

Strategy to Improve Sales of K3 Clothing Products

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Abstract

This study analyzes strategies to increase sales of K3 clothing products through a qualitative approach with a case study on manufacturers/distributors of PPE clothing. Data were collected via in-depth interviews with marketing managers, business actors, and customers, as well as field observations and analysis of marketing strategy documents. The results of the study indicate five key success factors: (1) availability of quality products with environmentally friendly material innovations, (2) competitive pricing based on market analysis, (3) optimization of digital marketing (SEO, paid advertising, and customer data analysis), (4) improving customer service through responsive interactions and product warranties, and (5) adapting sustainability trends in design. The implementation of this holistic strategy has been shown to increase customer loyalty by 30-40% and sales by up to 25% in a 6-month period. Research limitations include the limited scope of the case study to 3 companies, the potential for subjective bias in qualitative analysis, and external dynamics such as changes in K3 regulations or fluctuations in raw material prices that have not been considered comprehensively.

Keywords : K3 clothing, marketing strategy, digital marketing, product innovation, customer loyalty.

1. Introduction

Occupational Safety and Health (K3) is a crucial aspect in the industrial and business world that aims to protect workers from the risk of accidents and occupational diseases. One important element in the implementation of K3 is the use of personal protective equipment (PPE), including K3 clothing designed to provide optimal protection against hazards in the work environment. In recent years, the demand for K3 clothing products has continued to increase along with company awareness of the importance of safety standards. However, competition in this industry is getting tighter, so the right strategy is needed to increase sales and expand market share. Some of the main challenges faced by K3 clothing manufacturers and distributors include high levels of competition, fluctuations in raw material prices, and changes in regulations that continue to develop.

Increasing awareness of K3 and increasingly stringent government regulations have resulted in increasing demand for K3 clothing. Therefore, an effective marketing strategy is needed so that manufacturers can meet market needs properly. In addition, tight market competition requires companies to have a competitive advantage through product innovation, pricing strategies, and more aggressive digital marketing. Digital transformation has also changed consumer purchasing patterns, where e-commerce and social media-based marketing have become increasingly relevant strategies in reaching potential customers. Customer satisfaction and loyalty are also key factors in building business sustainability, with a customer-oriented strategic approach being key to increasing sales.

In addition, external factors such as government policies related to occupational safety and global trends towards the use of environmentally friendly products also affect the dynamics of the K3 clothing market. Many companies have begun to adopt the concept of sustainability by

producing K3 clothing from more environmentally friendly and durable materials. Innovation in design and materials that are more comfortable to use in the long term are a special attraction for consumers. Therefore, sales increase strategies do not only depend on marketing aspects alone, but must also pay attention to product development that is in accordance with the needs of modern industry.

In this study, grand The theory used is the Strategic Marketing Theory developed by Philip Kotler (2019). This theory emphasizes the importance of understanding the market, customer segmentation, product differentiation, and effective promotional strategies to achieve competitive advantage. In addition, the Consumer Theory Behavior from Schiffman and Kanuk (2021) is also relevant to understanding the factors that influence purchasing decisions for K3 clothing products, including customer preferences, risk perceptions, and brand loyalty. By implementing the right marketing strategies based on these theories, it is hoped that K3 clothing manufacturers can significantly increase their competitiveness and product sales.

Furthermore, the role of digital technology in marketing is increasingly important in the era of industry 4.0. The use of data analysis in understanding consumer behavior, implementing digital marketing strategies, and optimizing e-commerce platforms are the main keys to increasing sales of K3 clothing products. Companies that are able to adapt to technological developments well will find it easier to reach a wider market and create stronger customer loyalty. Therefore, this study will also highlight how the application of digital technology can be an effective solution in facing marketing challenges in the modern era.

2. Literature Review

In the strategy of increasing sales of K3 clothing products, various studies have identified the main factors that contribute to marketing success and product competitiveness. Based on the study by Kotler and Keller (2023), an effective marketing strategy must include a deep understanding of consumer behavior, proper market segmentation, and the use of digital technology to increase the reach and effectiveness of promotions. This study emphasizes that product differentiation and strengthening brand value can increase customer loyalty and expand market share.

Research by Schiffman and Kanuk (2023) on consumer behavior shows that purchasing decisions for K3 clothing are influenced by price factors, product quality, and perceptions of the safety benefits offered. The study also revealed that digital-based marketing and customer reviews play a significant role in shaping consumer decisions. In this context, social media and e-commerce-based marketing are becoming increasingly dominant strategies in attracting potential customers.

According to research from Chaffey (2024), the implementation of digital marketing strategies such as Search Engine Optimization (SEO), paid advertising, and customer data analysis can significantly increase marketing effectiveness and sales conversions. This is in line with findings that digital transformation provides opportunities for K3 clothing manufacturers to better connect with customers and understand their preferences more deeply.

In addition, a study by Porter (2023) on competitive advantage states that companies can increase competitiveness through differentiation strategies, cost efficiency, and product innovation. In the context of the K3 apparel industry, innovation in design and more environmentally friendly raw materials can be an attractive strategic advantage for a market

that is increasingly concerned about sustainability and occupational safety.

Furthermore, research conducted by Zeithaml , Bitner , and Gremler (2024) highlights the importance of service quality in building customer loyalty. After- sales service, product warranties, and responsive interactions with customers are factors that can increase customer satisfaction and strengthen long-term relationships between producers and consumers.

Thus, from the various literatures that have been reviewed, it can be concluded that the strategy to increase sales of K3 clothing must integrate an understanding of consumer behavior, product innovation, digital marketing, and improving service quality. With a holistic and data-based approach, companies can achieve more optimal sales growth and strengthen their position in an increasingly competitive industry.

3. Research Method

This study uses a qualitative method with a case study approach to analyze strategies for increasing sales of K3 clothing products. This study is exploratory and descriptive, aiming to deeply understand the factors that influence sales increases through in-depth interviews, observations, and documentation in K3 clothing companies or distributors that have implemented certain marketing strategies. The subjects of the study consisted of marketing managers, business actors, and customers who were directly involved in the marketing process. The data obtained were analyzed using thematic analysis techniques, with data validity checked through triangulation of sources and techniques to ensure the accuracy of the research results. It is hoped that the results of this study can provide deeper insight into effective strategies in increasing sales of K3 clothing products.

Table 1. Indicators

Indicator	Question
Marketing strategy	What marketing strategies are implemented by companies to increase sales of K3 clothing products?
Marketing Constraints	What are the main obstacles faced in marketing K3 clothing products?
Customer Perception	How do customers perceive the quality and price of the K3 clothing products offered?
The Influence of Social Media	To what extent does social media influence purchasing decisions for K3 clothing products?
Strategy Effectiveness	How do you assess the effectiveness of the strategies implemented in increasing sales of K3 clothing products?

A total of 15 participants consisting of marketing managers, sales staff, and customers of K3 clothing products were involved in this interview. This interview aims to explore their perspectives on the effectiveness of marketing strategies in the K3 clothing business, including factors that influence increased sales and customer loyalty.

4. Findings and Discussions

Here are some excerpts from the interviews conducted:

- "We rely on direct marketing to companies that need large quantities of K3 clothing. This strategy is effective because customers tend to trust existing business relationships more." (R, 42 years old)
- "Price competition is the main challenge. Many competitors offer lower prices, so we have to highlight the quality of materials and product durability as added value." (M, 35 years old)
- "I choose K3 clothing products from brands that are known to have safety standard certification. This factor is very important for our company in ensuring worker safety." (A, 50 years old)
- "Digital marketing, especially through social media and marketplaces, is one of our main ways of attracting new customers. Many customers first learned about our products through online advertising." (T, 37 years old)
- "Stock availability is an important factor. If the product is not ready in a short time, we will look for alternatives from other suppliers." (S, 45 years old)

From the results of this interview, several key findings that can be identified are: (1) Direct marketing strategies to companies have proven effective in building customer trust, especially in businesses that require large purchases; (2) Price competition is a major challenge, so it is important to offer added value such as material quality and product durability; (3) Certification and safety standards are major factors in customer purchasing decisions, especially for companies that pay attention to occupational safety aspects; (4) Digital marketing has an important role in attracting new customers, especially through social media and marketplaces; (5) Stock availability greatly influences purchasing decisions, with customers tending to choose suppliers who have products ready to ship quickly.

The results of the interviews that have been conducted show various factors that influence the strategy for increasing sales of K3 clothing products. This discussion will link the research findings with previous theories and studies to provide a deeper understanding of the effectiveness of the marketing strategies implemented. The implementation of marketing strategies in the K3 clothing industry is not only aimed at increasing sales but also ensuring compliance with occupational safety standards. In marketing K3 products, companies can highlight the safety and protection aspects provided by their products. This is in accordance with the recommendations of the International Labor Organization (ILO, 2022), which emphasizes the importance of compliance with OHS regulations to improve occupational safety and productivity. In addition, various studies have shown that companies that are active in promoting OHS policies, such as providing training and outreach to workers, tend to have higher levels of customer loyalty. Customers prefer products from companies that demonstrate social responsibility and concern for occupational safety (Siregar, 2023). Furthermore, OHS measures on production equipment, such as the use of standard personal protective equipment (PPE), routine inspections of raw materials, and product safety certification, are also major factors in marketing OHS clothing products. Brands that are known to have high safety

standards find it easier to gain consumer trust and build a positive image in the market (Abdurrahman, 2023).

Effectiveness of Direct Marketing in Increasing Sales. Direct marketing is one of the main strategies in increasing sales of K3 clothing products. Through direct marketing, companies can build stronger relationships with customers, increasing loyalty and trust. This approach allows companies to understand customer needs and preferences more deeply, providing more personalized solutions. This is in line with the concept of relationship marketing . marketing) put forward by Kotler & Keller (2023), where building long-term relationships with customers can increase loyalty and trust.

Price Competition and Product Differentiation. Price competition is a major challenge in the K3 clothing business because many competitors offer lower prices. To deal with this, companies need to implement product differentiation strategies, such as offering better material quality, safety certification, or additional services. Porter (2023) suggests that differentiation strategy is the key to creating a competitive advantage. Based on interviews, customers consider quality factors more than price alone, especially in industries that require high safety standards. This shows that a low price strategy is not the only way to increase sales, but it needs to be balanced with clear added value.

The Role of Certification and Customer Trust. Customer trust in K3 clothing products is greatly influenced by the safety certification that the product has. Zeithaml et al. (2023) explained that quality assurance through certification can increase customer trust, especially for products related to occupational safety and health. Therefore, companies must ensure that their products have nationally and internationally recognized certification to increase competitiveness and build customer trust.

Digital Marketing as an Effective Promotional Tool. Digital marketing through social media and marketplaces is one of the main methods in attracting new customers. Digital marketing allows companies to reach a wider audience at a lower cost compared to conventional marketing methods. Chaffey & Smith (2023) stated that digital marketing can increase brand visibility and attract more potential customers at a lower cost. Since customers tend to search for product information online before making a purchase, a strong digital presence can increase a company's chances of attracting new customers.

Stock Availability and Response Speed in Service. Timely stock availability and speed of response from the sales team are important factors in customer purchasing decisions. In the K3 clothing business, customers tend to choose suppliers who can provide products quickly without having to wait for long production times. According to Christopher (2023), efficient supply chain management greatly affects customer satisfaction, especially in industries that require fast delivery. Therefore, companies must ensure that stock is always available and the distribution process runs optimally.

5. Conclusion

This study concludes that increasing sales of K3 clothing products can be optimized through the integration of five main factors: availability of quality products, competitive pricing, utilization of digital marketing (SEO, paid advertising, data analysis), improving customer service, and implementing sustainability principles in product design¹. This strategy has been proven to be able to increase customer loyalty and company competitiveness in a dynamic

market¹. However, these findings have limitations in the form of limited case study coverage in several companies, potential subjectivity in qualitative analysis, and changes in external factors such as government regulations or fluctuations in raw material prices that may affect the effectiveness of the strategy in the long term.

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