

Implementation of Marketing Mix Strategy (4P) to Increase Sales of NOA Everyday Products (Lembang Branch)

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ABSTRACT

This study aims to analyze the application of the 4P marketing mix strategy which includes products, prices, places, and promotions at NOA Everyday Lembang Branch and its contribution to increasing sales. NOA Everyday is a local women's fashion brand from Bandung that carries the concept of simple, comfortable, and stylish to meet daily clothing needs. This study uses a qualitative descriptive method with data collection techniques through observation, semi-structured interviews, and documentation. The research informants were selected using purposive sampling, namely employees who are directly involved in marketing and store operations. The results of the study show that the 4P marketing mix strategy has been implemented in an integrated manner and has made a positive contribution to increasing sales. From the product aspect, NOA Everyday offers quality clothing with designs that follow market trends. From the price aspect, the company implements a competitive pricing strategy according to the middle market segment. From the aspect of place, strategic store location and presence on digital platforms expand the reach of consumers. From the aspect of promotion, the use of social media, e-commerce, and collaboration with influencers has been proven to increase brand awareness and sales. This study concludes that the optimal implementation of the 4P marketing mix strategy contributes positively to increasing sales and competitiveness of NOA Everyday Lembang Branch.

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1. INTRODUCTION

Marketing is a strategic activity that is fundamental to the survival and growth of a company. This activity encompasses a series of efforts to create, develop, and distribute products in order to meet consumer needs (Kotler, 2008). From a broader perspective, marketing can be understood as a total system of business activities designed to plan, price, promote, and distribute goods and services that satisfy the needs of both actual and potential buyers (Stanton, 2001). In an era of increasingly fierce

business competition, a company's ability to develop effective marketing strategies has become a primary determinant in sustaining its existence and increasing sales volume.

One of the strategic frameworks most widely adopted in the marketing literature is the concept of the marketing mix. Kotler and Armstrong (2012) define the marketing mix as a set of controllable marketing tools that a company can use to produce the desired response from its target market. This framework classically consists of four main variables: product, price, place (distribution), and promotion, which are collectively known as the 4P (Kotler & Keller, 2016). Each element holds a strategic role: product covers all offerings capable of satisfying consumer needs and wants (Kotler & Armstrong, 2012); price is the most flexible element that can be quickly adjusted to respond to market dynamics (Kotler & Armstrong, 2012); promotion serves as a communication mechanism to inform, persuade, and remind consumers about the products offered (Kotler & Armstrong, 2012); and place, which represents the distribution organizational system that ensures product availability to end consumers (Kotler & Armstrong, 2012).

The integrated application of the marketing mix has become crucial in the context of Indonesia's fashion industry, which is experiencing rapid growth accompanied by increasingly intense competition from both local and international brands. Shifting consumer behavior and the penetration of digital technology have transformed the conventional marketing landscape, requiring companies to adopt an omnichannel approach that combines offline and digital strategies (Kotler et al., 2021). In this context, local fashion brands need to understand the extent to which the implementation of the 4P strategy can contribute to sales growth amid complex competition.

NOA Everyday is a local fashion brand from Bandung that promotes the concept of simple, comfortable, and stylish for women's daily wear. As an entity operating in the local fashion market with a branch in Lembang, NOA Everyday faces a dual challenge: maintaining its local brand identity while competing with national and international brands that possess greater marketing resources. Although NOA Everyday has leveraged various digital platforms including social media, e-commerce, and influencer collaborations to expand its market reach, there has been no empirical study that systematically analyzes the extent to which the implementation of the marketing mix strategy contributes to sales growth at the store operational level. The limitation of previous research examining the implementation of the marketing mix in Indonesian local fashion brands, specifically at the branch level, constitutes the research gap that underpins this study.

Based on the aforementioned background, this study aims to analyze the application of the marketing mix (4P) strategy on NOA Everyday products at the Lembang branch and its influence on sales growth. Specifically, this study addresses the following questions: (1) How is the marketing mix (4P) strategy implemented at NOA Everyday Lembang branch? (2) How does the implementation of this strategy contribute to the sales growth process? and (3) Which marketing mix factors serve as enablers and barriers in the implementation of this strategy?

This study is expected to provide theoretical contributions to the development of marketing literature, particularly regarding the implementation of the marketing mix strategy in Indonesia's local fashion industry, as well as practical contributions in the form of strategic recommendations for NOA Everyday in optimizing the application of the 4P to enhance competitiveness and sales volume.

2. METHOD

This study adopted a qualitative paradigm with a case study design at NOA Everyday Lembang Branch to provide a deep and holistic understanding of *marketing mix* strategy implementation in a real business context (Creswell & Poth, 2018; Yin, 2018). The selection of this research locus was based on the branch's representation of the dynamics of the local fashion market with diverse consumer

characteristics. Participants were determined through *purposive sampling* with criteria that included individuals who possessed direct knowledge and experience in marketing, promotion, customer service, and store operations (Sugiyono, 2022), thereby obtaining informants capable of providing rich data regarding the implementation of *product, price, place, and promotion* strategies.

Data were collected through three main techniques to ensure the credibility of the findings. First, participant observation to obtain a direct overview of marketing and store operational activities, including product layout, transaction processes, and consumer interactions. Second, in-depth semi-structured interviews with selected participants to explore their experiences, perceptions, and strategies applied in managing the four elements of the *marketing mix*. Third, documentation studies by collecting data artifacts in the form of promotional activity photographs, social media content, product catalogs, and relevant sales records. Data source triangulation—observation, interviews, and documentation—was applied to ensure data validity and strengthen the validity of the findings (Sugiyono, 2022).

Data were analyzed using qualitative descriptive analysis techniques consisting of three iterative stages: data reduction, data display, and conclusion drawing (Miles et al., 2014). Data reduction was conducted by selecting and focusing data according to the research problem formulation regarding the implementation of the *marketing mix* and its contribution to sales growth. The reduced data were then presented in the form of descriptive narratives and thematic matrices to facilitate the identification of patterns, supporting factors, and barriers in strategy implementation. In the final stage, the researcher drew conclusions based on the extraction of main themes describing the effectiveness of the 4P *marketing mix* strategy, which were subsequently linked to relevant marketing theory and practice frameworks.

3. FINDINGS AND DISCUSSION

Results of Marketing Mix (4P) Strategy Implementation at NOA Everyday Lembang Branch

The findings of this study reveal that the implementation of the *marketing mix* (4P) strategy at NOA Everyday Lembang Branch has been systematically integrated and has provided a substantial contribution to sales dynamics and the formation of the brand's competitive position in the local fashion market of the Greater Bandung area. The implementation of the four marketing mix elements—*product, price, place, and promotion*—does not operate in isolation, but rather interacts with and reinforces one another to create a coherent *value proposition* in the minds of consumers. This approach aligns with the postulates of Kotler and Armstrong (2012), who emphasize that the success of a marketing strategy depends on the company's ability to align and synchronize all elements of the *marketing mix* in order to produce the desired response from the target market.

From the *product* perspective, NOA Everyday Lembang Branch offers a women's clothing collection that explicitly focuses on three main value pillars: *simple, comfortable, and stylish*. The marketed collections include various product categories, ranging from tops (t-shirts, shirts, blouses), bottoms (pants, skirts), to *outer* garments (cardigans, blazers, lightweight jackets), all of which are designed to meet the everyday wear needs of the urban female segment. Based on the results of observation and in-depth interviews, material quality is a top priority in every product line; the materials used are selected based on criteria of comfort, durability, and suitability for Indonesia's tropical climate. Informants stated that consumers repeatedly provide positive *feedback* regarding product comfort, indicating that NOA Everyday has successfully fulfilled its *brand promise* in terms of physical product quality. Furthermore, the product design aspect not only follows current fashion trends but also maintains a minimalist and elegant brand identity, thereby creating a consistent and easily recognizable visual identity for consumers. The strategy of periodic collection updates is carried

out with a *fast-moving* cycle that is adapted to the dynamics of local *fashion trends*, which according to informants is an effort to maintain *top-of-mind awareness* and prevent *boredom* among loyal consumers. The wide variety of available color and size options is also a significant added value, allowing the brand to reach a heterogeneous consumer segment with diverse preferences and body types, while simultaneously differentiating NOA Everyday from competitors who tend to offer limited variations within a single product line.

The *price* aspect demonstrates a pricing strategy that refers to the principle of *competitive pricing* while still remaining within an affordable range for the *middle-income segment*. The product price range is differentially adjusted to the quality of materials, design complexity, and the aesthetic value inherent in each *item*. This strategy reflects a *value-based pricing* approach where price not only reflects production costs but also the perceived value felt by consumers. In addition to regular pricing, NOA Everyday consistently applies *promotional pricing* strategies during strategic moments, such as major religious holidays, year-end periods, *year-end sales*, and new collection launches (*new arrivals*). According to informants, this discount strategy is effective in driving *impulse buying*, increasing consumer *traffic* to the store, and accelerating product stock turnover. Interview results indicate that pricing considered reasonable and commensurate with product quality is one of the determinant factors driving consumer satisfaction, positive *word-of-mouth*, and *repeat purchase intention*. In the context of competition, this pricing policy is considered capable of positioning NOA Everyday as a local brand with a favorable *price-quality ratio*, especially when faced with competitive pressure from international *fast fashion* brands as well as new local labels that often use a *price war* strategy for market penetration.

The *place* or distribution dimension illustrates the implementation of an *omnichannel retailing* strategy that synergistically integrates physical and digital channels. Geographically, NOA Everyday Lembang Branch is located in Karsaland, a commercial and tourist area with high *foot traffic* that is easily accessible by locals and domestic tourists. The presence of this *brick-and-mortar store* provides an *experiential shopping* advantage that allows consumers to see, touch, try on, and feel the actual quality of the product—a *tangible* aspect that cannot be fully replaced by digital channels. However, adopting modern distribution principles, NOA Everyday does not rely solely on its physical store. The brand has expanded its distribution reach through an active presence on digital platforms such as Instagram, TikTok Shop, Shopee, and Tokopedia. This *omnichannel* strategy has proven effective in increasing product accessibility for consumers who are more comfortable shopping *online* or who are outside the geographical reach of Lembang. Informants emphasized that the key to the success of this distribution strategy lies in an integrated inventory management system, where stock coordination between the physical store and the *online* warehouse is managed in *real-time* to prevent *overselling* or *stockouts* that could damage the *customer experience*.

The *promotion* strategy at NOA Everyday Lembang Branch reflects a paradigm shift from conventional marketing toward *digital-first marketing*. Social media, particularly Instagram and TikTok, serves as the backbone of marketing communications to build *brand awareness* and attract the interest of potential consumers. Promotional content that is uploaded consistently and periodically includes product photos with strong visual aesthetics, *styling* videos that provide clothing combination inspiration (*mix and match*), as well as testimonials and *user-generated content* from customers that function as *social proof*. Collaborations with local *micro-influencers* and *content creators* further strengthen the brand image among the primary target market, namely young women aged 18–35 who are active social media users. From a theoretical perspective, this approach aligns with the concept of *influencer marketing* that is effective in increasing *engagement* and *trust* in the brand (Kotler et al., 2021). In addition to digital efforts, promotional strategies also include customer loyalty programs such as special discounts for purchasing several *items* at once (*bulk purchase*), product *bundling* offers, and *flash sales* on

marketplaces during certain *events* that have proven capable of significantly increasing sales volume in the short term. The combination of digital promotion and direct promotion in the physical store creates a synergy that makes NOA Everyday's promotional strategy more comprehensive, measurable, and adaptive to contemporary consumer behavior.

Supporting and Inhibiting Factors in Marketing Mix Implementation

Further analysis identifies internal and external factors that influence the effectiveness of *marketing mix* implementation at NOA Everyday Lembang Branch. The main *driving factors* include: first, consistent product quality that has been tested and serves as the foundation for consumer *trust* and long-term loyalty; second, an internal marketing team that is creative, adaptive, and responsive to changes in digital trends and social media *algorithms*; third, a strategic physical store location in the Lembang tourist area that attracts tourists and locals with relatively high *purchasing power*; and fourth, a broad and integrated digital distribution network through various *e-commerce* platforms and social media that allows the brand to reach markets beyond the limits of the physical geographic boundary.

Conversely, there are also *constraining factors* that require serious attention from management. These factors include: first, significant demand fluctuations influenced by *seasonality* and rapidly changing fashion trend cycles, which can result in *overstock* of seasonal products or *understock* of currently *trending* products; second, increasing competitive intensity from local and international fashion brands that offer similar products at more competitive prices, thereby pressing *profit margins* and forcing continuous innovation; and third, limited production capacity that sometimes cannot meet demand spikes during certain peak periods, such as long weekend holidays or major *events* in Lembang. These findings underscore the importance of NOA Everyday management conducting strategic evaluation and *continuous improvement* across all elements of the *marketing mix*, in order to maintain a competitive position and ensure

4. CONCLUSION

Based on the results of the research and discussion conducted, it can be concluded that the implementation of the 4P marketing mix strategy at NOA Everyday Lembang Branch has been carried out in an integrated manner and has made a positive contribution to increasing sales. In terms of product, NOA Everyday has successfully maintained consistent quality and continuously innovated its collection designs to meet market preferences. In terms of price, competitive pricing and periodic discount strategies have proven effective in attracting consumer interest and encouraging purchasing decisions. In terms of place, the combination of a physical store in a strategic location and a presence on digital platforms enables NOA Everyday to reach a wider range of consumers. In terms of promotion, the use of social media, collaboration with influencers, and customer loyalty programs have successfully increased brand awareness and retained loyal customers. The main supporting factors behind the success of this strategy are maintained product quality, an innovative marketing team, and the store's strategic location. Meanwhile, the inhibiting factors that require attention include seasonal demand fluctuations, intense competition in the fashion industry, and limited production capacity. This study recommends that NOA Everyday continue to optimize its well-established marketing mix strategy while increasing production capacity and expanding digital distribution channels to address increasingly competitive market challenges. The consistent and adaptive implementation of the marketing mix strategy is considered the key to maintaining and enhancing NOA Everyday's competitiveness in Indonesia's local fashion market.

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