Scarlett Products Booming: Does Experiential Marketing Matter?

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Abstract

The study intentions to observe and analyze the effect of Brand Image and Product Quality on Purchase Intention of Scarlett products through Experiential Marketing as the Variable of Intervening. Causal research method was used here in order to define if there is any causal relation from independent to dependent variables. Data collection technique was benefitted the questionnaire. The population chosen were users of Scarlett products in West Jakarta area. The sample of this research is the consumers who use the Scarlett product with a total of 100 respondents who were selected randomly using random sampling technique. The Structural Equation Model was used as the research approach with Smart-PLS 3.2.8 version analysis research tool. It is found that Brand Image influenced both Purchase Intention and Experiential Marketing positively and significantly. Product Quality effected both Experiential Marketing and Purchase Intention significantly and positively. Experiential Marketing proved to effect Purchase Intention positively and significantly as the implication, Experiential Marketing should be maintained more broadly to increase Purchase Intention.

Introduction

Ministry of Industry remains to inspire the used of raw materials from local natural resources to be implemented by the domestic cosmetics industry. Cosmetics are facial and body care products that can beautify appearance and are one aspect that can support appearance. In urban areas, cosmetics in modern times have developed into a necessity. Quality cosmetics have always been the focus of urban society (Wardana, 2018).

Today, a huge number of skincare brands are sold in Indonesia, resulted in highly competitive marjet for skincare industry. Companies involved will seek any strategy to dominate the market share (Riska et al., 2020).

The success of a business depends on business actors in terms of addressing market share and implementing strategies to influence prospective buyers to be interested in buying the products offered. Business actors must have an effective and appropriate strategy so that the products offered can influence potential customers and be accepted in society. One of the marketing strategies that can be implemented is experiential marketing (Andari, 2018).

One of the cosmetic or skin care products that is able to compete in today's modern era is Scarlett. This Scarlett product is a local skin care product that has just entered the Indonesian market today. However, Scarlett's products were able to beat the 10 best skin care brands in 2021. Researcher assume that experiential marketing should be involved, we need to prove it accordingly.

The following is the top brand data in Figure 1 regarding skin care brands.

Figure 1. Top 10 Skin Care Brands for 2021
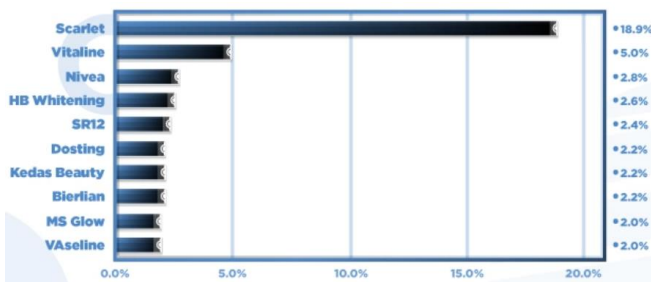
Source: Kompas.co.id, 2021

It can be seen from the data in Figure 1. that Scarlett's ranks the first top brand (29.3%), Nivea in the second top brand (5.2%), following Vaseline (4,6%), Dosting (4.4%), Ms.Glow (2.5%), and D'Savior (1.9%). The 7th top brand is Hb.Whitening with a score of 1.9%, the 8th top brand is beauty lotion with a score of 1.7%, the 9th top brand is The Body Shop with a score of 1.7% and the 10th top brand is Mimi White with a score of 1 .5%. From the data above, it means that there is high buying interest in Scarlett products by being able to achieve the highest score of the 10 best top brands.

Scarlett products are able to have the best brand image. Many consumers trust and believe in using Scarlett products. As it is proved to brighten the skin safely. Because Scarlett products contain proven safe ingredients by BPOM then makes consumer buying interest even higher. So as Scarlett is able to provide a positive impression and experience for consumers, this means that experiential marketing is one of the things that can influence consumer buying interest.

Prior researches discovered that purchase intention positively and significantly effected by brand image (Wardana et al., 2018), by product quality (Suriyanti and Khoiriyawati, 2020), and by experiential marketing (Andari (Andriansah et al., 2022).

Hence, the research problems herein include, does Brand Image affect Purchase Intention of Scarlett Products, does Product Quality affect Purchase Intention of Scarlett Products, does Experiential Marketing affect Purchase Intention of Scarlett Products, does Brand Image affect Experiential Marketing of Scarlett Products? And does Product Quality affect the Experiential Marketing of Scarlett's Products?

The study aims to define and examine (1) the effect of brand image on purchase intention of Scarlett products, (2) the influence of product quality on purchase intention of Scarlett products, (3) the effect of Experiential Marketing on purchase intention of Scarlett products, (4) the effect of Brand Image on the Experiential Marketing of Scarlett Products and (5) the effect of Product Quality on the Experiential Marketing of Scarlett Products.

Literature Review

Brand image presents a certain brand's depiction by consumer (Tjiptono, 2014). Brand image is consumer's observation and trust restore in their memory called brand image is the first insight in consumer's mind when hearing a slogan (Kotler & Keller, 2012b).

According to Tjiptono, the elements of brand image are perception because consumers appreciate brands, cognition, because brands are evaluated cognitively and attitudes because consumers form their attitudes towards a brand after perceiving and evaluating the brand in question (Tjiptono, 2015).

According to Philip and Gary, as well as Assauri product quality must has the functions to be reliable, durable, accurate, easy usage and increase the product capital and other valued qualities (Kotler et al., (Assauri, 2013).

According to Tjiptono, experiential marketing is a strategy that treats purchases by paying attention to and combining emotions, logic and thought processes in order to provide a positive experience for consumers (Tjiptono, 2014) and also memorable experience (Alma, 2014).

While purchase intention measures the possibility that consumers will make purchases or respond to certain objects as a form of desire from

customers to purchase products (Kotler & Keller, 2012a).

Brand image associated with the observation and trust held by consumers. The more confidence and trust possed by consumers in using Scarlett products, the higher the consumer's purchase intention for Scarlett products.

Researches conducted by Wardana and Savitri, Iriani and Nurfitriana (2020), and Nurfitriana & Iriani (2018) found that brand image has effected purchase intention positively and significantly. It can be inferred in hypothesis H1: Brand image effect purchase intention positively and significantly.

Product quality shows a measure of the durability, reliability, accuracy, ease of operation and maintenance and other assessed attributes. The quality of Scarlett's products is able to have a positive value from Scarlett's consumers who have used them, so that consumers' purchase intentions are high in buying Scarlett's products.

Studies carried out by Suriyanti and Khoiriyawati, (Fatmawati, 2017) find that product quality positively and significantly influenced purchase intention and repurchase intention (Andriana et al,. 2021). Hereafter, the hypothesis H2: Product quality effect purchase intention positively and significantly.

Experiential marketing means the strategy to treats a purchases in a way that pays attention to and combines emotions, logic and thought processes in order to provide a positive experience for consumers. Many consumers of Scarlett products give positive impressions after using Scarlett products. So that Scarlett products raise other product variants because of the large number of consumers' intention to buy Scarlett products.

Studies by Suriyanti (2020) and Tantowi, A., & Pratomo (2020) states that experiential marketing effected purchase intention positively and significantly. Therefore, the hypothesis H3: Experiential marketing has a positive and significant effect on purchase intention.

Brand image means consumer's perception to be recalled and memorized when hearing a slogan firstly. The higher the brand image on a product, the experience or positive impression from consumers will be higher. Researches conducted by Suriyanti and Khoiriyawati (2020) and Soelasih (2016) observe that brand image has positive and significant effect on experiential marketing. Following the hypothesis H4: Brand image effect experiential marketing positively and significantly

Product quality constitutes its capacity to have the durability, reliability, accuracy, easy to operate and upgrading of product capital and other valuable attributes. The high quality will create a positive experience or impression of a product. So, the higher quality of the purchased product will lead to the higher experiential marketing. In this case product quality is similar to service quality (Kuswibowo, 2022).

Researches conducted by Suriyanti and Khoiriyawati (2020) and Soelasih (2016) find that experiential marketing positively and significantly effected by product quality. This is inferred hypothesis H5: Product quality effect experiential marketing positively and significantly.

The conceptual framework as presented in Figure 2 below:

Figure 2: Theoretical Framework
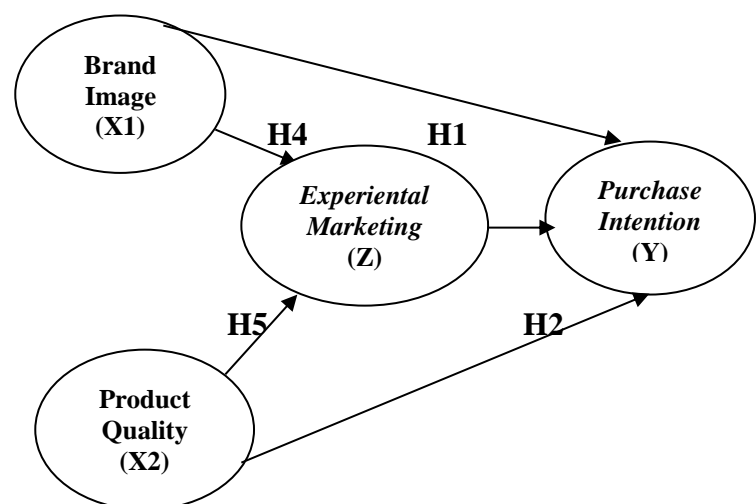
Source: Processed data (2022)

Based on the introduction and problems mentioned above and the available data, it was conducted a study on "Analysis of the Influence of

Brand Image and Product Quality on Purchase Intention of Scarlett Products Through Experiential Marketing as Intervening Variables".

Method

This research started from 1 February 2022 to 15 October 2022. In this study, it was investigated if customer value, functional quality and technical quality influence customer satisfaction (Sugiyono, 2017).

The dependent variables used in this study are Purchase Intention (Y) and Experiential Marketing (Z). While Brand Image (X1) and Brand Quality (X2) were choosen as independent variables. Operational variables can be checked in the following tables:

Table 1. Operationalization of Brand Image

Variable	Dimension	Measurement Scale
Brand Image (X1)	Company Image	Ordinal
	Consumer Image	Ordinal
	Product Image	Ordinal

Source: Tjiptono (2014)

Table 2. Operationalization of Product Quality

Variable	Dimension	Measurement Scale
Product Quality (X2)	Performance	Ordinal
	Features	
	Realibility	
	Conformance of Specfication	
	Durability	
	Serviceability	
	Asthetice	
	Perceived Quality	

Source: Tjiptono (2014)

Sugiyono (2016) defined social phenomena from people's opinion, perception, and attitude by using the Likert scale. Based on that, this study implemented the Likert Scale from score 1-5 of answers as Strongly Disagree has 1 point, Disagree will have 2 points, Simply Agree will have 3 points, Agree should have 4 points and the biggest point as 5 is going to Strongly Agree.

Table 3. Operationalization of Experiental Marketing

Variable	Dimension	Measurement Scale
Experiental Marketing (Z)	Sense	Ordinal
	Feel	Ordinal
	Think	Ordinal
	Act	Ordinal
	Relate	Ordinal

Source: Alma (2014)

Table 4. Operationalization of Purchase Intention

Variable	Dimension	Measurement Scale
Purchase Intention (Y)	The engagement seeks more information about the product	Ordinal
	Consider buying	
	Desire to know the product	
	Attachment to try the product	

Source: Kanuk (2012)

Researchers may establish any objects having specific traits and characters to be studied and inferred conclusions (Sugiyono, 2016). The target population were consumers who use Scarlett products in an unknown amount.

Sample usually taken from population to enable the enormous number of population can be studied, despite limited resources and time. Henceforth, samples had to be the representative of population. Consequently, Random Sampling method was selected in this research.

Ferdinand (2014) concluded that standard sample size between 100-200 samples and also calculated by multiplication of 5 to 10 to number of indicators. Thereafter, the number of samples here ranges from a minimum of 100 and a maximum of 200 so, the minimum sample if the indicators are 20 instrument it will be 20 x 5 so there will be 200 samples and for the maximum, still, if there is 20 instrument so the calculation

based on 20 x 10 equal to 200, so the researcher will need 200 samples to conduct the research.

Based on the calculation above, the researcher took a minimum number of samples of 20 x 5 = 100 respondents. Questionnaires were distributed directly to them, users of Scarlett products. So, questionnaire was used for data collecion method herein. Questionnaire contains a set of questions to be answered by respondents. As said by Sugiyono (2016) questionnaire makes data collection to be carried out efficiently. Under the condition that researcher knows exactly what to be expected from the respondent from the measured variables. How to collect questionnaires distributed directly to consumer respondents using Scarlett products.

Survey method was used in the research. Therefore, validity and reliability test is required to ensure the questionnaire is valid and reliable. Validity test is used to be able to show the extent of accuracy in the instrument for the symptoms you want to measure. A valid questionnaire shall contain the statement to be able to reveal the measured variables.

Whether or not an instrument is valid can be determined by comparing the correlation index as its critical value with the following formula:

$$r = \frac{n.(\sum XY) - (\sum X)(\sum Y)}{\sqrt{n.(\sum X2) - (\sum X)2} * \sqrt{n.(\sum Y2) - (\sum Y)2}}$$

Reliability test shows an index for a measurement tool to be relied upon or consistent to measure the similar symptoms. In measuring social phenomena, each result is always a combination of the actual measurement results (true score) plus a measurement error.

Xo = Xt + Xe

Where;

Xo = obtained score

Xt = true score

Xe = measurement error

Cronbach's alpha is the technique approach to reliability test with the formula:

$$R = \left[\frac{k}{k-1} \right] \left[1 - \frac{\sum S_i}{S_t} \right]$$

This study benefitted Partial Least Square as the analysis method. Data processing was using the Partial Least Square (Smart-PLS) 3.2.8 program as the substitute model of covariance-based SEM. PLS helps to investigate any relation between latent variables.

According to Wold in Ghozali, PLS is more fit to avoid indeterminacy problem while predicting the variances of latent variables in an indicators combination linearly. As stated by Ghozali PLS (Partial Least Square) is a great method for analysis small and non distributed data with limited assumptions. The testing steps shall include Measurement of Outer Model, Structural Model and Hypothesis Testing (Ghozali, 2014).

The measurement of outer model defines the relationship of each indicator to its latent variable as the following equation:

$$x = \Lambda_x \xi + \varepsilon_x$$
$$y = \Lambda_y \eta + \varepsilon_y$$

Where: x and y = indicators for exogenous and endogenous variables, ξ (ksi) and η (eta) = latent variables, Λ_x and Λ_y = loading matrices, a simple regression coefficients to connect latent variables with their indicators. ε_x and ε_y = measurement errors (Ghozali, 2014).

Convergent validity test will calculate reflective indicators based on loading factor of indicators that measure constructs. According to Hair et al (2006) loading factor shall > 0.50. Average variance extracted (AVE) > 0.50 communality >0.50. The higher value of loading factor will increase the role in interpreting the factor matrix.

Discriminant Validity Testing will investigate the cross loading between indicators and their constructs. Other method is to compare the AVE for each construct with the correlation amongst constructs in the model. The model has

met discriminant validity if the AVE for each construct is greater than the correlation amongst constructs in the model.

$$AVE = \frac{\Sigma \Lambda_{i^2}}{\Sigma \Lambda_{i^2} + \Sigma_i var\ (\varepsilon_i)}$$

Measuring the reliability value of a construct, the Cronbach's alpha must > 0.7 although 0.6 is accepted.Composite reliability is considered good to estimate the consistency of a construct (Salisbury, Chin, Gopal and Newsted, 2002). The Composite Reliability value must > 0.7 but 0.6 is adequate.

Inner model testing is theoretical concept-based model to examine the relation between exogenous and endogenous variables. This is also to observe the Goodness of Fit Model with the following steps:

R-square value also indicate the Goodness of Fit Model for good (R^2=0.67), moderate (R^2=0.33), weak and strong (R^2=0.7) for endogenous latent variables. Testing the structural model must refer to predictive relevance (Q^2) value to meet the Goodness of Fit o. The Q^2 value must > 0 to meet the fit model. Boostrapping procedure was used to see the significant value of path relationships referring to T-table (α 0.05 (5%) =1.96). It had to be compared with T-statistics.

Results and Discussion

Scarlett Whitening is a brand from Indonesia released by Felicya Angelista. Famous for its series of brightening products, Scarlett Whitening products generally contain Glutathione, an antioxidant content which is claimed to brighten the skin. Scarlett has proved to brighten the skin under the BPOM. Below are the results and discussions about the research.

Measurement model was tested the Convergent Validity by using PLS. Assesment on correlation between component score and construct score resulted in reflexive indicators. Individual indicator is are valid for correlation value > 0.70. However, a loading factor of 0.50 to

0.60 is still accepted. Table 5 and Figure 4 presents the correlation between indicators and their constructs:

Table 5. Convergent Validity Test Results

Variable	Indicator	Outer Loading	Information
Brand Image (X1)	CM1	0.937	Valid
	CM2	0.827	Valid
	CM3	0.829	Valid
Product Quality (X2)	KP1	0.738	Valid
	KP2	0.937	Valid
	KP3	0.750	Valid
	KP4	0.868	Valid
	KP5	0.800	Valid
	KP6	0.757	Valid
	KP7	0.630	Valid
	KP8	0.803	Valid
Purchase intention (Y)	PI1	0.895	Valid
	PI2	0.633	Valid
	PI3	0.826	Valid
	PI4	0.828	Valid
Experiental Marketing (Z)	EM1	0.620	Valid
	EM3	0.755	Valid
	EM4	0.690	Valid
	EM5	0.724	Valid

Source: Processed data (2022)

Table 6 and Figure 4 presented all indicators has loading factor value > 0.50 to meet convergent validity test. Discriminant Validity Test Results (Cross Loading). Discriminant validity is formulated from the average variance extracted (AVE) value of each construct. It needed to observe the correlation amonst constructs to have good discriminant validity.

Table 6. Average Variance Extracted (AVE) Test Results

Variable	AVE	Information
Brand Image	0.749	Valid
Product Quality	0.624	Valid
Purchase intention	0.642	Valid
Experiental Marketing	0.588	Valid

Source: Processed data (2022)

From Table 7 above, it can be inferred the constructs of estimated model meet score of discriminant validity. Instrument reliability will be tested with the Composite Reliability and Cronbach's alpha.

Table 7. Composite Reliability & Cronbach's Alpha Test Results

Variable	Cronb. Alpha	Composite Reliability	Information
Brand Image	0.831	0.899	Reliable
Product Quality	0.911	0.929	Reliable
Purchase intention	0.809	0.876	Reliable
Experiental Marketing	0.748	0.792	Reliable

Source: Processed data (2022)

Based on Table 7, all latent variables have met the Composite reliability (CR) and Cronbach's alpha (≥ 0.70). Following the test for inner model as showed in Table 16:

Table 8. R^2 Value of Endogenous Variables

Endogenous Variable	R square
Purchase Intention	0.937
Experiental Marketing	0.801

Source: Processed data (2022)

Purchase Intention and Experiential Marketing has strong relation ($R2 > 0.67$). It can be interpreted that Purchase Intention is 93.7% effected by Experiential Marketing constructs and 6.9% by variables other than studied.

Boostrapping procedure was carried out to see the significance of path relation in structural model. It had to compare T-table (α 0.05 = 1.96) to T-statistics.

Hypothesis Testing Results

Derived from the test, the T-Stat results 2.368, original sample value 0.289 (p-value = 0.018), meaning H1 is met, brand image has positively and significantly effected on purchase intention. The second hypothesis, the results of the T-Stat 4,566, the original sample value of 0,539

(P-Value = 0,000), meaning that H2 is accepted. The third test, the results of T-Stat of 2,223, original sample value of 0,167 (P-Value= 0,027). meaning that H2 is met. Experiential marketing effects purchase intention positively and significantly. The fourth test, the results of T-Stat of 1,962, original sample value of 0,367 (P-Value =s 0,040), meaning that H2 is accepted. Brand image has a positive and significant effect on experiential marketing. The last one, confirms that T-Stat of 2,866, original sample value of 0,542, (P-Value =0,004), meaning that H2 is accepted. Product quality has effected positively and significantly on experiential marketing.

The Effect of Brand Image on Purchase Intention

Derived from the test, it can be inferred that H1 is accepted. This show that brand image has a positive and significant effect on purchase intention. It means the increased in brand image will also increase the purchase intention.

The Effect of Product Quality on Purchase Intention

Derived from the test, from these results it can be inferred H2 is accepted. Product quality has positive and significant effect on purchase intention. It indicates the higher product quality will make the higher purchase intention.

The Effect of Experiential Marketing on Purchase Intention

Derived from the test, it can be inferred that H3 is accepted that indicate experiential marketing has a positive and significant effect on purchase intention. In other words, the higher the experiential marketing, the higher the purchase intention.

The Effect of Brand Image on Experiential Marketing

Derived from the test, it can be inferred H4 is accepted. Brand image has the positive and significant effect on experiential marketing. The higher brand image will increase the more experiential marketing.

Table 9. Hypothesis Testing Results

Variable	Original Sample	Sample Mean	Standar Deviation	T. Statistic	P Values	Significance
Brand Image → Purchase Intention	0.289	0.283	0.122	2.368	0.018	Positive Significant
Product Quality → Purchase Intention	0.539	0.544	0.118	4.566	0.000	Positive Significant
Experiential Marketing → Purchase Intention	0.167	0.168	0.075	2.223	0.027	Positive Significant
Brand Image → Experiential Marketing	0.367	0.378	0.187	1.962	0.000	Positive Significant
Product Quality → Experiential Marketing	0.542	0.533	0.189	2.866	0.004	Positive Significant

Source: Processed data (2022)

The Effect of Product Quality on Experiential Marketing

Derived from the test, it can be inferred H5 is fulfilled. Product quality has positively and significantly effected experiential marketing. When product quality is higher, then experiential marketing will increase.

Result of this study in inline with researches conducted by Wardana and Savitri (2018) and by Iriani and Nurfitriana that brand image has a positive and significant effect on purchase intention (2020). Eka Hendrayani also said that brand image has an important role as mediating variable on customer purchasing decisions (Hendrayani et al., 2022).

It is also found in researches conducted by Suriyanti and Khoiriyawati (2020) and Soelasih that Product quality has positive and significant effect on purchase intention (2016). This research is also in line with researches conducted by Suriyanti and Khoiriyawati (2020) and Fatmawati and Soliha experiential marketing has a positive and significant effect on purchase intention (2017).

This result has proved researches conducted by Suriyanti and Khoiriyawati (2020) and Soelasih that brand image has the positive and significant effect on experiential marketing (2016).

And finally, researches conducted by Suriyanti and Khoiriyawati (2020) and Soelasih (2016) has proved that product quality has positively and significantly effected experiential marketing.

Conclusion

The following research conclusions inferred from the above analysis and discussion: Purchase intention was positively and significantly effected by both brand image and product quality. This shows that brand image plays a very important role in purchase intention. The high level of brand image will trigger more purchase intention. The similar condition applied to product quality.

Both brand image and product quality have positive and significant influences on experiential marketing. This presents that brand image and product quality have vital role in experiential marketing. The higher brand image will trigger the more experiential marketing. This will also apply on product quality to experiential marketing.

Furthermore, based on the t-statistic value that product quality has the most dominant value in influencing purchase intention and experiential marketing. So what can be used as a suggestion is that Scarlett products should be improved and maintain quality of Scarlett's products to keep

them safe, such as by maintaining product authenticity by creating certain characteristics to maintain quality.

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