

Original Article

# Proposed Marketing Strategy to Increase Sales of Coffee Gel (Case Study: Komodo Arms Coffee Gel)

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**Abstract:** *Komodo Coffee Gel is a pioneering product in Indonesia's energy gel market, combining the advantages of coffee with the convenience of an energy gel. Despite its innovative nature, Komodo Coffee Gel has faced challenges that hinder its market growth. This study identifies key issues within the marketing mix—specifically Product, Place, Promotion, and Packaging—that impact the product's performance. These challenges include limited flavor variety, inefficient packaging, restricted distribution channels, and insufficient promotional efforts. Through comprehensive external and internal analyses, including PESTEL, competitor analysis, consumer behavior study, and the marketing mix framework, this research aims to propose a new strategic marketing plan. The proposed strategies are designed to enhance product appeal, expand market reach, and improve brand visibility. By addressing these areas, the study aims to drive sales growth and foster customer loyalty, ensuring that Komodo Coffee Gel can effectively compete in the dynamic energy gel market.*

**Keywords:** *Energy Gel, Indonesia, Marketing Mix, Place, Price, Product, Promotion, Sales.*

## I. INTRODUCTION

Indonesia stands as the fourth-largest coffee producer globally, recognized for its rich coffee heritage and diverse coffee varieties grown in regions like Sumatra, Java, and Sulawesi. This prominence in coffee production is bolstered by the country's fertile soil and favorable climate, which together create ideal conditions for cultivating high-quality coffee beans. The increasing popularity of coffee consumption among millennials and young professionals in Indonesia has further fueled this sector's growth (Asmara, 2020). Alongside this trend, there has been a notable rise in public interest in physical exercise, particularly in cardio activities such as running and cycling. This surge is partly attributed to the health awareness heightened during the COVID-19 pandemic, which saw people turning to outdoor activities that could be conducted under lockdown restrictions.

At the intersection of these two trends—coffee consumption and physical exercise—is caffeine, a natural stimulant renowned for its ability to enhance focus, alertness, and physical performance. Studies have shown caffeine's effectiveness as a pre-workout supplement, improving endurance, reducing fatigue, and even enhancing exercise enjoyment (Ganio et al., 2009; Goldstein et al., 2010). Research, such as the study by Graham et al. (1994) published in the *Journal of Applied Physiology*, has demonstrated significant improvements in endurance performance with caffeine supplementation, indicating its potential as an ergogenic aid.

Komodo Armament Indonesia, a key player in Indonesia's defense industry, ventured into the beverage sector with the launch of Komodo Arm Coffee in 2019, later introducing Komodo Arms Coffee Gel in 2022. This product combines the stimulating effects of caffeine with the convenience of a portable gel format, offering athletes a quick energy boost before, during, or after workouts. Despite the innovative appeal, Komodo Arms Coffee Gel has faced declining sales since its general release in June 2023. After digging into the current issues, the author found that Price, Process, Place, and Promotion are the ones causing the problem.

**Product:** The coffee gel is currently available in only one flavor, "original," which may not cater to the diverse taste preferences of runners. Additionally, the packaging may not be as user-friendly as competitors' products, impacting its appeal to athletes who prioritize convenience during physical activities.

**Price:** While competitively priced, Komodo Arms Coffee Gel's pricing strategy may benefit from introductory offers or price promotions to attract new customers and enhance its market presence.



**Place:** Limited distribution channels, relying mainly on online sales and in-store availability at PT Komodo Armament, restrict the product's accessibility. Expanding to retail stores and other online platforms could increase visibility and impulse purchases.

**Promotion:** The promotional efforts for Komodo Arms Coffee Gel are significantly lacking compared to competitors. The brand primarily depends on word-of-mouth and limited social media engagement, which hampers brand recognition and sales growth.

## II. LITERATURE REVIEW

### A) *Marketing Strategy*

Marketing can also be defined as one of the key elements of the marketing mix, which is a fundamental approach to marketing aimed at the management of profitable customer relationships and exchanges. Kotler (2020) defined marketing as the activity of creating value in customers through the satisfaction of their wants in needs and attracting them to its product offering.

### B) *Marketing Mix*

The marketing mix, a core concept introduced by Philip Kotler (2020), may be considered one of the most comprehensive tools for developing an effective marketing strategy. It revolves around four key elements, the 4Ps. The 4Ps of marketing are Product, Price, Place and Promotion. Together, each of these parts has a particular purpose where it establishes and aligns the marketing plan towards the objectives of the organization as well as considering consumer wants and needs. Marketing can be complicated, and using this framework can be beneficial in labeling and sorting all the strategies.

### C) *Product*

The product, which is also the heart of the 4 Ps strategy, is not merely tangible characteristics. It extends to reach physical products and non-physical services, as well as, perceived benefits resulting from these offerings. Admirable products need to be achieved, and this requires the company to ensure that they understand their target market needs and trends (Armstrong & Kotler, 2021).

### D) *Price*

Price involves the monetary cost placed on a product or service, which reflects the market value of a product/service in the eyes of the customer. One cannot overlook a number of factors which affect the pricing of products, some of which include costs, competitors' prices and consumers' valuation. Pricing policies maximize revenue and serve the customer's interests and the firm at the same time to fulfil its objectives (Solomon et al., 2019).

### E) *Place*

Place, also referred to as a distribution, essentially addresses the matter of how a given product gets from the company to the customer. This entails deciding which channels of distribution are suitable together with how some of the associated issues can be dealt with including managing the aspect of logistics and perhaps ensuring that the company has adequate stocks. This way, by planning the distribution wisely, it becomes possible to place the goods and services in achievable and accessible locations to the customers, thus enhancing the customers' satisfaction (Kotler et al., 2022).

### F) *Promotion*

Promotion happens to be the working in total for companies to communicate with the audience that matters. It can be categorized as advertisements, sales promotional activities, public relations, and personal selling, such as communications with salespersons. The objective is all about introducing people to the brand, engaging their attention to the product or the service being offered and making them make the purchase. Thus, not everyone can ensure effective promotion of their products, services or materials. Marketing communication here implies that in order to understand the kind of message the organization wants to put across, it has to take into consideration the marketing objectives of the firm (Fill & Turnbull, 2020).

In this study, the author will gather both primary and secondary data. Primary data, put in simple terms, is described by Taherdoost (2021) as the raw data collected in the first instance from the original source as they are collected without any change. Secondary data is usually less valid, reliable, objective, and authentic compared to primary data of this type. Overall, obtaining secondary data is easier and cheaper as compared to the acquisition of Primary data. However, it remains equally important for academics to assess the reliability and accuracy of such information (Taherdoost, 2021). For primary data, the research will focus on using questionnaires which are quantitative methods, in an effort to understand customers' behavior in the purchase of energy gel. The researcher will use textbooks and journals in an effort to get secondary data. This research also features external and internal analysis as another classification of the company environment analysis. The external analysis will involve PEST, Five Porter's Force, Competitors analysis and Consumer analysis. On the other hand, the internal analysis will

involve Segmentation, Targeting and Positioning (STP) and the marketing mix. The secondary data will be obtained from books and journals in order to know more regarding the external environment.

### III. RESULT AND DISCUSSION

#### A) *External Analysis*

##### a. **PEST Analysis**

PESTEL analysis is a SWOT analysis that is used in the evaluation of macro-business factors that may affect organizational or managerial decisions. Consequently, the following analysis will be used by the author to outline the external analysis factors for the PEST framework of Komodo Arms Coffee Gel. The use of PEST factors can help Komodo Coffee Gel to determine the likely areas of advantage in tracing opportunities that may exist from an encouraging working environment, as well as areas of disadvantage tracing threats from the unfavorable working environment.

#### B) *Political*

Fluctuations of the IPSI scores have also been recorded, where the lowest score was -2. In 2003, cow slaughter reached 1, and the highest number indicated a negative growth rate of -0.38 in 2016. This anti-corruption transparency index gives an IPSI score of -0.27 as of 2022 to Indonesia, which is higher than the global average of -0.07. It shows that the political outlook for Indonesia is stable and favorable for commercial business operations, such as Komodo Coffee Gel, with lower risk and less uncertainty.

#### C) *Economic*

The balance between GDP and the inflation rate is one of the fundamental indicators of the economy. Gross Domestic Product refers to the sum of all products in the market as an indicator of the economy to show a country's well-being. The figure below is an airport where the trend of the Indonesian GDP has increased from the year 2002 to the year 2022, meaning that the economy is improving. Expenditure also shows gradual growth across 2016 to 2023, indicating the purchasing power of consumers is on the rise. Inflation rate refers to the rate at which the price of goods and services in an economy rises over time, controlling and influencing people's expenses for purchasing goods and the expenses incurred by firms. Some of the inflation rates for Indonesia from 2019 to 2024 are given below: Inflation rates of different countries vary during the given period, and the highest rate was in September 2022. This further looks at the subject by pointing at the decrease in inflation rates after February 2023 as indicative of a stable operating environment.

#### D) *Sociocultural*

The statistics from the Ministry of Youth and Sports' National Sports Development Index revealed in 2021 show that a large percentage of the population is unfit — 76%, to be exact. Nevertheless, COVID-19 has resulted in the public intensification of exercise. The Garmin Connect 2023 fitness summary demonstrates a general increase of 37% in running, 45% in cycling, and 36% in walking. This was especially true for outdoor running, for example, which saw a 40% rise in the number of people taking part in it. The above trend indicates an increasing population of people who are embracing fitness, and this could help Komodo Arms Coffee Gel to market its product to active clients.

#### E) *Technology*

The level of technology and the dynamics in social media shows that Indonesians have shifted to using social networks. This has been made possible through adverts adoption of social media which has an increased chance of improving brand awareness. Opinions on social media networks are useful when it comes to choosing new brands. They also added that Indonesia also has the highest internet usage for e-commerce; specifically, 90% of Indonesian internet users now make purchases from the net. This trend presents an opportunity for Komodo Arms Coffee Gel to expand its market through e-commerce.

#### F) *Five Porter's Force*

Porter's Five Forces analysis, developed by Michael E. Porter, is a frequently used paradigm for assessing the competitive landscape within an industry. This strategy provides useful insights into competitive dynamics and assists firms in developing effective market-navigation strategies. Porter's five forces concept suggests that companies should address external opportunities and challenges (Brujil, 2022).

The analysis focuses on five main factors that influence industry competitiveness:

- The bargaining power of buyers is moderate because Komodo Coffee Gel targets the active people and working population who cannot leave their jobs to look for a place to buy a cup of coffee. Because a new product is not a common necessity, competition cannot be directly threatened and buyers have lesser leverage to negotiate prices and conditions. However, some competing suppliers may provide similar benefits or even lower their prices, which can lead to the defection of buyers and, thus, moderate pressure on the company.

- The bargaining power of suppliers is low because the company has the option to shift its suppliers from one supplier to another and can avoid getting trapped in any single supplier. The abundance of high-quality beans allows them to perfect their product's taste and quality, while the presence of many suppliers strengthens their negotiating power. This flexibility also helps Komodo Coffee Gel to keep up good production and the possibility to order raw materials in better conditions.
- The threat of new entrants is high because the high cost of starting up, established brand loyalty, and strict regulations create a significant barrier to entry for new players in the Indonesian energy gel market. New entrants need substantial resources to compete with existing brands and navigate complex regulations, which include obtaining necessary certifications and complying with food safety standards, making it difficult for newcomers to establish a foothold.
- The threat of substitute products is high because consumers have a wide range of options, from classic energy drinks and convenient bars to health-conscious choices like fruits and nuts and even customizable homemade solutions. This variety, along with a growing focus on health and balanced nutrition, makes it easy for consumers to find alternatives to energy gels, posing a significant threat to the market's growth. The availability of these substitutes can easily sway consumers away from energy gels, especially if they perceive other options as healthier or more convenient.
- The competition between current competitors is intense due to the fact that the Indonesian energy gel market is saturated with stiff competition from competitors like Strive and GU. These brands already have great customer bases and highly recognizable brands, while the door opens for possible lower prices since there will be increased production. In Komodo Coffee Gel, it is critical to understand that there is extreme competition; hence, there is a need to come up with improved strategies for the product and its sale.

#### **G) Competitor Analysis**

To effectively position Komodo Coffee Gel in the market, a comprehensive competitor analysis is essential. This analysis identifies and evaluates the main competitors in the energy gel sector: Strive, EJ, GU, and SIS.

- Strive is a business that sells gels at a price of about IDR 20,000 per pack, which weighs 30 grams. The company targets to utilize affordability coupled with convenience and a broad product variety in order to target the Indonesia market properly. A robust online model and establishing Cooper's retail network guarantee access to products for athletes and other fitness lovers. Strive's decision to offer competitively low prices for the products it sells, coupled with the company's willingness to penetrate and sell its products through both online stores and brick-and-mortar structures, presents it as a serious rival in the local market.
- EJ offers a strong value proposition for budget-conscious athletes. Selling for as low as IDR 15,000 per pack containing 25 grams, EJ has competitive and one of the lowest prices for a quality+ energy gel in the market. The fact that both specialize in online sales gives convenience, but making brick-and-mortar stores might prove advantageous. Low-light photography of EJ is known to be affordable and readily available via apps such as Shopee and Tokopedia. It could also expand its market share access and brand exposure by establishing physical storefronts in the actual retail stores.
- GU is one of the best energy gel brands known globally for the availability of various types of gel and the ingredients used scientifically. Products and services offered by GU energy gels retail at around IDR 45,000 for a pack of 32 grams, which shows that these products are fairly priced to suit the high-end market. Although GU has no official distributor in Indonesia, the company's international reputation could provide the necessary exposure, even if the shoe is available through the Internet and several online stores. Due to the consistency and the broad range of products it offers to consumers, the brand appeals to professionals who have no other option but to trust their fitness tools.
- SIS demonstrates a well-rounded approach with diverse products, competitive pricing, strong distribution, and active social media marketing. SIS energy gels can be bought at about 35000 and are usually packed in 30grams. They also boast a wide range of products, all containing options for more beginner-centered performance levels, coupled with strong online and offline market coverage. This is a highly active organization on social media; it can go a long way in not only creating a base of loyal consumers for the SIS but also relaying the brand promise to the consumers.

#### **H) Customer Analysis**

The company directs its energy gels at millennials and young Gen Z, appealing to consumers who are active in different aspects of their lives and need fast energy boost plans. Again, the majority of the total consumers are Jakarta mobile phone users, with moderate to high-income groups having expenses of Rp 5,000,001 to Rp 10,000,000 per month. Based on the given frequency of 2-4 times a month, it is believed that this demographic is mostly if not all, employment or business persons who use the gel during sporting events such as jogging, cycling or training at the gym.

### 1) Internal Analysis

Focusing on Komodo Arms Coffee Gel's internal analysis, this sub-chapter will explore two key frameworks: Marketing mix: Using the STP analysis The marketing mix commonly known as the 4P's is a tool that is widely used in the contemporary marketing world.

#### a. STP (Segmenting, Targeting, Positioning)

Segmentation is important for the company because it is easier to tailor the promoting strategy and choose the segments which can meet the company's needs. After segmenting, the company must choose one or more segment markets for its target market (Suyanto, 2020). In this study, the segment and target market are indeed the same for Komodo Arms Coffee Gel. Based on the demographic targeting of Komodo Arms Coffee Gel, the target consumers are those within the ages of 18-55 years, either male or female. The current target market for Komodo Arms Coffee Gel is summarized in more detail in Table 1 below.

**Table 1.1 Komodo Arms Coffee Gel Targeting**

Geographic Segmentation		Geographic Segmentation	
Region	Indonesia	Region	Indonesia
Demographic Segmentation		Demographic Segmentation	
Gender	Male and Female	Gender	Male and Female
Age	18 - 55 years old	Age	19 - 45 years old
Occupation	Student, Employees, Athlete, TNI, Police, Housewives	Occupation	Student, Professionals
Marital	Single and married	Marital	Single and married
Socio-Economic Class	Middle to upper-class	Socio-Economic Class	Middle to upper-class
Psychographic Segmentation		Psychographic Segmentation	
Health-conscious individuals seek energy solutions that complement their active lifestyles and fitness goals.		Coffee lover who likes the taste and benefits of coffee but does not have the time to prepare it traditionally.	
Interests include cardio workout, gym, and competitive sports		Lifestyle: hectic, fast-paced, and time-constrained	
Behavioral Segmentation		Behavioral Segmentation	
Regular consumers of energy supplements, particularly before or during physical activity		Occasional to regular users of energy supplements, especially during exam periods or work deadlines.	

For the purpose of comparing the company to the competitors, which are Strive, EJ, GU and SIS, the aspects used were pricing and the number of products advertised. In this case, the price and types of products that are available for purchase are selected as the factor for comparing Komodo Coffee Gel with its rivals because such factors play a significant role in decision-making and show distinctions between brands. The price directly affects how many people buy the product, and in a crowded market like energy gels, the pricing strategy can make or break a brand's success. Variety is just as important because it caters to different tastes, needs, and preferences. By offering a range of flavors, formulas, and sizes, Komodo Coffee Gel can attract a wider audience.



**Fig. 1 Komodo Arms Coffee Gel Positioning**

The competitive landscape for energy gels reveals two dominant players: GU and SIS. These international brands occupy the premium space, offering a wide variety of flavors and formulations to cater to diverse consumer preferences. Their high quality justifies their premium pricing.

Locally, Komodo Arms Coffee Gel faces competition from Strive and EJ. While positioned similarly in the low-cost, low-variety section, Komodo Coffee Gel stands out with its unique coffee flavor. However, to truly compete, they need to expand their flavor offerings to match the international brands while maintaining affordability to attract budget-conscious consumers like those choosing Strive and EJ.

#### **b. Marketing Mix**

Komodo Coffee Gel is one of the new energy gels introduced in the Indonesian market with a coffee flavor, and the gel is an excellent source of caffeine out, rightly making it the first of its kind in Indonesia. This unique taste can, to some extent, create a niche market that separates it from other energy gels in the market since coffee lovers and athletes could be interested in using the product. One of the most important aspects of their procedure is a proper pricing policy, which is clear and relatively low; at the same time, when using the products, one can feel the corresponding high quality. Additionally, by providing a slight increase in product offerings than competitors at similar prices, Komodo Coffee Gel strengthens its value proposition, with more products offered by the company for consumers' dollars, making it a more competitive company.

Nevertheless, the major disadvantage that affects this type of product and, specifically, Komodo Coffee Gel, is distribution and promotion difficulties remaining an issue that prevents its expansion into the market. Currently, they have a limited distribution channel where buyer information is mostly obtained from their parent company store physically and online. This reduces their exposure and functionality, which provides a potential client with a hard time accessing this product. Further, their advertising is limited, and they do not actively engage in social media or have a well-established publicity strategy relying mostly on friends' and families' referrals. This has since affected their promotional abilities, and hence, they cannot effectively market their brands due to weak commercial promotions compared to the well-established brands that already have powerful campaigns for their products. However, these emerging issues compromise and limit distribution and advertisements, thus limiting the overall growth and market share development of the Komodo Coffee Gel, despite the fact that the product holds a strong and important place within its company.

### **J) Proposed Marketing Mix**

#### **a. Product**

To further expand its market, Komodo Coffee Gel should introduce new flavors that include added benefits like electrolytes or vitamins. This would appeal to health-conscious consumers looking for multifunctional products. Building

on their coffee theme, they could offer flavors such as Coffee Latte or Lemonade Americano. Additionally, they should consider redesigning their packaging to be slimmer and more ergonomic, such as a 50ml pouch, making it easier for runners and sports enthusiasts to carry and consume on the go. Currently, Komodo Coffee Gel is priced at [insert specific price] per unit, making it competitively positioned within the market.

**b. Price**

While Komodo Coffee Gel's current pricing is competitive, it can further attract and retain customers by implementing tiered pricing strategies. This could include offering bundles or bulk purchase discounts, which would provide better value for customers buying in larger quantities. Additionally, promotional pricing, such as temporary discounts or introductory offers, can entice new customers to try the product and potentially become regular buyers. These pricing strategies can enhance the perceived value and encourage more frequent purchases, thereby driving sales growth.

**c. Place**

Currently, Komodo Coffee Gel's distribution is relatively limited, primarily relying on its parent company's physical store and online presence. To improve accessibility and reach a broader audience, Komodo Coffee Gel should collaborate with distributors and sports equipment stores, making the product available in more physical locations. Additionally, enhancing their online presence on popular e-commerce platforms such as Shopee and TikTok Shop will tap into the growing trend of online shopping. This multi-channel distribution approach will ensure that Komodo Coffee Gel is easily accessible to a wide range of consumers, increasing market penetration.

**d. Promotion**

Komodo Coffee Gel requires a significant boost in its marketing efforts to increase brand awareness and consumer engagement. Utilizing digital channels such as targeted social media ads and influencer partnerships can effectively reach health-conscious consumers and athletes. Creating engaging content, including tutorials, user testimonials, and interactive posts, can foster a strong online community and enhance brand loyalty. Moreover, partnering with sports communities and participating in sports events will provide opportunities for direct interaction with potential customers, allowing for product trials and building a strong brand presence within the fitness community. These promotional strategies will not only increase visibility but also build trust and credibility for Komodo Coffee Gel in the competitive energy gel market.

#### IV. CONCLUSION

Komodo Coffee Gel, a unique coffee-based energy gel, has struggled to gain traction despite its potential. The detailed discovery referred to the organization's logical assumption that the product has an uncontested unique selling proposition while it complies with modern tendencies in the sphere of health. Customers' reaction to the beneficial effect produced by coffee flavored tablets is highly useful, though restricted stock of available flavors together with inconvenient blister packaging, complicated distribution channels, and low promotional activity are the major reasons preventing its success. This is why it is important for such problems to be solved so as to reach its full potential of contributing to the market competition of Komodo Coffee Gel.

In light of the identified challenges, the author offers tactical recommendations in terms of engaging in new product development, diversity in distribution channels, and amplification of promotion. The possibility to try new unique tastes, like Coffee Latte and Lemonade Americano, could be the reason to attract everyone with different tastes. Improvement of the packaging to make it ergonomic and conducive to athletic persons among the targeting groups, such as a 50ml pouch, will also improve the attractiveness of the product. The availability of products will be enhanced by extending the reach in distribution outlets such as sports retail shops and enhancing the online presence through the Shopee and Tiktok Shop. Using social media channels, partnering with social accounts, and sponsoring and participating in sports events can greatly increase brand recognition and consumers' attention.

Additionally, it is imperative to take sporadic feedback from the customers and continually change his strategies from time to time to fit the current market trends. Due to the recommended modes, Komodo Coffee Gel can apprehend the unexpressed demands of consumers and improve its portfolio of services with products and marketing solutions. Tracking advancements associated with health and fitness fields may also enable the organization to detect gaps within the market that gel could potentially fill such as adding more health facets to the gel. Consumers who grow up with technology are also more likely to be loyal to the products, thus encouraging brands to create and post more interactive educational content. By applying these strategies, Komodo Coffee Gel will be able to strengthen its position in the market, increase sales, and create a solid image that will support the company amidst intense competition in the market of energy gels.

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