

## Elizabeth Arden's Strategy in Winning the Millennial Market Competition through Celebrities

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### Abstract

*These digital influencers are third parties who have high popularity and do not always come from artists or public figures but have accounts with many followers. Instagram is a social media platform that is used by beauty teachers, or later also known as beauty vloggers because they often create and post videos about beauty. The phenomenon of digital influencers is growing along with the development of the digital world. The results of the research in the form of the role of digital influencers are associated with the context of promoting a product. Celebrities who have served as ambassadors for Elizabeth Arden are Vendela Kirsebom to promote products, while in the digital era, the role of social media is very important, especially influencers. The purpose of this study is to examine digital marketing strategies using influencers through social media. The methodology used is qualitative. The results of the study compete in a healthy manner to reach a large market in Indonesia, by utilizing technology through influencers in the beauty sector. To find out Elizabeth Arden's company marketing strategy through social media with influencers.*

### Keywords

competitive intelligence;  
Elizabeth Arden; Estee Lauder;  
instagram influencer



## I. Introduction

Instagram is one of the platforms used by beauty gurus, or later also referred to as a beauty vlogger because they often create and post videos about beauty. Social media is an example of a relatively recent development of information technology (Marbun *et al*, 2020). Instagram can be called the favorite social media for millennials in Indonesia. Of the 700 million total active global Instagram users today, more than 45 million of them are from Indonesia. This figure has increased significantly from 22 million active users in early 2016. Thus, Indonesia becomes the largest Instagram community in Asia Pacific. The phenomenon of digital influencers is growing along with the development of the digital world. However, studies on their role, especially in the promotion of a product, have not been found. This research is expected to be a reference for how the role of digital influencers is related to the context of the promotion of a product. From the statements above, this research: (1) focuses on describing digital influencers; and (2) the role of digital influencers in promoting products on social media.

The phenomenon of the presence of E-Commerce is expected to create new economic opportunities for individuals to become entrepreneurs who in the future are expected to expand employment opportunities. The results of the 2021 E-Commerce Survey show that of all businesses carried out data collection, up to December 31, 2021, 25.25 percent were carrying out E-Commerce activities, while up to June 30, 2021, 25.92 percent were recorded. This shows that although there is an increase, businesses that receive orders or sell goods/services via the internet in Indonesia are still relatively low.

Talking about E-Commerce will be related to the millennial generation. The term millennial generation is the generation born in 1980-1995, at a time when technology was developing rapidly. The majority of the age of the person in charge/owner of the E-Commerce business is in the range of 35-44 years (33.07 percent) and 25-34 years (24.79 percent). This phenomenon shows that the person in charge/owner of the E-Commerce business is the majority of the millennial generation who interact a lot with the rapid development of technology, including E-Commerce. When viewed from the producer's perspective, the results of the 2021 E-Commerce Survey show that 52.54 percent of those in charge and business workers are male.

One of Elizabeth Arden's ambassadors is Vendela Kirsebom. At that time it was not yet the digital era. Since Arden's death, the company products have developed perfume products and evolved into beauty products. In the process of gaining a name and also a millennial market share in other parts of the world, Elizabeth Arden also innovates, one of which is by looking at marketing strategies and also the current mastery of social media. In this study, the researcher also looked at previous research in the process of obtaining novelty. Research models using technology to compete in today's digital era, such as the previous research below.

Rico Budidarmo (2010) in his research entitled "Business intelligence system model in banking information technology decision making" (Study at Bank Rakyat Indonesia Bogor) states that, business intelligence systems in competitive competition require banks to better understand their external business environment in competing with other banking parties. In addition, this study emphasizes the advantages of IT as a competitive advantage for banks that have the ability to analyze competitive factors in providing decision-making strategies to anticipate competition using a competitive intelligence approach.

Furthermore, Sheila Wright (2004) with the title Competitive intelligence provides a marketing strategy, which emphasizes the value of the level of competitive intelligence in carrying out the marketing process and how the strategy is in carrying out promotions. So in this study, the emphasis is on interviews with marketing practitioners in several European companies related to strategy formulation in building a competitive intelligence process. Meanwhile, Robert Baum Gartner (2006) in his research entitled "Scalabe web data extraction for online market intelligence" stated that his research lies in an online market-based intelligence system with a study at the Lixto company (lixto.com). Here it is emphasized that the online market intelligence system is based on web technology which demands online intelligence to dominate the market. So in this study the concept of information systems science.

In a previous study, namely Andriani (2011) Model of the relationship of social capital, marketing competence (Marketing Intelligence and Marketing Innovation) in influencing marketing performance. To determine social capital on marketing performance and to prove the influence of marketing intelligence and marketing innovation on dominant marketing performance. The results of the study found that commitment is the most important factor in building social capital. Suryani (2014) review of the promotion mix of precious metal products at PT. Pegadaian (Persero) Tarandam branch. The purpose of this final project is to determine the form of the promotion mix for precious metal products at PT. Pegadaian (Persero) Tarandam Branch as well as knowing the obstacles faced in promoting precious metal products by the company. The results of this study PT. Pegadaian (Persero) Tarandam Branch in promoting precious metal products uses a promotional mix consisting of Advertising (Advertising), Consumer Promotion (Consumer Promotion), Events and Experiences, Public Relations (Public Relations), Direct Marketing (Direct Marketing), Interactive Marketing, Word of Mouth Marketing, Personal Selling.

In Ambar Sari Dewi's research (2020) regarding the role of social media, it has created new ways to interact, participate, collaborate, and synergize with various parties in everyday life, including business. This study provides a role for SMEs with limited resources and capabilities, especially women in carrying out activities on social media that can empower women and the role of women in the political, economic, social and cultural fields. The role of this woman when associated with this research, is that social media users, namely Instagram, can run their business independently through social media. The findings of this study are that the most effective social media are Facebook and Instagram as promotional platforms and are most often used to carry out their activities. Likewise with Elizabeth Arden's strategy in reaching the millennial market. One of them is through influencers, these beauty products are indeed one of the choices of young women in determining the products to be used, so using influencers through social media can be considered an effective strategy.

## **II. Review of Literature**

### **2.1 E-Commerce**

E-Commerce is a term used for business activities on social media. The following is an understanding of E-commerce is the use of communication networks and computers to carry out business processes. A popular view of e-commerce is the use of the Internet and a computer with a Web browser to buy and sell products. McLeod Pearson (2008: 59). E-Commerce is buying and selling transactions over the internet with social media, websites, and also the sales process. Business to Business (B2B) is a long-running business. And usually done several times and repeatedly by mutual agreement. The commonly used model is peer to peer, where processing intelligence can be distributed to both business actors. Both Business to Consumer (B2C) are general in nature, with services provided on a website basis. Services are usually used on request. Third Consumer to Consumer (C2C). In C2C a consumer can sell goods directly to other consumers, or it can also be called people who sell products and services to each other. Fourth is Customer to Business (B2C) Customer to Business is a business model where consumers (individuals) create value, and companies consume this value.

### **2.2 Digital Marketing Theory**

Digital Marketing helps companies promote and market their products and services. Digital marketing can find new markets that were previously unreachable. With the previous communication method, the limitations of distance, time constraints, and also time. Online shopping is an activity that includes Business to Business (B2B) and Business to Consumer (B2C). While in research, online shopping activities are associated with B2C so online shopping here is a buying decision made by individuals online. According to Heidrick and Struggless (2016:1) "the development of digital marketing through the web, mobile phones, and gaming devices, offers new access to unheralded and highly influential advertising". So why don't marketers across Asia shift their budgets away from traditional marketing such as TV, radio and print media to new technology media and more interactive media. According to Ridwan Sanjaya and Josua Tarigan (2016: 47) "digital marketing is a marketing activity including branding that uses various web-based media such as blogs, web sites, e-mail, adwords, or social networks.

### III. Research Method

The narrative method emphasizes a coherent storyline-plot, characters, and themes. Narrative researchers assume that stories occupy an important position in human cognition which has implications for social and political behavior - including in interpreting social and political events. Narrative relies on language as a mediator of thought and socio-political relations, in the form of the personal narrative and the master narrative. Personal narratives: represent reports that individuals generate about life events and the meaning of social and political categories. Narrative Master: representing cultural texts about the meaning of social categories that appear in cultural artifacts and mass texts such as media representations (Hammack, 2011). Fieldwork methods can collaborate with live subjects through interviews which are usually recorded and transcribed using documentation and observations that are theoretically interesting about how individuals acquire certain cultural, gender, or political identities (Frank, 1996).

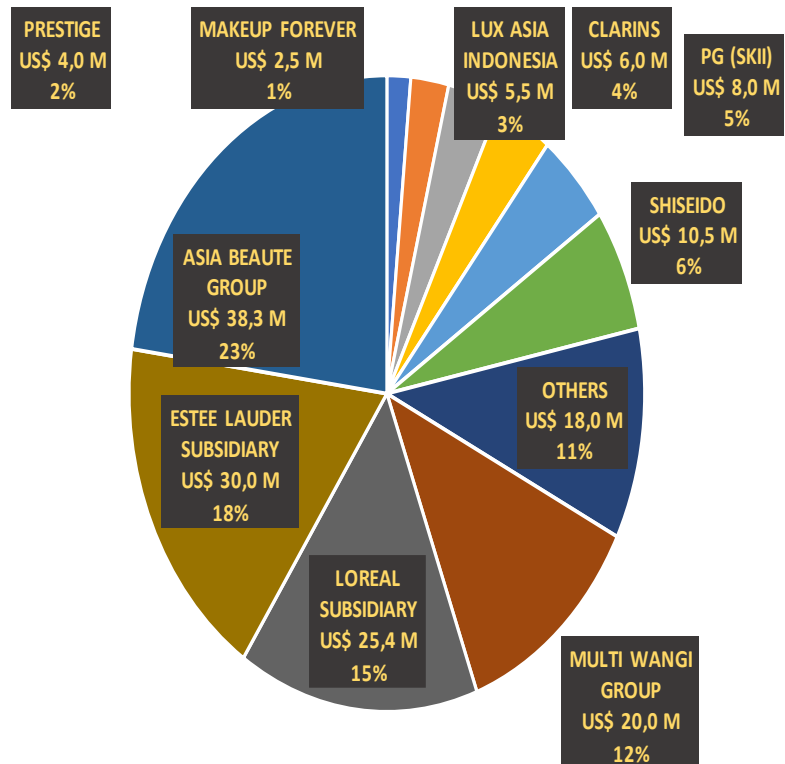
Information retrieval is done through snowball, meaning from informant to informant to obtain valid data. Interviews are of course carried out by conveying information from sources. The description is also carried out with information from the resource person when he was a child, and how the process of the resource person in carrying out activities in the environment, such as education, experience from childhood to when he started working, with a history of general work, job changes, including other interests and goals of the resource person. The instrument used is to use diaries, diaries, or journals from sources that are used to obtain information.

### IV. Results and Discussion

In 2006, Elizabeth Arden purchased a number of perfume brands from Riviera Concepts. New brands Elizabeth Arden has acquired include Alfred Sung, Hummer, Cynthia Rowley, Lulu Guinness, Bob Mackie and Badgley Mischka. Elizabeth Arden in Indonesia has 22 outlets spread across class A shopping centers/malls in Jakarta, Bandung, Surabaya, Solo, Medan. Elizabeth Arden's Instagram in Indonesia with the name @Beauty\_Phoria, has been around since 2015, per June 1, 2022, changed its name to @elizabetharden.id. Currently, he has 12,500 followers, and has posted 1,108 times in the form of videos and interesting photos. @elizabetharden.id/ quoted on June 3, 2022). In the concept of digital influencer theory, followers of a product and followers of digital influencers are very important. The role of beauty influencers is very influential on the development of the number of consumers and the public in introducing products.

To get followers on Instagram, we first follow our friends' accounts. Following can be obtained from friends who also use Instagram through social networks such as Twitter and Facebook; (11) Mentions: Popular social networks like facebook, twitter, and google plus have mentions feature which invites and triggers to call other users. Likewise with Instagram, we can mention other users to greet or call each other. Mentions can be applied both in captions and comments. (Atmoko, 2012). Facilities on Instagram include sharing insta stories. The purpose of uploading insta stories is to report to fellow users. Besides that, it also aims to get recognition and self-activation (personal activity) that states this is my style. The explanation above is an explanation of the social media work system in building a brand and also promoting products. Regarding beauty products, there must be competitors from one brand to another. There are several types of beauty products in Indonesia, based on data obtained from the Indonesia Beauty Market By Group, namely Asia Beauty Group, Estee Lauder Subsidiary, Loreal Subsidiary, Multi Wangi Group, and

Makeup Forever Clarins. For details on consumer segments in the form of percentages, you can see the data below:



Source: Indonesia Beauty Market By Group

There are several kinds of beauty products that have entered Indonesia, both domestic products, cooperation products, and also products from abroad. With the data that has been collected by PT. Mirabo Ayu, with a detailed percentage of beauty products used by customers in Indonesia. First, Asia Beauty Group reached 23% or reached 38.3 billion US\$, Estee Lauder Subsidiary reached 18% or US\$ 30.0 billion, in the third position was Loreal Subsidiary which reached 15% or 25.4 billion or US\$, in fourth position. Multi Wangi Group reached 12% or US\$ 20.0 billion, in fifth position, Makeup Forever reached 5% or US\$ 8.0 billion, in sixth position was Clarins with 4% or 6.0 billion.

Marijke De Veirman, Veroline Cauberghe & Liselot Hudders Marijke De Veirman, Veroline Cauberghe & Liselot Hudders in (2017). Findings from two experimental studies show that Instagram influencers with high follower counts are found to be more preferred, in part because they are perceived to be more popular. Importantly, only in limited cases, the perceived popularity caused by an influencer's number of followers increases the influencer's perception of opinion leadership.

In previous research according to Wright, Sheila (2004) the current state of CI in European companies, is there a relationship between CI and MSF, and if so, how does CI contribute to the marketing strategy process. The use of tactical CI suggests that some firms take a long-term strategic view of CI, but conversely, that tactical actions may be easier to identify, more regularly reported, and easier to measure. Pre-employment in many European companies on profit, contribution and other measures of financial success does not help. The problem with using increased market share as a performance measure is that it is very difficult to prove that the increase in market share is due to CI activity. Therefore, failure to use appropriate measures to highlight the effectiveness and benefits of CI

activities can result in a loss of credibility of the CI profile. Therefore, Ci's strategy at Elizabeth Arden is to use medium influencers, with a follower count of 20,000-50,000, so that it prioritizes the amount of momentum spread time promoted by influencers and can cover several market segments. And the reach of the area is wider, so the product can be known more widely.

Influencers used by companies usually have many followers, while competitive intelligence must also be adapted to effective company steps and also benefits for related companies to increase the company's profit value by using influencers and competitive intelligence to develop new products, promotions, and advertising campaigns. price cuts, investment in sales staff, exit or acquisition of key competitors, and a series of other tactical and strategic moves. This was also done by Elizabeth Arden in conducting a marketing intelligence study to find out the competitiveness of almost the same and similar products. In the business world, the originality of the innovation process and also the marketing steps are very important. What is usually a concern is the consumer response that comes from our followers, they will try to provide input and even creative ideas can emerge from input from consumers.

## V. Conclusion

The role of beauty influencers in developing the Elizabeth Arden brand is the hearts of consumers in using beauty products. They use influencers from Instagram. Usually these influencers will advertise products by posting, IG stories, or live Instagram to invite their followers to share beauty products. And it can also be linked to other social media such as Facebook, Twitter, Google Plus to mention the followers. So it will often appear on the digital layer. This can also go viral and in the end, the goal is to make the beauty product market known and used by the public, especially Indonesian women. With the digital marketing process through influencers to create interesting content and also how the innovation process can be formed. This process can be done with competitive intelligence and also the marketing intelligence process to find out the market in a certain time and determine the products that consumers want to buy. The role of influencers is to attract wider and loyal consumers to use the product.

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