the lack of marketing, especially in advertisement. Also, the products available are limited only for Men. So it causes a lack of public knowledge about the existence of products affect its sales.

II. LITERATURE REVIEW

In order to increase the sales of Hirka, we have to know what is the factors that affecting the purchase intention of the products. Purchase intention is defined as an indicator of the extent to which people are willing to approach certain behaviors and how much effort is being made to perform certain behaviors (Ajzen, 1991). The customer's purchase decision is a complex one. Consumer buying behavior is crucial for consumers to reach and evaluate a product. Consumer buying intentions may be changed by the influence of price or perceived quality/value of a product. In addition, consumer behavior can also be influenced by external and internal conditions during the buying process. There are six stages before deciding to buy a product: awareness, knowledge, interest, preference, persuasion, and purchase (Kotler & Armstrong, 2010). Based on that, the variable that will be used on this study are:

1. Brand Awareness, the ability to recognize a brand in a category well enough to make a purchasing choice. In measuring there are four types of brand awareness which are no awareness, brand recognition, brand recall, and top of mind (Kotler & Keller, 2016).
2. Product Quality, refers to a customer's view of a product's overall quality or superiority over alternatives, as well as its relationship to its purpose (Keller, 2013)
3. Product Price, one of the most important elements influencing consumer views of items on the market (Beneke et al, 2015)
4. Product Advertising, a crucial instrument in building awareness in the minds of potential customers so that they may make a purchase choice (Latiff and Abideen, 2011).

III. RESEARCH METHOD

This study uses a mixed-methods approach, type of research that combines quantitative and qualitative research elements for broad and deep understanding and as proof (Schnoonenboom & Johnson, 2017). This study uses two points of view, which are from the company's internal and external conditions. External analysis is done to find out the opportunities and threats for the company. Meanwhile, internal analysis is done to find out strengths and weaknesses of company. To identify Internal Analysis such as VRIN Analysis, STP Analysis, and Marketing Mix Analysis, the researcher uses a qualitative approach in conducting data analysis. In addition, in identifying External Analysis such as PESTEL Analysis, Porter's 5 Force, and Competitor Analysis, the researcher also uses a qualitative approach to analyzing the data, while in the Consumer Analysis, the researcher uses a quantitative approach to analyzing the data. The quantitative method for consumer analysis is carried out using Structural Equation Modeling (SEM) and using Partial Least Square (PLS) as a tool. All of the results of analysis will be combine into SWOT to formulate the TOWS Matrix in order to find the strategy for the business problems.

IV. RESULT AND DISCUSSION

This study used a questionnaire distributed to consumers who want or already buy Hirka Official products. This questionnaire for the study consists of six components. A Likert scale with intervals of 1 to 5 was used to create this questionnaire. The author distributed the questionnaire and obtained 206 respondents.



Figure 1. Brand Recognition of Hirka Official

The author asked the respondents by giving two statements, namely "I have heard of the Hirka brand" and "I am familiar with the Hirka brand". Most of the respondents said that they had never heard of the Hirka brand, and also they were not familiar with the Hirka brand. This can be seen from the results of the first

statement, which is about 65.6% of respondents or about 135 respondents stated that they did not agree and strongly disagreed that they had heard of the Hirka brand before. Then, as seen from the results of the second statement, it was found that as many as 70.9% or about 146 respondents stated that they did not agree and strongly disagreed that they were familiar with the Hirka brand. This shows that the majority of respondents in this research do not know about this Hirka Official brand product, and in the pyramid of brand awareness, it is categorized as unaware of the brand, whereas in this category, it is stated as the presence or absence of respondent's brand awareness of the Hirka Official brand.



Figure 2. Data of purchase intention on Hirka's products for the women segment

Based on the survey results, it can be seen that from a total of 82 respondents, about 89% or 73 female respondents stated that they have an interest in buying Hirka products in the future. This shows that Hirka must develop its current products not only for the male segment but can start to make products for the female segment as well.

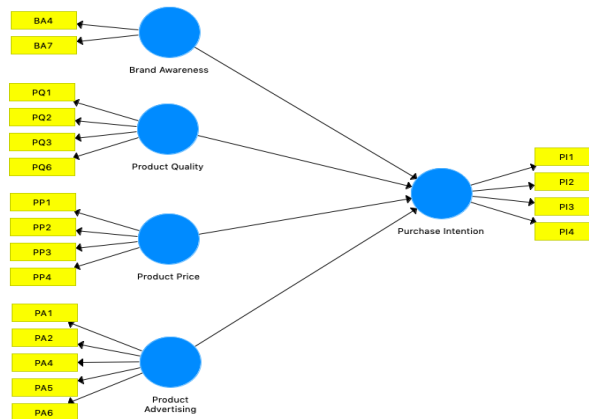


Figure 3. Purchase Intention's Path Model

The results of analysis reliability and validity using Smart PLS show that some indicators are unreliable to include in this model. Therefore some indicators have to be eliminated, the indicators that have been eliminated are BA1, BA2, BA3, BA5, BA6, BA8, PQ4, PQ5, and PA3. So the result of the path model for this research is the figure above.

Table 1. Composite Reliability and Cronbach's Alpha

	Cronbach's Alpha	Rho A	Composite Reliability
Brand Awareness	0.765	0.798	0.777
Product Quality	0.831	0.834	0.881
Product Price	0.875	0.881	0.914
Product Advertising	0.808	0.808	0.875
Perceived Security	0.904	0.911	0.993

Based on the table above, it shows that the value of Cronbach alpha and composite reliability in each construct is greater than 0,7. It means that the internal consistency value of reliability in this research model is reliable.

Table 2. Mean, STDEV, T-Values, P-Values of Purchase Intention

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	
Brand Awareness → Purchase Intention	0.194	0.194	0.065	3.000	0.001	Accepted
Product Quality → Purchase Intention	0.258	0.263	0.078	3.325	0.000	Accepted
Product Price → Purchase Intention	0.233	0.233	0.056	4.153	0.000	Accepted
Product Advertising → Purchase Intention	0.278	0.278	0.062	4.469	0.000	Accepted

Based on the analysis results in the table above, it shows that brand awareness, product quality, product price, and product advertising have a significant effect purchase intention because the p values are smaller than the level significance 0.05. The same results are also shown when comparing the T values and T table. The T values of brand awareness, product quality, product price, and product advertising have a higher number than 1.645. It indicates that p brand awareness, product quality, product price, and product advertising influence purchase intention positively.

According to external and internal analysis that has been done, there are 13 point in SWOT analysis that used to create the TOWS matrix.

Table 3. TOWS Matrix

	Strength	Weakness
	<p>S1. Product Innovation: the pioneer of leather shoes made of chicken claw skin</p> <p>S2. Has the good quality of product</p> <p>S3. Customer Experience: provide a guarantee for the products (lifetime or one year, depending on the type of products)</p>	<p>W1. Lack of human resources on sales administration</p> <p>W2. Hirka only provides leather shoes for male</p> <p>W3. There is no offline store that specifically sells Hirka products</p> <p>W4. Lack of promotion and advertising</p>
Opportunity	S-O Strategies	W-O Strategies
<p>O1. The business is supported and in line with government programs and regulations</p> <p>O2. Good responses from potential customers to purchase the product (if there are new leather products, not only shoes)</p> <p>O3. The growth of technology (e-commerce)</p>	<p>SO1. Create and launch new products such as wallets, card holder, bag, or accessories (S1, S2, O1, O2)</p> <p>SO2. Participate in programs or events that hold by the government, such as exhibitions or competitions (S1, S2, O1)</p> <p>SO3. Make a new program related to the customer experience "Repairing". This can be used and bought by the customer that has</p>	<p>WO1. Collaboration with the government internship program (W1, O1)</p> <p>WO2. Create leather products for females such as shoes, bags, wallets, and accessories (W2, O1, O2)</p> <p>WO3. Collaboration with the government in SME's events to promote the product (W3, O1)</p> <p>WO4. Make special sales promotions on e-commerce (W4,</p>

	already passed the guarantee period. The program can be applied online or offline (S1, S3, O3)	O3)
Threat	S-T Strategies	W-T Strategies
T1. Threats of new entrants T2. Competitors offer products at lower prices T3. Threats from substitutes	ST1. Make an event marketing such as exhibitions or business talk to introduce more about chicken claw skin and the brand (S1, S2, T1, T3) ST2. Strengthening the after-sales such as small gifts, rewards, and member programs (S3, T1, T2)	WT1. Increase the number of people in sales administration (W1, T1) WT2. Create and launch leather shoes for females at competitive prices (W2, T1, T2) WT3. Make a pop-up and offline store to reach the customers (W3, T1) WT4. Using digital marketing and paid advertisement to promote the brand (W4, T1) WT5. Make sales promotions to attract more potential customers (W4, T3)

In the TOWS Matrix, fourteen alternative strategies have been developed. The company can implement these strategies to expand its business. However, not all strategies can be implemented at this time due to the company's current capabilities and resources. Financially constrained resources cannot be allocated solely to marketing activities, and some strategies may not have a significant impact on the company despite requiring considerable effort.

V. CONCLUSION

All of the fourteen alternative strategies, three of the strategies were selected as the crucial strategies to be implemented this time. This three strategies are chosen based on the discussion with the company: sing digital marketing and paid advertisement to promote the brand, create new leather products (shoes for females, bag, wallets, and accessories), and also participating in programs or events that hold by the government and others events such as business talk.

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