

Digital Marketing Analysis of Brand Loyalty Among Generation Z on Local Skincare Brand Products

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Abstract

This research aims to explore the factors that influence brand loyalty among Generation Z in the context of skincare products. Using qualitative methods, the study involved in-depth interviews with ten participants representing the 18-25 age group, who actively use skincare products from various brands. Findings revealed that the main factors influencing brand loyalty among Generation Z include product quality, active social media presence, commitment to sustainability and positive user experience. This research provides important insights for marketers in developing more effective strategies to attract and retain young customers.

Keywords: Digital Marketing, Brand Loyalty, Generation Z, Local Products.

1. Introduction

According to data from the Indonesian Digital Marketing Association in February 2022 sales for the skincare category reached IDR 33.4 million. The increasing number of skincare products available in the market and the ease of access through online platforms also support the increase in sales of skincare products. This trend is expected to continue in the future, so skincare manufacturers will continue to innovate to meet consumer needs and preferences. Currently, there are many quality local skincare brands that are not inferior to skincare products from abroad, many local brands have developed formulas and ingredients that are suitable for skin types and climate conditions in Indonesia so that they can compete with skincare products from other countries. In addition, many local skincare brands also prioritize the use of natural ingredients and do not damage the environment so that they are more environmentally friendly and sustainable. In recent years, local skincare products have become increasingly popular among Indonesians due to their good quality and affordable price compared to skincare products from other countries.

As the digital world rapidly evolves, marketing dynamics are also changing, requiring constant strategy adaptation on the part of marketers. The emergence of Generation Z as a new economic force in the digital marketing era is one of the most significant developments in the last ten years. Generation Z, which is defined as the generation born between the mid to late 1990s and early 2010s, is currently not only influencing consumer trends but also developing ways of communicating and interacting with consumers. So on this occasion, the researcher wants to conduct research on Generation Z's tricks and techniques in promoting a product to make the current digital marketing industry grow. This research is important to do to provide information and knowledge to overcome the problems that want to be solved by researchers, namely how Generation Z tricks and techniques in improving personal branding of products on Instagram and Generation Z marketing tricks and techniques because many Generation Z are struggling to compete with their creative ideas and this research is a development in the context of more effective Generation Z marketing techniques. Digital marketing can reach all circles in any

way.

The increasingly intense competition in the current market shows that marketing strategy is very important for companies to win the competition and stay in the market (Zulhijahyanti et al., 2021) In such a situation, companies that are unable to compete effectively will find it difficult to survive in the market or even be forced out of the competitive arena. In the face of increasingly fierce competition, it is important for companies to retain existing customers and attract new customers in an effective way. Marketing strategies can help companies to develop a competitive advantage by offering better products or services creating a stronger brand image and providing greater added value to customers. With the increasing number of local skincare brands, it is necessary to first study the various local skincare products that also show this trend is increasing such as Somethinc. This study aims to analyze the product marketing strategy among Generation Z.

Generation Z's marketing technique is one of the ways they socialize Instagram media in conveying ideas and ideas to the public by utilizing Instagram media, with this research method and approach, researchers find it easier to reach and analyze Generation Z's tricks and techniques in marketing products on Instagram. the purpose of this study is to explain Generation Z's marketing tricks and techniques in increasing personal branding of products on Instagram and to analyze Generation Z's marketing tricks and techniques, it is hoped that this research can provide knowledge and information to research related to problems and information that want to be researched and known. From the rapid development of the current digital marketing era, products that are in great demand by the public or among women are skincare products, one of the skincare products used is products. Somethinc cosmetic products have attracted the interest of makeup and beauty lovers since its launch in 2019. Many makeup lovers enjoy making videos, known as beauty vloggers, as well as beauty vloggers, exposing or reviewing products positively.

So on this occasion the researcher wants to conduct research on the tricks and techniques of generation Z in promoting a product to make the current digital marketing industry grow (Putriana & Kholil, 2024) Generation Z is known as a critical and selective group in choosing products, including in the skincare industry. They care more about product quality, brand transparency and the values promoted by the company. Unlike previous generations, Generation Z tends to be more loyal to brands that are able to meet their expectations in terms of product quality and alignment with personal values, such as sustainability and business ethics. Research on consumer loyalty, especially in Generation Z has become an interesting research lately, both in Indonesia and in other countries, Generation Z has become the focus of a number of studies, especially in the field of marketing because this generation has been familiar with the internet since birth and in its growth and development has been accustomed to using gadgets for a number of activities. The research conducted looks more at the loyalty side of generation Z because it has different habits in purchasing products compared to previous generations (Tarigan et al., 2023)

This encourages entrepreneurs to innovate creating various skincare products, including those that target the market from among teenagers. PT Paragon Technology and Innovation (PTI) is one of the companies in Indonesia engaged in the skincare industry and was established in 1985. Paragon has launched several well-known skincare brands including Puteri, Wardah, Make Over, Innovative Xalon (IX) and Emina. Each product has different benefits and functions, depending on the skin type and skin problems to be addressed.

Dr. Leslie Baumann, M.D., a dermatologist introduced 16 skin types that can be recognized based on four different characteristics for each skin type, including acne, irritation, wrinkles and skin darkening (Setyorini & Meiranto, 2021). The increasingly intense competition in the current market shows that marketing strategy is very important for companies to win the competition and stay in the market (Zulhijahyanti et al., 2021). In such a situation, companies that are unable to compete effectively will find it difficult to survive in the market or even be forced out of the competitive arena. In the face of increasingly fierce competition, it is important for companies to retain existing customers and attract new customers in an effective way. Marketing strategies can help companies to develop a competitive advantage by offering better products or services, creating a stronger brand image and providing greater added value to customers. With the increasing number of local skincare brands, it is necessary to first study the various local skincare products that also show this trend is increasing such as Somethinc. This research aims to analyze product marketing strategies among Generation Z (Putri et al., 2021).

Brand loyalty is an important aspect to maintain especially in the segment dominated by Generation Z. According to various studies, brand loyalty can be influenced by various factors including user experience of social media interactions, product quality and brand values. Therefore, understanding how Generation Z responds to the products and marketing strategies of local skincare brands is crucial to determine the steps that can be taken to increase brand loyalty.

This study aims to analyze the factors that influence the quality of brand loyalty among Generation Z for local skincare brands. Through a qualitative approach, it is expected that this research can provide deeper insights into the preferences and behaviors of young consumers, as well as provide strategic recommendations for local skincare companies in strengthening their customer loyalty. Thus, this research is not only relevant for academics who want to understand the dynamics of brand loyalty, but also for industry practitioners who want to design effective and sustainable marketing strategies to attract and retain Generation Z as loyal consumers (Permana et al., 2024).

2. Literature Review

2.1 Brand Loyalty

Brand loyalty is the commitment of consumers to continue to buy or use products or services from certain brands repeatedly despite the influence of external factors that might encourage them to switch to other brands. Brand loyalty reflects a positive relationship between consumers and brands that can be formed through positive experiences, satisfaction and identification with the values carried by the brand. High brand loyalty can provide competitive advantages for companies such as increased sales, reduced marketing costs and strengthened brand position in the market. Brands that successfully build loyalty among their consumers are often able to maintain market share and better face competitive challenges.

(Al-Haddad, 2019) brand loyalty is a strong ongoing commitment for individuals to repurchase products / services that the individual likes in the future consistently. According to (Anwar, A., & Jalees, 2020) brand loyalty is one of the notions that is often discussed in marketing. The definition of brand loyalty is a customer who is firmly committed to continuously buying his preferred product or service in the future. (Song, H. J., Wang, J. H., & Han, 2019) brand loyalty is related to repeated purchasing behavior by consumers over time emotive, evaluative and

positively biased behavioral tendencies for brands, labels or alternative product assessments or choices. Brand loyalty is related to a commitment to repurchase a product or service in the future. In addition, brand loyalty makes customers have a better impression than other competitors so that they don't forget about the brand.

2.2 Generation Z

Generation Z (Gen Z) is a demographic group consisting of individuals born between the mid-to-late 1990s to the early 2010s. Although birth year ranges may vary depending on the source, this generation generally includes people who are currently around 10 to 26 years old. Generation Z plays an important role in today's social, economic and cultural dynamics with significant influence on consumer and marketing trends. They are savvy, critical and selective consumers, and require a different approach than previous generations when it comes to marketing and communications.

(Christiani & Ikasari, 2020) Generation Z has various advantages compared to other generations. Some of these advantages include, among others, having expertise in using various types of technology, having the ability to multitask (can do several things at the same time) compared to previous generations, quickly accessing information and responding to social phenomena around them and all of these advantages make Generation Z a generation that grows smart, skilled, creative and critical in using technology.

2.3 Local Products

Local products refer to goods or services that are produced and developed in a particular region, often by utilizing the resources, skills, and traditions that exist in the area. Local products typically cover a wide range of categories, such as food, beverages, handicrafts, clothing, and other consumer goods. Overall, local products play an important role in the economy, culture and sustainability. Encouraging the consumption of local products is not only beneficial for consumers but also for the community and environment as a whole.

(Elwisam & Lestari, 2019) this provides benefits for consumer health and satisfaction. Local producers are often more innovative and creative in developing new products that suit the tastes and preferences of the local market. (Staal & Wardaya, 2021) Will be more adaptive to changing trends and able to offer unique products that are not necessarily available in the mass market. By supporting local products, consumers encourage innovation and creativity that can enrich the diversity of products in the market.

2.4 Digital Marketing

Digital marketing is a marketing strategy that uses digital platforms and technologies to promote products or services to consumers. This method utilizes various digital channels such as the internet, social media, search engines, email and mobile applications to reach a wider and more specific audience. Digital marketing encompasses a wide range of activities and techniques. Digital marketing allows businesses to reach audiences more efficiently and measurably compared to traditional marketing methods. With the use of data and analytics companies can customize their strategies to meet the changing needs and preferences of consumers thereby increasing the chances of success in a competitive market.

(Andi & Saleh, 2022) states that the understanding of digital marketing through social media is an internet platform that allows users to present themselves, interact, collaborate, share information with other users and form virtual social bonds. Digital marketing is considered

easier, affordable, effective and efficient with instant feedback through an interactive process. However, the challenge of HR skills is still an obstacle that needs to be overcome.

3. Research Method

This research uses descriptive qualitative methodology (Sugiyono, 2020) explains that qualitative methods are a type of research that uses a philosophical basis for researching scientific conditions (experiments) with researchers as the main instrument. Qualitative research is a research method used to examine and understand the behavior of individuals or groups and social phenomena in natural conditions (natural) so that descriptive (non-quantitative) data is obtained in the form of oral and / or writing which is then interpreted descriptively as well (M. Sobry & Prosmala Hadisaputra, 2020) understand the meaning of a much deeper understanding of qualitative research, qualitative research is based on the word qualitative which does emphasize aspects of quality therefore, it is very natural that qualitative research requires descriptive tricks. Ten participants aged 18-25 who actively use skincare products were purposively selected. Interviews were conducted in a semi-structured manner with a duration of between 30 - 45 minutes per participant. Data analysis was conducted using thematic analysis method, where interview transcripts were broken down into relevant main themes. The focus of this research is to explain the situation that exists at that time (Putriana & Kholil, 2024) In descriptive research, no treatment is given or controlled as in experimental research (Arief, 2020) .

4. Findings and Discussions

Social media is one of the online media that has grown rapidly. Social media is also used by people to communicate and interact easily and quickly. Social media is also a platform that is able to create various forms of communication and provide various kinds of information for all circles of society (Puspasari, 2020) One of the social media that emerged due to technological advances is the Instagram platform. The Instagram platform is an online mobile application used to share photos and videos. Instagram follows in the footsteps of Facebook and Twitter and has quickly become a very popular social media tool (Agustina & Setiawan, 2020). Based on the data analysis, there are four main themes that influence brand loyalty among Generation Z in the context of skincare products :

4.1 Brand Loyalty

Especially among Generation Z is strongly influenced by the extent to which the brand reflects values that are relevant to them. Generation Z is known to be a generation that cares about social and environmental issues. They tend to be loyal to brands that not only offer quality products, but also demonstrate a commitment to the values they believe in, such as sustainability, social justice and inclusivity. In an interview with one of the respondents, 22-year-old DN explained "I feel more connected to brands that care about environmental issues. I want to know that the products I use are not only beneficial for my skin, but also not damaging to nature. When I see that a brand uses natural ingredients and recyclable packaging, I feel more comfortable and inclined to continue buying their products" This opinion was continued by another respondent, SB 24 years old who added "I always check whether the brand is really doing positive things or just advertising their concern for the environment. Brands that support real activities such as greening or reducing plastic waste get more points in my eyes" This shows that for Generation Z, brand loyalty is not only built through the product aspect alone, but through authentic involvement of the brand in initiatives that reflect social values.

Generation Z appreciates brands that support social causes such as equality and social justice, and demonstrate inclusivity in their products and marketing. "When a brand talks about social justice, for example by supporting marginalized communities or promoting gender equality, I feel like they are more than just a business. They have a mission that aligns with what I believe in" said 21-year-old SS in his interview. This generation wants a relationship that is more than just a transaction. They want to be part of a larger movement that promotes kindness and positive change. Their loyalty therefore, largely depends on how authentic and transparent brands are in displaying support for these values.

4.2 Generation Z

Growing up in the digital age is highly connected to social media which serves as a primary source for seeking information on trends, product reviews and marketing activities. In interviews, many participants stated that social media is the main platform they use to understand more about a brand. "When I want to buy a new product, I always look at reviews on Instagram or watch videos on YouTube first," said 20-year-old SW. Social media allows Generation Z to access a wide range of information quickly including first-hand testimonials from other users which increases their confidence in a product. Another participant, NS 18, emphasized the importance of brand presence on platforms like TikTok. "I like to see brands that create creative content on TikTok, especially those that involve tips or challenges relevant to their products. It makes me feel that the brand is close to consumers" she said.

This kind of interactive content allows brands to build an emotional connection with consumers that leads to increased loyalty. In addition, activities involving Generation Z or brand ambassadors have a significant influence in shaping positive perceptions. "When I see my favorite Generation Z working with a brand, I am more likely to believe that the product is good," explains 22-year-old TT. Generation Z tends to trust recommendations from people they find relatable more than traditional advertising. Working with Generation Z in line with their values and lifestyle makes brands look more authentic and credible. This shows that brands' active engagement on social media and collaboration with relevant figures is crucial to attract attention and build trust among Generation Z. The combination of engaging content, transparency and authenticity in marketing provides a strong foundation for a deeper connection with these young consumers.

4.3 Local Brands

Brands have earned a special place in Generation Z's hearts, especially when they are able to meet expectations regarding product quality. In the interviews many participants stated that product quality is the most important factor in maintaining loyalty to a brand "I always try new products, but I will remain loyal to a particular brand if the results are satisfactory" said 24-year-old AS. She added that skincare products that give visible results such as making the skin healthier and glowing are the main reasons why she buys the products again. Most respondents also emphasized the importance of safe and skin-friendly ingredients. "For me, product composition is very important. I want to make sure the products I use are not only effective but also safe in the long run," said a 19-year-old RA who always checks the ingredient label before buying.

These participants indicated that they focus not only on marketing claims but also on the transparency of brands in presenting information regarding the ingredients used. The 22-year-old DN added that she has more trust in brands that use natural and hypoallergenic ingredients.

"If I know that the product is made from natural ingredients that won't damage my skin, I will feel safer and more likely to buy again," she said. Some respondents also noted that long-lasting products that do not cause negative reactions are very important in building loyalty. This suggests that local brands that focus on product safety and effectiveness have a greater chance of gaining consumer loyalty from Generation Z. Overall, perceived quality and trust in the materials used are key for local brands to win the competition and build long-term relationships with their consumers.

4.4 Digital Marketing

Plays an important role in attracting and retaining the loyalty of Generation Z. The results show that marketers should ensure high product quality and stay active on social media with relevant and engaging content. A participant, 18-year-old NS explained "I often see brands posting interesting content on Instagram and TikTok. It makes me want to know more and eventually buy their products. Creative and interactive content is very effective to grab my attention" In addition to that, it is important for brands to present themselves as entities that care not only about profits but also on values that young consumers value such as sustainability and inclusivity "I prefer to buy from brands that care about the environment and promote equality. It makes me feel that my money is supporting a greater cause" says 20-year-old SW. Activities that highlight tangible efforts in supporting sustainability and inclusivity can increase consumer trust.

This shows that Generation Z values brands that promote social and ethical responsibility. Brands that want to succeed must make the most of digital marketing not only by promoting their products but also by building authentic relationships with consumers. Educational content, interactive videos and collaboration with relevant Generation Z are some of the strategies that Generation Z finds effective. "I feel more connected to brands that share stories about how they make their products and how they contribute to society" explains 22-year-old NU. With the right digital marketing approach brands can showcase their human side and create a deeper connection with Generation Z consumers so that not only loyalty is created but also brand advocacy among these young consumers.

5. Conclusion

This study shows that brand loyalty among Generation Z is influenced by various factors, including product quality, social media engagement, relevant values and positive user experience. Generation Z tends to be more selective in choosing brands that reflect their personality and beliefs.

Therefore, brands that want to win over young consumers must continue to innovate and maintain engagement with consumers through various digital platforms. Product innovation, creative marketing, and authentic communication are essential to building a strong relationship with Generation Z. By understanding and meeting the needs and expectations of young consumers, brands can not only maintain loyalty, but also encourage brand advocacy among young consumers. By understanding and meeting the needs and expectations of young consumers, brands can not only maintain loyalty, but also drive brand advocacy among Generation Z, building a strong foundation for growth in a competitive market.

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