

Analisis strategi in-store merchandising dalam mempengaruhi perilaku pembelian : studi terhadap brand kosmetik Etude House Indonesia = Analysis of in-store merchandising strategy in influencing buying behavior : a study on cosmetic brand Etude House Indonesia

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Abstrak

Perkembangan zaman yang diiringi dengan perkembangan produk dan jasa di pasar membuat persaingan antar brand semakin ketat, terutama di industri kecantikan yang sedang mengalami pertumbuhan pesat. Selain kualitas produk, persepsi konsumen terhadap sebuah brand serta bagaimana brand tersebut memposisikan dirinya di benak mereka menjadi sangat penting dalam memenangkan persaingan pasar. Strategi in-store merchandising menjadi salah satu upaya yang dapat dilakukan pemasar. Selain mampu memvisualisasikan citra sebuah brand, in-store merchandising dipercaya mampu mempengaruhi secara positif perilaku pembelian konsumen di lokasi pembelian. Karena perannya yang besar, strategi in-store merchandising menjadi penting untuk diperhatikan. Demikian juga yang dilakukan oleh Etude House Indonesia, sebuah merek kosmetik asal Korea yang sukses di Indonesia. Ia melakukan penerapan in-store merchandising pada gerainya, sesuai dengan konsep yang dibawa brand nya, yaitu “princess dream”. Berdasarkan hal tersebut, penulis akan menganalisa strategi in-store merchandising Etude House serta melihat bagaimana pengaruhnya kepada perilaku pembelian konsumen. Dimana in-store merchandising meliputi tata ruang gerai, point of purchase media, rak produk, strategi harga, kemasan, warna dan tata cahaya.

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As time goes by, followed by the development of goods and services, the rivalry between brands in the market becomes tighter. Especially in the beauty industry that is currently undergoing a rapid growth. In addition to the quality of the product, consumer's perception against a brand and how the brand is positioned in their minds is very important to win over the competition in the market. In-store merchandising strategies is one of the things marketers can do. Besides being able to visualize the image of a brand, in-store merchandising is believed capable to affect consumer's behavior in the location of purchase. This great role makes in-store merchandising important to be noted. Thus conducted by Etude House Indonesia, a cosmetic brand from Korea that succesfully entered Indonesia's market. It also implements in-store merchandising based on the concept of it's brand, which is “princess dream”. Based on this, the author will analyze the strategy of Etude House's in-store merchandising and it's effects on consumers. Where in store merchandising includes store layout, point of purchase media, shelves, pricing strategy, packaging, color and lighting.