

**COMPARISON OF MARKETING STRATEGY
FOR BALM AROMATHERAPY IN THE
COSMETIC INDUSTRY:
A QUALITATIVE RESEARCH.**

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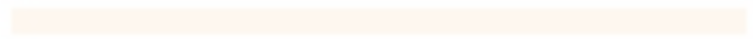
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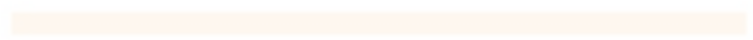
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by

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Bachelor Entrepreneurship (Commerce) with Honours

**Faculty of Entrepreneurship and Business
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Comparison of Marketing Strategy for Balm Aromatherapy in the Cosmetic Industry: A Qualitative Research.

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***Abstract:** This study utilizes an applied research approach to help the founders of a balm cosmetic company to decide on managing their venture. Therefore, the purpose of this study is to compare the marketing strategy employed by the company that sells balm aromatherapy within the cosmetics industry. One of the main issues that affect the cosmetic industry and marketing strategy is the market shrinking. The number of competing cosmetic industries is, therefore, significant. Since there are significant differences among cosmetics, competitors may choose to market various goods. In that regard, the 4 Ps can be applied to the development of new products, evaluation of current products, and efforts to increase sales of the existing products. 4 Ps is one of the essential marketing strategies to solve the problem. This study used the 4 Ps marketing strategy as a research framework. A qualitative research approach used to achieve the purpose of this study. The data source is balm aromatherapy companies' digital platform. This study used a purposive sample technique for the selection of sample and content analysis for data analysis technique. The findings from the document analysis based on 22 aromatherapy balm-based companies reveal how aromatherapy balm-based products are connected to the marketing mix. The data were extracted and analyzed according to the objective of the study. This study has discovered that comparing balm-based aromatherapy companies' marketing approach is successful. This study suggests that future research recommends a focus on the qualitative and quantitative validation of the use of marketing strategy in the cosmetic industry.*

Keywords: *cosmetic industry, marketing strategy, balm aromatherapy*

CHAPTER 1: INTRODUCTION

1.0 INTRODUCTION

The introduction presents the background of the study, problem statement, research questions, research objectives, the scope of the study, the significance of the study, and the definition of terms, and eventually focuses on the organization of the proposal with the summary.

1.1 BACKGROUND OF THE STUDY

Many people believed cosmetics were only for adult women before the 1990s, but today's reality is different. Young guys and females are potential new markets for cosmetic enterprises. Additionally, the present trend is moving toward a more natural way of living in practically all businesses, including the cosmetics industry. In this context, balm formulas are the most often used cosmetic items to improve appearance (Natalia Dushkina, 2013). Balms provide a natural means of sustaining and advancing health (PCC Group, 2022). The foundation of today's cosmetic goods is powerful chemicals that have various adverse effects (Tamatom, 2022). The aromatherapy balm, oils, and essential oils used to make the balm-based product can be evaluated for their pleasant flavor, smoothness during the application, adhesion, and ease of purposeful removal, among other qualities.

According to the study made in developed and developing nations, the cosmetics market has been multiplying. One of the markets with the fastest growth in Asia's cosmetics sector. Asia Pacific's market worth has risen to more than US\$70 billion, making it the second-largest market behind Western Europe, and Malaysian consumers spent over US\$407 million on cosmetics and toiletries, and imports largely satiated this demand (Mohamed Azmi Hassali, 2015). The market for cosmetics is primarily driven by skin care products, which have a value of US\$229 million, followed by eye color cosmetics, which have a value of US\$20.6 million (Rani, 2018).

The top three importers of cosmetics and toiletries into Malaysia in 2013 were the United States, Japan, and Thailand, with imports totaling roughly US\$295 million (Toiletries and Skincare Market Overviews, 2015). It has been discovered that Malaysian customers are more likely to utilize imported cosmetics items because of the country's strong marketing and promotion efforts and rising income. However,

only a few academics have examined the connection between marketing strategy and the cosmetics industry based on aromatherapy balm.

Meanwhile, cosmetics are made up of mixes of chemical components that are either derived from natural sources or generated synthetically. Cosmetics serve a variety of functions. The body or skin can be cleansed or protected using those intended for personal care and skin care. Even though many distinct types of cosmetics are used for a wide range of various objectives, all cosmetics are commonly administered externally (Schneider et al., 2001). These items can be used on the body, the face, and the hair. In that context, the balm is a product that has a soothing component that is between a solid and liquid consistency. One of the definitions of the word "balm" is something that resembles an ointment. Its origins are in the word balsam, a sticky material derived from trees. The word can also be used metaphorically.

A marketing strategy is the long-term planning of the company's desired business outcomes (Varadarajan & Menon, 1988). For these to be accomplished, it is crucial to carefully select the exact activities to boost market sales or solidify the reputation of goods and services (Hudson, 2022). Using opportunities is essential for locating the target market and building client loyalty to strengthen the company's standing. A company can specify how its business positions itself in the market, the kinds of products they produce, the strategic partners they choose, and the kinds of advertising and promotion they engage in with a marketing strategy. Any firm must have a marketing strategy in place to be successful. The 4 Ps represent the crucial factors that must be carefully thought out and put into practice to market a good or service successfully. Product, price, place, and promotion make up this list.

Each year, the billion-dollar beauty sector expands its market share. A cosmetic industry-based company must have a marketing strategy that gets them in front of their target market and persuades them to buy the product if they want to stand out. According to research, marketing strategy implementation is not a question of standardization, rationalization, or localization but is an issue of knowing when to utilize each (Levitt, 1983). Effective marketing strategy adoption can be determined by examining the organization's foundation. Adopting a marketing strategy compatible with the multinational's corporate strategy can achieve a competitive

advantage in the global marketplace (Walters, 1986). In a time when individuals are increasingly cautious with their money, cosmetic companies must rely on advertising and brand recognition to survive (Drucker, 1995). The cosmetics business is seeing an increase in online interactions as a new marketing channel and a decline in other conventional marketing channels, like home phoning.



1.2 PROBLEM STATEMENT

The cosmetic industry mainly faces three problems. Firstly, the global market for cosmetics has been facing a “market shrank.” The worldwide cosmetics industry declined by almost 19% in 2020 compared to 2019 (Petruzzi, 2022). Cosmetics is one of the sectors that has suffered the most. Many enterprises are in financial trouble due to the advent of Covid-19. 2020 was expected to be a year of high sales and growth, but the epidemic is still claiming lives, and the world economy is still declining (Suprapak, 2020). The fallacies can only dispel if they have training in medicine or are exceptionally informed about health and beauty (Gualtieri, 2022). The cosmetics industry consists mainly of skincare, haircare, makeup, fragrances, toiletries, deodorants, and oral cosmetics.

Secondly, marketing myths are one of the problems faced by the cosmetic industry. Bloggers, TikTok, beauty magazines, influencers, and businesses promote myths about the sector. According to research (Nobile, 2016), it is assured by many statistics show that there are numerous marketing myths. According to new research (Sinacola, 2021), the fallacies are only possible to dispel on a consumer's own if they have training in medicine or are exceptionally informed about health and beauty. Examples of marketing claims lacking scientific backing include skin whitening cosmetic products, including collagen in all products, and the superiority of natural products over non-natural ones. According to "TheStar," Malaysia's Health Ministry has canceled the notification of four cosmetic products. The products were found to contain scheduled poisons and are no longer allowed to be sold in Malaysia. According to Dr. Noor Hisham, Mercury is banned in cosmetic products because it can harm health. He says that using tretinoin without the supervision of a health professional can cause the rubbed part of the skin to become red, uncomfortable, sore, flaky, and hypersensitive to sunlight: marketing myths and false information cause damage to the cosmetic market in general.

According to Reports and Data, most components are "not regulated," which presents a "significant barrier" to the sector's growth. The report is titled Cosmetics Market By Product Type, By Gender, By Distribution Channel, and Region Forecast to 2030. There is no regulation on any of the substances in our cosmetic goods. Particularly in the United States, this problem occurs. The Food and Drug Administration (FDA) states that "the legislation does not require that cosmetic goods

and chemicals, other than color additives, undergo Food and Drug Administration (FDA) clearance before being placed on the market." That certainly raises serious concerns among users.

On the other hand, many customers would instead be murdered by health-hazardous components than be self-aware of the chemicals in their shampoo since the economy is still not doing well and the population is growing. There is no regulation on any of the substances in our cosmetic goods. This is another major problem faced by the cosmetic industry and market.

However, previous research still needs the information needed by other researchers to referee. Therefore, data on cosmetics products based on aromatherapy balms are challenging to find on the internet and in reading materials. Only a few researchers are studying balm aromatherapy issues and prefer other cosmetic products. This study will address some issues that will help future researchers find information that can be linked to their research.

1.3 RESEARCH QUESTIONS

The research questions of this study are:

- i. What are the value propositions that balm aromatherapy products provide in the market?
- ii. What is the range of retail prices for balm aromatherapy products versus weight in the market?
- iii. What distribution strategy has been adopted for balm aromatherapy products in the market?
- iv. What is the promotion strategy adopted for balm aromatherapy products in the market?

1.4 RESEARCH OBJECTIVES

The main objective of this research is to study the marketing strategy for the cosmetic industry:

- i. To identify the value proposition that balm aromatherapy products are provided in the market.
- ii. To identify the retail prices range for balm aromatherapy products versus weight in the market.
- iii. To identify the distribution strategy that has been adopted for balm aromatherapy products in the market.
- iv. To identify the promotion strategy that has been adopted for balm aromatherapy products in the market.

1.5 SCOPE OF THE STUDY

This proposed study aims to identify marketing strategies for aromatherapy balm in the cosmetics industry based on element 4 Ps, which are price, promotion, product, and place. The use of elements 4 Ps in studying marketing strategies facilitates researchers to compare cosmetics companies and answer all research questions. This study will use a marketing mix instead of social media marketing because social media marketing strategy focuses only on the form of digital marketing only compared to mixed marketing, which can help researchers analyze consumer and market behavior more, online or offline.

This study uses qualitative methods to gain a deep understanding of what is being studied. The information obtained from this qualitative method will also be more detailed than the quantitative. Researchers do not use quantitative methods as they take general public views to obtain data. These methods will provide different answers in the opinion of individuals compared to qualitative that obtain direct information from the product or service studied.

This study will go through the companies that produce aromatherapy balm-based products on purpose because this individual fits the profile for this study. There are 22 aromatherapy balm-based cosmetic industries in the research sample, and this study will also collect data based on element 4 Ps: product, price, place, and promotion. For example, between certain famous aromatherapy balms products like Himalaya and Tasneem. The target population that used to identify the interest in researching and analyzing to define this research in detail.

The study will use the document analysis method to obtain all data on aromatherapy balm products. This study is considered focused on aromatherapy balm cosmetic industries. Researchers will obtain all data through reading, searching on the internet, and others to answer the study objectives. This study uses a different method than the interview method as it is more problematic as it needs to study 22 cosmetics companies.

1.6 SIGNIFICANCE OF STUDY

Marketing strategy has a much positive impact on the business industry today. This study will also contribute to the various individuals who know that the cosmetics industry has received much response despite the expensive product prices and how their strategy has the impact that attracts customers to buy their brand products.

This study will look at the connection between marketing strategy and the balm-based cosmetics market, which will help students and cosmetic firms learn more about marketing strategy. They will be able to collaborate with their firm to determine the target market and develop various strategies to increase customer value. Their marketing skills will increase the range of career alternatives.

In addition, this research provides new knowledge and value to the individual who reads this study. They will acquire and know the value proposition provided by each product to the user. Thus they can conclude which are the best product that provides attractive value propositions and can increase knowledge of foreign product value propositions from consumers. This is because the researchers collect all the data on the products widely used by consumers in Malaysia. This can help to make decisions based on the data obtained from this study.

This will also help individuals identify the retail price of various aromatherapy balm products compared to the market weight. Here the researcher will provide the price of each product by weight, and the prices are obtained from the company's source of websites and other sources such as Shopee, Instagram, and Facebook. So they will be able to conclude whether it is worth the weight at the price offered or not.

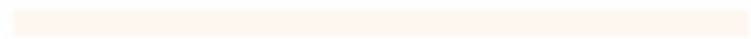
Next, will be able to identify the distribution strategies used by each cosmetics company to market their products and the promotion strategy that has been adopted. This study will open the minds of new entrepreneurs to how important distribution and promotion strategies are in raising their product brands. This can also give entrepreneurs new ideas to take one of their strategies in the business. In this study, the researcher provides 18 companies and must have various examples of distribution and promotions used by each company.

In addition, with much information the researcher will provide about the marketing strategy for aromatherapy balm, it will be able to assist and use by researchers, students, and academics to serve as a guideline for future studies. They

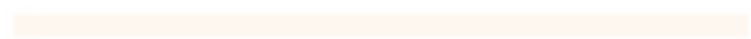
can use the source of this report to boost the research. Through the data and analysis that our research will provide, future researchers can also explore other capabilities from the marketing strategy in enhancing their brand to penetrate the global market.



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1.7 DEFINITION OF TERM

1.7.1 MARKETING STRATEGY

Marketing strategies are the overall plan of a business to reach potential consumers to make them customers for the products and services provided by the business.

1.7.2 COSMETIC

Cosmetics is a beauty tool used by individuals to cleanse and improve skin, hair, or body. These cosmetics are used for external treatment only.

1.7.3 AROMATHERAPY

Aromatherapy is a healing treatment that uses natural ingredients or plants to promote the well-being and well-being of one's body. Aromatherapy is also a treatment that can improve one's health, mind, and spirit.

1.7.4 BALM

According to Cambridge Dictionary, balm is an oil that comes from particular tropical trees and is used primarily to treat injuries or reduce pain.

1.8 ORGANIZATION OF THE PROPOSAL

This proposal is in three chapters. The first chapter focuses on the introduction and follows with the background of the study, the statement of problems, the research question, the research objective, the scope of the study, the study of significance, definitions of the operational terms, and lastly, focus on the organization proposal with the summary. This will give an overview of what the researcher wants to achieve and know more about the title.

The second chapter will focus on reviewing the literature of previous studies and research with the conceptual framework and proposition. Besides, this study covers a review of issues related to marketing strategy and the cosmetic industry and findings related to marketing strategy and balm aromatherapy which are related to our research and concludes this chapter one. Here, the researcher will explain the study based on the information and knowledge of the relations of the issues to be studied.

The third chapter focuses on the research methodology section, which involves the methods and techniques in the introduction. Besides, the type of research, research design and strategy, sampling strategies, data collection methods, and data analysis process research summary is a sum up for this chapter. This section will provide a detailed plan that helps keep researchers on track and make the process smooth, effective, and controlled.

The fourth chapter focuses on the research findings of the data collected from aromatherapy balm-based companies. The findings will be raised about the research objectives stated in the study. Besides, a summary is a sum of this chapter. This section will provide a detailed comparison of the marketing strategy for balm aromatherapy in the cosmetic industry, showing that the marketing mix is related. The content analysis shows that the marketing mix affects balm aromatherapy products.

The fifth and final chapter will present the results of the data collected from aromatherapy balm-based companies, implications, and recommendations for future research for more study and conceptualization. Furthermore, the summary finishes this chapter.

CHAPTER 2: LITERATURE REVIEW

2.0 INTRODUCTION

The previous chapter provides an overview of the study context marketing strategy for the cosmetics industry. This chapter presents a related literature review on the marketing mix, which is the balm-based cosmetic market. The first section of the chapter concentrates on the aspects of cosmetic industries. Next are the conceptual terms, such as cosmetics, aromatherapy, balm, and marketing strategy. The following section focuses on the conceptual framework and proposition, an essential part of this literature review because the researcher elaborates more detail about 4ps. The final segment of the chapter focuses on the relationship between marketing strategy in the cosmetic industry, issues, and findings related to marketing strategy.

2.1 THE COSMETIC INDUSTRY

According to new research, cosmetics have existed for a very long time. People frequently associate "cosmetics" with feminine products like perfume and makeup (Singh, 2012). There are many different types of cosmetics, including powders, body makeup, soap, shampoo, and toothpaste. When humans painted their bodies for religious rites, battles, and mating rituals thousands of years ago, we may trace the history of cosmetic usage back to that time. Makeup, perfume, toothpaste, shampoo, and deodorant are just a few examples of the many things that fall under the umbrella term "cosmetics," which are intended to improve one's appearance. Many people believed cosmetics were solely for adult women before the 1990s, but today's reality is different. Young guys and girls are potential new markets for cosmetic enterprises.

One definition of "industry" is the arts by which valuable products are produced, as opposed to trade and commerce, by which such articles are distributed (Singh, 2012). This definition includes manufacturing, mining, agriculture, and more. When we refer to a country's industrial development, we are referring to the advancement of its numerous industrial sectors. However, in this context, we are talking about the industry in the sense of diligence or regular engagement in a worthwhile activity. The industry is a habit necessary for success in any job, company, or art. The casual worker or idler could become highly wealthy via pure chance, but in general, inactivity or even sporadic and irregular effort results in failure.

Cosmetics are essential in today's lifestyle. Additionally, the present trend is moving toward a more natural way of living in practically all businesses, including the cosmetics industry (Estrin, 2019). The business that creates and sells cosmetics is known as the cosmetics industry. These include hair care products like shampoos, conditioners, and hair colors; cosmetics products like foundation and mascara; skincare products like moisturizers and cleansers; and amenities like bubble baths and soap. Although a limited number of early 20th-century multinational enterprises dominate the production sector, many companies are involved in the distribution and retail of cosmetics (Cosmetic industry," 2022).

According to new research, both in industrialized and emerging nations, the cosmetics sector has been increasing and growing (Azmi Hassali & AL-Tamimi,

2015). For individuals interested in this area, the ongoing growth and evolution present an excellent opportunity to market their cosmetics items. The "cosmeceuticals" segment is gaining industry attention and piquing the interest of the most observant customers (Vermeer, 1996). According to new research, the industry still uses this term, and the development and marketing of cosmeceuticals still fall somewhere between the specific advantages of cosmetics and pharmaceuticals (Brandt et al., 2011). The Asian market for cosmetics is one of the markets with the quickest growth rates, according to information from *Cosmetics Market Overviews 2014* Compiled by U.S., n.d.

The market leaders in cosmetics, the major corporations, appear to have every competitive advantage (Wagner, 2017). Small businesses that seek to enter the cosmetics industry, whether by creating their line of goods or serving as a distributor for a manufacturer's cosmetic line, also benefit from several factors. Looking at all types of industry leaders that produce balm products, they have tried to make quality products using natural ingredients. Every ingredient used provides different effects for the benefit of one's body. Although a company has built loyal customers to buy its products, new customers are also the key to measuring its business for the long term (Brett Smith, 2013). Aromatherapy balm products have attractive potential due to the growing demand for natural cosmetics.

In conclusion, comparison to past years, the cosmetics industry is predicted to experience faster steady value growth in the years to come. Over the upcoming years, it is anticipated that spending on personal care goods will increase. Sales to consumers are anticipated to increase significantly as more people learn about current products, and new products are released into the expanding market.

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2.2 THE CONCEPTUAL OF TERMS

Simple definitions of several key terms are presented to provide background information for the paper: cosmetics, aromatherapy, balm, and marketing strategy are covered here.

2.2.1 COSMETICS

In general, cosmetics products are often known as makeup or products used externally to beautify an individual. At the regulatory control stage, cosmetics have a more detailed and precise definition of materials or excellence to be used on the exterior of the human body, such as skin, hair, nails, lips, the exterior of the human genital organs, teeth, or mucous membranes in the mouth intended for cleaning, fragrant, change the appearance, eliminate body odor, protect, and maintain in good condition. Cosmetic products include lipstick, face powder, mascara, and other personal cleanings products such as shampoo, body soap, and dental care products.

However, customers always think that beauty products taken or consumed are also cosmetic because cosmetic claims are used on the product, such as beautifying or moisturizing the skin. This assumption is wrong because cosmetics products can only be used on the exterior. Therefore, any product consumed or consumed cannot be categorized as a cosmetic product but should be classified as a health, traditional, or food supplement product.

Referring to the MyHealth Portal, several agencies are regulating these products, the National Pharmaceutical Regulatory Division (NPRD) and the Food Quality Control Division (BKRM) under the Ministry of Health Malaysia. NPRD controls cosmetics products marketed in Malaysia; companies wishing to market the product need to notify NPRD and ensure that the material used is in the concentration or limit and conditions allowed and proper use.

Advertisements related to cosmetic products need to comply with the guidelines set. Cosmetics products in the market are also constantly monitored by NPRDs to ensure the safety and quality of the product as well as comply with the legal requirements.

Cosmetic products contain various ingredients that can be classified as natural ingredients and synthetic ingredients. The formulation of a cosmetic product can

consist of either a mixture of synthetic and natural ingredients, synthetic ingredients, or natural ingredients only.

Natural materials are generally based on plant, animal, or mineral sources without undergoing any chemical process or containing chemical compounds. It is usually added to a cosmetic product and serves as its main ingredient. Meanwhile, synthetic materials are materials produced through chemical reactions or materials derived from natural sources that have been chemically altered.

Therefore, every user needs to be careful in choosing cosmetic products and know a little about the chemicals commonly used in the formulation of cosmetic products because these substances may be absorbed through the skin.

Consumers are advised to read product labels and pay attention to warning labels for some ingredients used in cosmetic product formulations to ensure they are safe to use. Examples of chemicals usually used in the formulation of cosmetic products are Alpha hydroxy acids or AHA, Ammonium lauryl sulfate, Collagen, Formaldehyde, Glycerin, Lanolin, Paraben, and many more.

The use of cosmetic products that contain natural ingredients is becoming more and more popular among consumers. This is because many users think or believe that such cosmetic products are safer and have fewer or no side effects than cosmetic products containing synthetic ingredients. Many consumers think that 'natural ingredients guarantee safety.

Hence, cosmetic product manufacturers try to replace synthetic ingredients with natural ingredients in the production of cosmetic products to meet the needs of consumers. Another example is 'dermatology tested'; it does not make the cosmetic product not have side effects while a human is born with different skin like oily skin, sensitive skin, dry skin, Etc.

2.2.2 AROMATHERAPY

Aromatherapy is derived from two words, aroma & therapy. Aroma means fragrance or fragrance, and therapy means a treatment method for a health problem. Therapy is usually a term used for external treatment methods, either direct or indirect therapy. So, the term aromatherapy relates to solving a personal health problem using the aroma of natural resources. Aromatherapy is an essential oil-based essential oil that is produced to improve one's psychological and health conditions. It is an alternative therapy other than conventional treatment (Babar, 2015).

Aromatherapy is most widely used as a perfume, providing a natural fragrance to the wearer and the people around it. However, aromatherapy is more than just a fragrance; it is made specifically for personal therapy for various external and internal problems. Care with the aromatherapy method is usually by smelling its aroma through the nose or rubbing its oil on the skin.

The essential oils are also commonly used on the external body as massage therapy or after bathing. It is generally suitable for almost all ages, from children to adults depending on the type and ingredients used. Aromatherapy, or essential oil therapy, refers to a range of traditional, alternative, or complementary therapies that use essential oils and other aromatic plant compounds. The National Association for Holistic (NAHA) defines aromatherapy as the therapeutic application or the medicinal use of aromatic substances (essential oil) for holistic healing (NAHA, 2023).

Wound healing is among the primary roles of aromatherapy ingredients used in ancient times. Some plants have anti-bacterial, anti-viral, and anti-inflammatory (anti-inflammatory) properties on the skin. Because, at that time, everything was based on plants before the beginning of the era of modernization in the field of medicine (Sonam et al., 2017).

Aromatherapy is also used in skin care because the oil can be absorbed into the skin and enter the bloodstream. Each ingredient in the aromatherapy product has essential oils with different effects, so it is essential to understand the effects of the aromatherapy oil so that the individual who uses the product does not suffer from allergies. Aromatherapy has several benefits: reducing fine lines caused by aging,

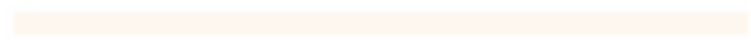
treating insect bites and bee stings, slowing down aging and damaged or dry skin, and treating skin diseases (Destriyana, 2012).



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2.2.3 BALM

The balm is a moisturizer that is not concentrated, without water, that delivers oil directly to the skin. The balm is a fragrant cream or liquid used to heal or soothe the skin. A scholarly definition, a balm is a cream or liquid with fragrant qualities and is often referred to as a balm. Balm generally contains essential oils, butter, carrier oils, and waxes.

It cleanly disseminates the scent of essential oils in a diluted and controlled way. Essential oils come on their own or blended with other aromatherapy essential oils. They can be used in oil burners or diffusers for changing the mood and energy of a room and directly to the skin when blended with a carrier oil for massages and moisturizing properties (Sharon, 2013).

In simple words, essential oil and balm are semantically related. For example, ingredients for aromatherapy balms vary, depending upon the aromatherapist and where you intend to apply the balm. Usually, the balm is made up of a mixture of butter (cocoa, butter, shea butter), beeswax, and carrier oil (Sharon, 2013). So, aromatherapy balm is the product people use to relieve pain, improve mood, and promote a sense of relaxation. Several essential oils, including lavender, rose, orange, bergamot, lemon, sandalwood, and others, have been shown to relieve anxiety, stress, and depression.

Balm also provides skincare benefits for ample moisture and relieves itching quickly. This is because it has skincare properties and is suitable for individuals with dry skin problems and itching to provide rapid relief on the skin while helping to increase the frequency of product use (Debra, 2019).

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2.2.4 MARKETING STRATEGY

A company's plan to reach out to potential customers and convert them into buyers of their goods or services is referred to as a marketing strategy. The business's value proposition, critical brand messages, information on target customer demographics, and other essential components are all included in a marketing strategy.

Marketing is the part of an organization that can stay in touch with its customers, identify their requirements, create products to satisfy those needs, and create a communications strategy to convey the organization's goals (Kotler & Levy, 1969). Any marketing's goal is to keep customers and increase future purchases.

Marketing has undergone significant changes over the past 20 years as an academic discipline and management activity (Constantinides, 2014). Some of the traditional marketing principles need to be revised. In contrast, the mass marketing techniques prevalent in the 1960s and 1970s are no longer as successful, according to many academics and practitioners.

In other words, marketing is a strategy for how the organization will use its advantages and skills to meet market demands. A marketing strategy is a crucial part of the entire business strategy since it aids in giving the company a competitive edge by distinguishing its goods and coordinating marketing efforts with organizational goals. Any company that does not alter its marketing approach risks falling behind the competition since marketing in all companies requires constant strategy changes (Wagner, 2017).

It is not a universal law to adhere to like a carbon copy, but rather a constantly evolving process while maintaining the same fundamentals. Many researchers in this area continue to support modern marketing by adding new perspectives. A standard illustration of this is a shift in marketing mix from a few years ago that is now recognized internationally as providing a vital cover of necessary marketing mix with some researchers and theorists as they conduct the in-depth study (Lehman & Wickham, 2014).

Additionally, marketing strategy describes how businesses and organizations understand their market and their methods for influencing customers. "Create,

communicate and deliver value to a target market at a profit," which is creating value, is called product management.

The company must communicate value, brand management, and deliver value called customer management. If a product is acceptable to customers, the demand for that product will likely increase if the company can understand precisely what the needs and wants of customers are today (Philip Kotler, 2017). The founder of Sumo told CoSchedule's CEO that the definition of marketing strategy starts with the question, "do you have a product or service that people want? If you do not have that, nothing else matters." So here, he emphasized that the product is essential in the marketing strategy because if the product does not meet the customer's taste, it will be a loss to the company (Noah, 2022).

A marketing strategy is the long-term planning of business objectives that the company wants to achieve. For these to be achieved, it is essential to choose specific actions to consolidate the reputation of products and services or increase sales in the market. Utilizing opportunities is vital to finding the target market and making customers loyal to the business (Ospina, 2020).

There are many marketing strategies like portfolio marketing strategy, segmentation marketing strategy, brand positioning marketing strategy, functional marketing strategy, marketing strategy with the competition, loyalty marketing strategy, content marketing strategy, direct marketing strategy, and digital marketing strategy. Firstly, the portfolio marketing strategy analyses which products are sold and which are not to decide which ones are still on the market and continue with the manufacturing process since keeping the products that are not generating economic income must be discarded (Ospina, 2020).

Next, the segmentation marketing strategy is a marketing strategy in which select groups of consumers are identified so that certain products or product lines can be presented to them in a way that appeals to their interests (Ospina, 2020). For example, demographic, psychographic, behavioral, and geographic segmentation (Lotame, 2019).

Brand positioning marketing strategy defines how the brand wants to be perceived in the strategic segments decided and what attributes we want to have as a

company or brand in the consumer's mind, like fundamental values and quality or price of the product synonymous with the aromatherapy balm (Lotame, 2019).

Apart from that, functional marketing strategy is formed by the strategies of the marketing mix or also called the 4Ps of marketing are variables of great importance to achieve the commercial objective that the organization has. Like the marketing mix, functional marketing strategy includes product content, price, distribution, and promotion. In marketing strategy with the competitor focusing on competitive values like this balm, aromatherapy must know how the competitor is above or below them by scaling the company's position (Ospina, 2020).

Other than that, the loyalty marketing strategy, which is it will maintain customer loyalty through discounts, promotions, gifts. Further, the content marketing strategy. This strategy is based on creating content, such as articles, computer graphics, and eBooks, that the company can publish news, trends, and information about the company or specific product (Ospina, 2020).

Besides that, a direct marketing strategy like walk-in into the store so the customer can communicate with the promoter. Finally, digital marketing strategies like e-commerce, social media, mobile marketing, email marketing, that today most companies do digital marketing, which was rare several years ago (Alexa, 2022).

In conclusion, developing a marketing strategy is an essential strategic task. This is because the strategy describes the company's steps to accomplish its marketing goals. The marketing plans must adhere to the business's goal, vision, and objectives.

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2.3 A REVIEW OF ISSUES THAT RELATES TO MARKETING STRATEGY AND THE COSMETIC INDUSTRY

As the business continues to expand and grow, the marketing department must keep up with that. Still, several marketing problems might keep them from achieving the goal. Strategic marketing issues include increasing competition, the fast-paced and changing nature of innovations, which reduces the span of the product life cycle, organizational restructuring, increased quality consciousness of customers, lack of skilled workforce, and the changing demographics of consumers. The marketing department also needs help with its operation and relationship with other departments.

The company needs to recognize the issues and fix them immediately. There are certain marketing obstacles every company encounters from time to time. Firstly, the company needs to adapt to the new trends. It is simple to get caught up in a routine, and when it happens, it is difficult for the company to the ever-changing business landscape.

Failure to adapt to digital marketing is death; even the Google search updates daily like what is hot today? What is trending today? Moreover, all that will be an old topic the next day; even the viral best cosmetics today will be forgotten by next month, so if the company cannot keep up, it will be left farther and farther behind. For example, with the expansion of e-commerce, cosmetics businesses have competed locally and globally. It is because customers can access online marketplaces and online retailers such as Amazon, Alibaba, Shopee.

Apart from that, creating a good affiliate program which another common issue in digital marketing. Determining buyer personas and implementing that knowledge into marketing strategy is a big challenge. It takes a blend of analytical, heavy research, and creative thinking to craft a great marketing strategy that will speak to the customers in a relevant and powerful way—for example, collaborating, community-engaged, donating, sponsorship.

Collaboration is part of the affiliate programs as an exciting way to promote the company. It involves acquiring partners who provide information and links about the company on their page, website, or social media accounts. In return, they receive remuneration in the form of commission on purchases made by the people who enter the website through the link provided. However, creating a collaboration program is a

significant investment because the company needs to find a way to get some people to collaborate and separate the budget to pay the commission.

Next, the company has much competition. It is very rarely a business lucky enough to be the only one in the field, especially in the cosmetics industry. At the minimum, the company has at least a few strong competitors or might be a dozen, but competition is okay. It proves there is a market for what the company sells and innovates the product.

In addition, every company needs to remember that their competitor also wants to boost their product and sales. In some cases, those rivalries might be fierce. New companies are constantly emerging, and as a result, standing out from the competition is one of the more significant issues in marketing. Customers are flooded with many advertisements as more companies rely on online marketing, making it difficult for the company to be noticeable.

For example, while watching YouTube or listening to Spotify, there are always ads at the beginning or the end of the content; in fact, not all people notice or bother to know about it. So, the company must think of strategy marketing creatively to make customers notice their product.

Besides that, acquiring traffic and new customers are the two most crucial marketing strategy issues that are becoming even more difficult to solve with the current changes. Many companies operate internationally and offer their products and services to customers worldwide. Even the State has different customs, cultures, and applicable regulations. The experts need help creating marketing strategies, such as cultural differences, the language barrier, and constantly changing exchange rates.

Contemporary issues affecting marketing today involve adapting the website, determining how to target the audience, introducing new products to new customers, and attracting new customers in a particular country. For example, the creator or influencer must take note of this, so the customer will understand what the message he or she wants to tell is.

It is hard to create a good, successful marketing campaign without budgeting. Even when the company has a great idea that generates income, the company still needs to have a budget for marketing expenses. It can be expensive to expand more

than the local market. Also, it gets expensive into different marketing modalities such as pay ads in multiple social media.

Since the pandemic, many companies have been aware of the importance of marketing campaigns, online content, digital media, and e-commerce which will increase customer demand and, at the same time, company profits. For example, ten years ago, traditional marketing, such as advertising on TV and radio, was viral. Still, online advertising, such as paid reviews on social media like Instagram, Facebook, can increase the demand for a product or service. However, this advertising should have a big budget so the company will not have a budget shortfall.

Other than that, calculating return on investment (ROI) in marketing activities. It is an essential measurement of a marketing campaign's effectiveness or specific content. HubSpot's State of marketing report has demonstrated that marketing activities' ROI is the number one roadblock for marketers.

People responsible for making decisions in companies can also rely on ROI when they need to determine whether it is worth investing in a project proposed by an employee because it comes up with a dollar figure. Evaluating ROI is essential when attempting to prove value to upper management. In addition, the proven effectiveness of a given campaign can justify a decision to increase its budget, which would only be possible if the company did track the ROI.

Moreover, low average volume and customer lifetime value. The lack of loyalty and low average spending means low customer lifetime value. Customer lifetime value is the total worth of a customer's business over their relationship. Because of shipping costs, customers tend to buy less from one online store even if an online store or e-commerce platform has wide product offers; it does not always mean customers choose a single e-commerce site because they can get higher profitability coming from buying from another website that does not charge services such as shipping costs.

A thorough analysis of the marketing issues and performance will help the company spot the most significant advertising opportunities and focus on solving the company's key marketing issues. Further, research and observation from the marketing department about the marketing issues will provide the solution, overcome marketing challenges, and create a successful business.

In summary, many companies produce the same product until the end, and the demand for the product decreases; this study will compare more than twenty cosmetic-based balm companies using the 4ps strategy. So, in this study, researchers will identify and compare whether the 4 Ps can affect the strategic marketing of the cosmetics industry.



2.4 A REVIEW OF FINDINGS THAT RELATES TO MARKETING STRATEGY AND BALM AROMATHERAPY

A marketing strategy refers to an organization's overall game plan for reaching prospective consumers and turning them into customers of their products or services. Also, contain value proposition, essential brand messaging, data on target customer demographic. The marketing plan outlines the marketing strategy, a document detailing the company's specific marketing activities.

Marketing strategies should ideally have longer life spans than individual marketing plans because they contain value propositions and other vital elements of the company's brand, which generally hold constant over the long haul. Statista Research Department stated that during a survey carried out in 2021 among marketers from across the globe, 97 percent of respondents indicated that content marketing was part of their overall marketing strategies, and the share increased by 20 percentage points compared to the value reported in 2019 (Statista, 2023).

Creating a marketing strategy requires the company to identify its goal of the company. Sales are the goal of every company that should have more short-term goals such as establishing authority, increasing customer engagement like customer loyalty, and generating leads. Think of strategy as the high-level ideology and planning as how the company achieves its goals. These goals offer measurable benchmarks for the progress of marketing—for example, member days, discounts for regular customers, community programs, donations.

Next, know the customers. Every product and service has a target market, and the company should know who they are and where to promote them. For example, the target market for cosmetic products is primarily women. The company must note that these women can be students, working women, so to advertise the product, the company needs to know the appropriate platform, like social media. Other than that, create a message. When the company knows its goals, it can show potential customers how the product or service can benefit them.

Besides that, the company needs to define the budget. The company must choose how to spread through TV or radio, social media ads, online or offline, like opening a booth. Still, the point here is how much money the company must pay for all of this, is it enough, or is it more than the budget? In that way or budget, will the

customer know about the product? It is all about the budget the company invests will dictate the result in the future. For example, if the company provides ten thousand dollars for the marketing campaign, it will ease the marketing team to choose the channels or use multichannel to promote the product.

Next, the company needs to determine the channels, such as Facebook and Instagram ads, YouTube channels. Then the company can create exciting things like giveaways, talks, and giving awareness on social media or blogs on the company website. Finally, measure the success of the company's effort and whether the strategy marketing can reach the customers. The result can be seen in the increasing demand and sales among customers.

Marketing strategy aims to achieve a competitive advantage over rival companies by understanding the needs and wants of their consumers. A clear marketing strategy should revolve around the company proposition, which communicates with the consumer stands, how it operates and why it deserves their business.

For example, the RM2 shop is widely known for its low price for each product, selling various products, including cosmetics products, and it is an intelligent marketing strategy to keep in Malaysia, a developing country so that all people can afford to buy it. Also, Sephora or Shopper Drug Mart's beauty boutique is widely known as the best beauty from top brands that offer high-quality products.

Other than that, cosmetics nowadays are various. Men and women use cosmetics from birth to death and play a significant role in day-to-day activities. Also, many people use it, either men or women. The global beauty and cosmetics industry has grown tremendously over the years, and so has its marketing potential. However, there are no limitations when it comes to marketing strategies for beauty and cosmetics brands because there is so much growth potential in the beauty industry.

Cosmetic and beauty brands play a significant role in the e-commerce industry, and many beauty and wellness trends exist in the e-commerce sector. As we can see from Statista, beauty, health, personal, and household care sales as a percentage of total retail e-commerce sales in the United States are increasing from 9.93 percent in 2019 to 11.27 percent in 2022 (Statista, 2023).

People often use personal care products to refer to items commonly found in drug and department stores' health and beauty sections. Still the term personal care, however, is not defined by law. Under the law, products commonly referred to as personal care products are cosmetics. These include skin moisturizers, perfume, lipsticks, fingernail polishes, eye and facial makeup preparations, shampoos, permanent waves, hair colors, toothpaste, and deodorant (FDA, 2022).

Some personal care products meet the definitions of both cosmetics and drugs. For example, shampoo is a cosmetic because its intended use is to cleanse the hair. An antidandruff treatment is a drug because its intended use is to treat dandruff. Consequently, antidandruff treatment shampoo is both a cosmetic and a drug (FDA, 2022).

Other than that, aromatherapy is a holistic healing treatment that uses natural plant extracts to promote health and well-being. The term aromatherapy was coined by a French perfumer and chemist, Rene-Maurice Gattefosse, in a book he wrote on the topic published in 1937. Aromatherapy uses aromatic essential oils medically to improve the health of the body, mind, and spirit. It enhances both physical and emotional health (Debra, 2017).

The balm is also known to have both physical and psychological benefits. Aromatherapy works through the sense of smell and skin absorption like diffusers, aromatic spritzers, inhalers, bathing salts, body oils, creams, or lotions for massage or topical application, facial steamers, hot and cold compresses, clay masks.

Thus, aromatherapy has an array of benefits like managing pain, improving sleep quality, reducing stress, agitation, and anxiety, soothing sore joints, treating headaches and migraines, alleviating side effects of chemotherapy, easing the discomfort of labor, fighting bacteria, and viruses, or fungus, improve digestion, improve hospice and palliative care, boost immunity.

The International Standard Organization (ISO) defines an essential oil as a product obtained from vegetable raw materials, either by distillation with water or steam, from the epicarp of citrus fruits by a mechanical process, or by dry distillation (ISO, 1997). Aromatherapy or essential oil therapy refers to a range of traditional, alternative, or complementary therapies that use essential oils and other aromatic plant compounds.

Essential oils have been used for nearly six thousand years to improve a person's health and mood. However, users should be aware that natural products also have chemicals and can be hazardous if misused. It is important to follow the advice from professionals. Each essential oil has its chemical makeup and reason for use, so it is crucial to speak with a trained aromatherapist, nurse, doctor, physical therapist, massage therapist, or pharmacist before using it (NCI, 2017).

The balm is one of the cosmetics products. The balm has been widely used by people their live use it as a lip balm, aromatherapy balm. The most common aromatherapy balm that springs to mind is an aromatherapy lip balm. However, the balm can be used for different things, in addition to lips, depending upon your definition of balm and its ingredients. As always with bath and body aromatherapy products, the balm is one of those items that can have various meanings.

Commonly, the ingredient for aromatherapy balm varies, depending upon the aromatherapist. The mixture for typical aromatherapy balms is butter, beeswax, carrier oil, and essential oils. The amount of each ingredient used will affect the softness or hardness of the balm. There are many types of aromatherapy balm: aromatherapy baby balm, aromatherapy lip balm, aromatherapy hair balm, and aromatherapy balm sticks.

In this study, the researcher will identify the cosmetic company's goals, customers, product benefits, distribution, price, so that the company can realize the importance of the marketing strategy applied to a product, new or current product.

2.5 THE CONCEPTUAL FRAMEWORK AND PROPOSITION

Borden asserts that he coined the phrase "marketing mix" and that Culliton's definition of a company executive as a "mixer of elements" gave him the idea. An executive is "a mixer of elements, occasionally following a recipe as he goes, occasionally adapting a recipe to the ingredients immediately accessible, and occasionally experimenting with or inventing ingredients no one else has tried" (Culliton, 1948).

The early marketing concept was founded on Stackelberg's 1930s conception of action parameters, comparable to the marketing mix. Then, in 1955, Rasmussen created what is now known as the parameter theory. He suggests that pricing, quality, service, and advertising are the four factors that determine competition and sales. Mickwitz (1959) uses the Product Life Cycle Concept to apply this notion.

Product planning, pricing, branding, distribution channels, personal selling, advertising, promotions, packaging, display, servicing, physical handling, and fact-finding and analysis were the 12 components of Borden's original marketing mix. There should be two categories for marketing variables: the offering, such as product, packaging, brand, pricing, and service, and the techniques and tools, such as distribution channels, personal selling, advertising, sales promotion, and publicity (Frey, 1961).

On the other hand, the goods and services mix, the distribution, and the communication mix were proposed as three marketing mix components (Lazer & Kelly, 1962) and (Baker, 1992). Borden's concept was further developed by McCarthy, who described the marketing mix as a mixture of all the elements at the disposal of a marketing manager to satisfy the target market. To meet the target market, he reduced Borden's 12 elements to four, or the 4 Ps: product, price, promotion, and place (McCarthy, 1978).

It continues to grow in its current interests to ensure that each element can meet the targeted business objectives and market prospects by using the 4 Ps as a marketing strategy. Industry leaders can study the best platform to introduce products, the best price they can set, and what promotions can attract many customers. This element can also be used to study competitors' product strategies.

In addition, the marketing mix is prices, promotions, places, and products are essential elements for an industry leader to study customer needs and requirements and are marketing strategies they need to make to increase sales. The marketing mix is familiar to marketing members. It has become part of the learning module (Khair, 2020). A marketing mix comprises four components: product, price, distribution, and promotion. The marketing mix is helpful from a company's point of view, where the goal is to maximize return on investment (Harrigan & Hulbert, 2011). The marketing mix has been associated with the 4 Ps with the theory made by famous market researcher E. Jerome McCarthy in 1960. The goals for the marketing mix that the strategy wishes to attain must be outlined.

The strategy also includes deciding on the marketing mix that the company will employ to meet its marketing objectives. The product, pricing, place, and promotion tactics that the company will employ to complete its marketing initiatives are determined by the four aspects. Finally, a company should position itself and stand out from its rivals using the four marketing mix components. This will give it an edge over other companies.

There are many types of marketing strategies like loyalty marketing strategy, segmentation marketing strategy, brand positioning marketing. This marketing strategy focuses more on the product and promotion. A good marketing strategy for balm aromatherapy products may be achieved in several ways. So, it is necessary to focus on the most critical marketing mix.

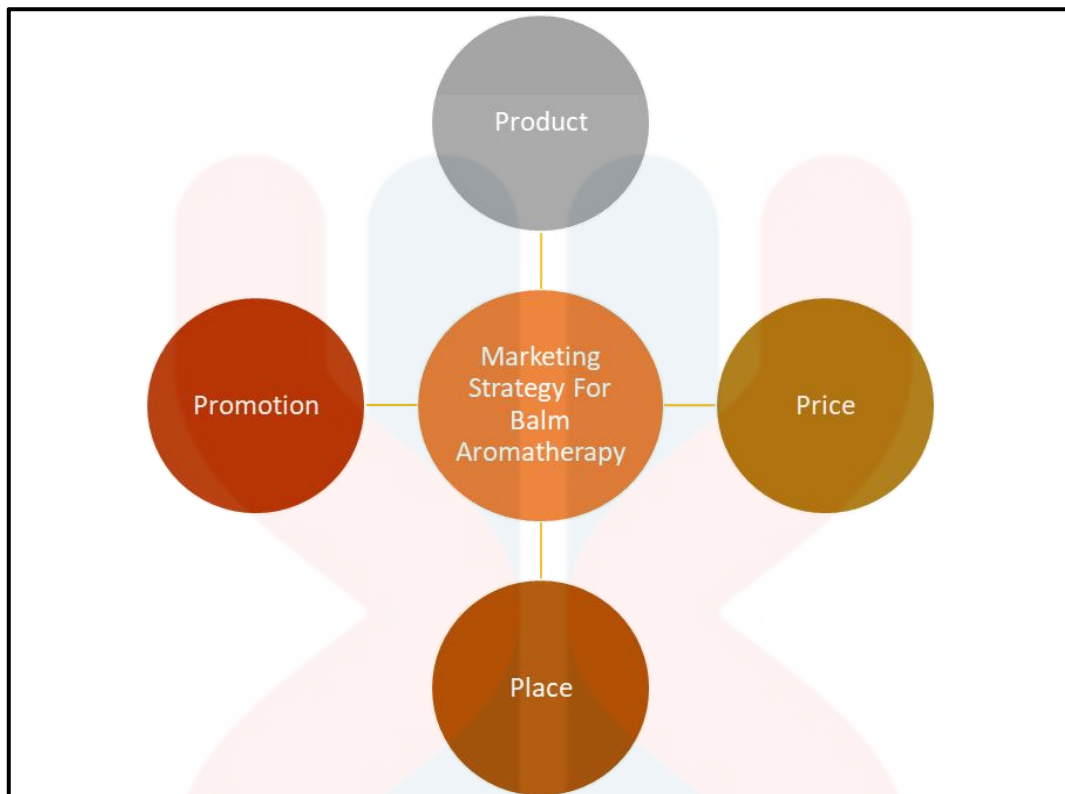


Figure 2.1: Conceptual Framework

2.5.1 PRODUCT

One of the four critical components of the marketing mix is the product. Products are the items and services that a business offers. Therefore, the product can be described in a few words as a package of benefits that a marketer offers to the customer in exchange for a fee. Service could also be the form the product takes. The primary reason a company exists is because of its product. This is because it fulfills the customers' demands (Michael & Saren, 2010). A product's different characteristics can aid in marketing. The product mix, product line, and product lifetime are some. A marketer should be able to control the product in a way that preserves its relevance to the demands of the customers (Richard, 2009). For this study, we take balm aromatherapy as a product. Numerous varieties and applications exist for balm.

The aromatherapy balm-based companies in the cosmetic industry utilize this marketing component to accomplish a marketing goal. One strategy to cope with the product is to continually innovate it, ensuring that people continue to enjoy and gain benefits from that specific product. The second method involves lengthening the product life cycle. Over the years, the corporation has been able to consistently re-

invent its aromatherapy balm-based products, which has greatly assisted in maintaining the brand's exposure among the majority of customers worldwide. Over the years, numerous aromatherapy balm-based companies in the cosmetic industry such as including Tiger Balm, Himalaya, Tasneem, and more, have retained their popularity with customers by using various product-based factors. As a result of these items' frequent associations with youth, the focus of their marketing approach is on this demographic. Since the items have become household names among many people, this method has been effective.

The product's value proposition and significant constituents are used to differentiate it. The value proposition is "a clear, simple statement of the tangible and intangible benefits the company will provide along with the approximate price it will charge each customer segment for those benefits (Michael & Saren, 2010). A value proposition also expresses the benefits a product or service will provide customers. In the end, it is what appeals to the ideal buyer about the product. A value proposition explains what a company does better than anybody else and the benefits of working with or purchasing from that company.

Product quality is also essential because it affects the company's success and helps increase its reputation in customer markets. Product quality also refers to how well a product satisfies customer needs, serves its purpose, and meets the industry standard. Businesses consider quality one of the critical factors in whether a product with excellent quality can solve a problem, works efficiently, or meet customer needs and demand. For example, some customers choose good-quality products to save money and avoid waste. In addition, product quality earns customer loyalty, helps establish brand recognition, and manages costs. Customers often buy more from brands or companies they know and trust, and businesses can reduce costs that result from product returns quality, defects, and losses through product quality control.

Delivering outstanding balm aromatherapy products' market value is one of the essential components of a strong value proposition. The significant priorities are dominance in the balm aromatherapy product space, relationships with customers, and attaining operational expertise. Positioning, distribution, and messaging all show this concentration. A vital element of the value proposition for aromatherapy balm products is focusing on the product itself, which attracts customers with the latest

products and services. Customers may understandably anticipate a higher price for the goods if there is a differentiating element in the quality level of the goods or services.

In sum, the proposition for the product is as below:

P1: The value proposition that balm aromatherapy products provide in the market is focused on the quality of the product.



2.5.2 PRICE

The price is the second most crucial component of the marketing mix. It is also the price paid for any good or service (Borden & Marshall, 1959). Setting the appropriate prices for goods requires striking a balance. A lower price is not always the best option because the product could sell well yet not make any money. Similarly, a company may experience fewer sales and "price out" more frugal customers when a product has a high price, losing market positioning.

Setting the product's price is a challenging task. In reality, pricing is a critical decision area because it affects both the demand for the product and the organization's profitability (Singh, 2012). Pricing decisions are intended to achieve goals, such as maximizing profit. The price of a product has a low level of impact on customer satisfaction (Thabit & Manaf, 2015). They are not concerned with price because it does not affect marketing (Komari et al., 2013).

Since the cosmetics industry is in the lifestyle and brand sector, pricing affects the profit after accounting for costs and consumer preferences. It may also imply the brand's exclusivity or high quality of balm aromatherapy products. Customers are prepared to pay more for specific branding or attributes regardless of the markup price because people respond emotionally to brands.

Ultimately, each cosmetics company producing balm aromatherapy products must identify and create the best pricing plan for their specific objectives, such as aromatherapy balm. Industry leaders must consider elements, including manufacturing costs, customer trends, revenue targets, finance possibilities, and pricing of rival products. Even yet, pricing a new product or even an established product line involves more than numbers. That could be the part of the procedure that is easiest to understand.

Meanwhile, the price range of a product during a particular time is the difference between its low and high prices. The range distinguishes between the highest and lowest trading prices during a specific time frame, such as a day, month, or year. Offering a single product at a fixed cost needs to consider the willingness to

pay and exclude many potential clients. Instead, businesses should divide their customers into distinct groups based on their behavior and demands and then offer them distinctive products, services, and offerings by weight. To produce a lean-priced product, remove irrelevant components and then enhance it with value components for picky buyers.

In sum, the proposition for the price is as below:

P2: The range retail price for balm aromatherapy products versus weight in the market is between RM100 – RM10 for 25g.

2.5.3 PLACE

This marketing component has to do with the businesses' conduct of ensuring that the items are presented to the customers in a comfortable setting. Another way that place may be helpful is when a customer demands that a business's product be available in a handy or easily accessible location (Marian, 2010). Balm items are developed to be sold to customers; they must be prepared for the customers in an appropriate location where they can efficiently conduct business. Whether to sell directly to consumers or through distributors is a decision the balm industry must make. It may even prepare to sell it to clients directly (Burnett, 2003).

Meanwhile, the place and method that provide customers access to items are referred to as a place in the e-commerce platform—many possibilities in internet marketing for selling on various platforms and techniques. The ideal location for a business depends on where the target market can be reached and is most practical—looking at online products and solutions to sell, such as Social media platforms, Websites, and more.

The aromatherapy balm-based cosmetics industry must be aware of the preferences of the different customer segments, and to compete in the global market; the company must implement a product differentiation strategy with the right e-commerce platform. It will benefit the business if several product groups can be developed inside the business, taking into account all the market segmentation categories (Argenti, 2013). It will be simple for the business to decide on the optimum marketing approach and e-commerce platform after it has made this determination. For this, market information on prospective sales, product prices, distribution costs, and more can be employed (Haghinasab, 2013).

The objective of a place in the e-commerce platform marketing mix is to consider the customers' convenience. The complete experience depends on making it possible for customers to access online items at the most convenient locations. The target market must inform location choices, and the online distribution of the product depends on the location's optimum distribution strategy.

During choosing where to include possibilities in an e-commerce platform, it is essential to consider the market coverage that area may provide. For instance, due

to organic views, marketplaces like Shopee and Lazada receive more significant early publicity despite having less control over balm aromatherapy products. An online business can reach a wider audience if money is set aside for audience outreach. Overall, any online business has an owned channel, such as a website or online shop, and the need to spread to additional platforms will grow the more specialized markets and how far-reaching reach are.

In sum, the proposition for the price is as below:

P3: The distribution strategy that has been adopted for balm aromatherapy products in the market is through the e-commerce platform.

2.5.4 PROMOTION

The next component of the marketing mix is promotion, which has to do with how a business gets its goods in front of customers. This is accomplished by marketing strategies persuading customers to buy a specific product (Christ, 2011). There are several advertising tactics accessible. Publicity, public relations, fairs, and demos are examples of sales promotion activities (Culliton, 1948). The push-pull approach and the message & media strategy are the most popular. The push-pull technique entails the company personally advertising the product to the merchants to ensure they maintain stock of the items. The manufacturer conducts promotional efforts independently of the industry leader as part of the messaging and media strategy to increase customer demand for the product so that the retailers will act on that demand and stock the goods (Richard, 2009).

The aromatherapy balm-based cosmetics industry has used the messaging and media approach extensively. Their products are advertised through various media, including billboards and social media. Since the industry relies heavily on promotion as the direct marketing approach for its products, this promotion aspect has impacted the company's marketing plan. The industry benefits significantly from this tactic since consumers who frequently encounter these promotional messages in the media get acclimated to the items and, as a result, show devotion to them.

The marketing departments for the aromatherapy balm-based cosmetics industry determine the degree of marketing expenditure for promotion. Promotional efforts primarily support one-on-one selling, advertising, and publicity (Burnett, 2003). Advertising is essential to the promotion mix (Singh, 2012). Each aromatherapy balm-based cosmetics industry also offers a variety of promotions to meet customer needs and requirements. Small businesses can take advantage of the opportunity or need to show customers why they need products produced by the company (Chron Contributor, 2021). Customers can be educated through personal sales and promotions, which is the most effective approach to persuading them to buy. Starting a sales promotion requires considerable resources; however, a customer may require a reduced price (Linda Ray, 2019).

Meanwhile, Everyone appreciates a good deal. Offering discounts, however, is not necessarily the ideal customer acquisition approach for the aromatherapy balm-based cosmetics industry, even while it may make buyers feel good about their purchases. In e-commerce, market discount is frequently applied, and for a good cause. Market discount is a promotional pricing strategy where the original cost of a good or service is decreased to draw more customers, move inventory, and boost sales. There are several market discounts tactics, such as seasonal, clearance, and volume, even though all discounts aim to reduce an original market price by a particular percentage. Previous studies have concluded that promotion variables influence marketing performance; also, buyers are more concerned about their promotions (Komari et al., 2013).

In sum, the proposition for the price is as below:

P4: The promotion strategy that has been adopted for balm aromatherapy products in market discount.

2.6 SUMMARY

In this chapter, the concept of terms, a review of issues related to marketing strategy and the cosmetic industry, findings related to marketing strategy and balm aromatherapy, and a conceptual framework ad proposition will be reviewed. It consists of marketing strategy, cosmetics, aromatherapy, and balm. The conceptual framework of this study illustrated the comparison of marketing strategies for balm aromatherapy in the cosmetic industry. The primary goal of the literature review for the proposition will be analyzed in Chapter 3, which is the research methodology.

CHAPTER 3: METHODOLOGY

3.0 INTRODUCTION

The purpose of the methodology chapter is to describe how the research creates and defends the design choices. More detail outlines the research design and strategy, the sampling strategy, the data collection method, and the data analysis process. A qualitative research approach will use to achieve the purpose of this study.

3.1 TYPE OF RESEARCH

This research will use applied research. This is because the purpose of conducting this study is to solve the problem of each question. Applied Research is more useful research to do because here can use discoveries to develop new technologies and improve existing systems.

In research, there are two types which are Fundamental Research and Applied Research. Fundamental research refers to the activity of a researcher or scientist who wants to investigate theoretical questions to build their knowledge (Greer, 2005). This type of research will focus on the advancement of knowledge rather than on solving specific problems. According to John Dudovskiy, it differs from applied research because researchers use it to solve specific problems, so the research findings have immediate practical implications. This is why we choose applied research rather than fundamental research.

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3.2 RESEARCH DESIGN AND STRATEGY

This research will use the research onion to depict the issues underlying the choice of data collection method and peel away the outer two layers, which are research philosophies and research approach. Also, uncover the following three layers: research strategies, choices, and time horizon. These three layers can focus on the research design process, turning a research question into a research project (Robson, 2002).

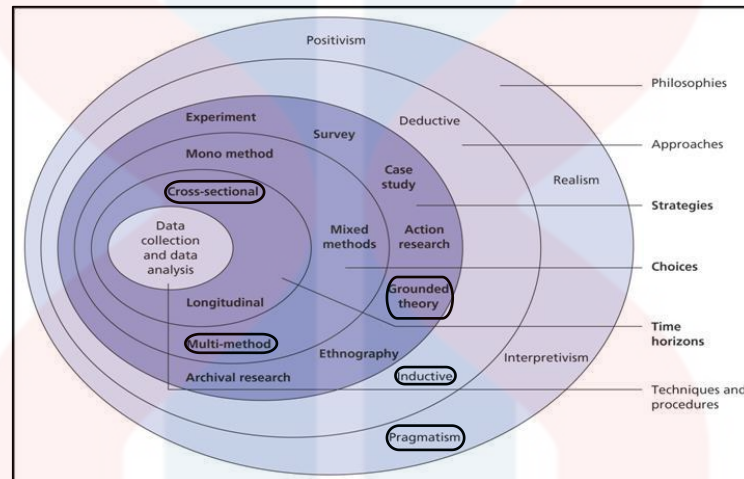


Figure 3.1: The research onion

3.2.1 RESEARCH APPROACH

The research approach is a broader method used for inductive or deductive research. For the approach, this research has chosen to use the inductive approach, and the deductive approach has yet to be chosen. This is because this study will begin by observing all the industry leaders that produce aromatherapy balm-based products by studying their marketing strategies using the 4 Ps and thus collecting all the data obtained. Also, this study uses qualitative methods and aims to develop theory rather than test theory.

According to Carter (2014), using this approach also gives a deeper understanding of the research context. Subsequently, the last step will conclude the study and include relevant theories. The limitations of the inductive approach are that the conclusions taken based on this method cannot be proven, but they can be canceled (Streefkerk, Inductive vs. Deductive Research Approach, 2019). According to (Bhandari, 2022), inductive is a way of concluding by going from specific to the

public. It is usually different from deductive. Where go from general information to specific conclusions. Reasoning deductively means testing these theories. If there is no theory, then we cannot conduct deductive research (Streefkerk, 2022).

DEDUCTIVE APPROACH	INDUCTIVE APPROACH
Explains casual relationships between variables	Understanding the research context closely
Uses quantitative data	Uses qualitative data
From data to theory	Human attach to events
Large sample for generalization	Less concern about generalizations
Scientific principles	Gaining an understanding of the meaning
Researcher independent from the study	The researcher is involved in the study
The approach is highly structured	Flexible structure for changes
Applying controls for validity need	

Figure 3.2: Comparing the inductive and deductive research approach

3.2.2 RESEARCH STRATEGY

Inquiry Research is the best strategy for this study, as it is more about exploring the natural world by making discoveries and testing these discoveries to find new understanding, even though there are other research onion strategies such as action research, inquiry research, experimental research, surveys, case study research, grounded theory, ethnography, and archival research.

Looking at this research, want to answer all research questions about what the balm aromatherapy companies' products do in their marketing strategy using element 4 Ps. According to (Bryman A. & Bell; E., 2011), this is different from action research because action research is a cooperation between researchers and organizations to solve the organization's problems.

3.2.3 CHOICES

The choice for this research is mono-method. This is because it will only use one data type, which is qualitative, to analyze data procedures such as categorizing data followed by a comparison of marketing strategy using element 4 Ps of balm aromatherapy companies' products.

According to Tashakkori and Teddlie (2003), selecting the amount of data types, whether qualitative or quantitative, to utilize in a research study is chosen using mono-method, mixed-method, or multi-method. The mono-method is suitable for this research because this method uses just one approach for the investigation. However, the other two choices are used in different types of research. The mixed method is used in research where the employment of both qualitative and quantitative techniques is needed and is based on the use of two or more research methodologies, while multi-method is used in research which employs a more excellent array of techniques.

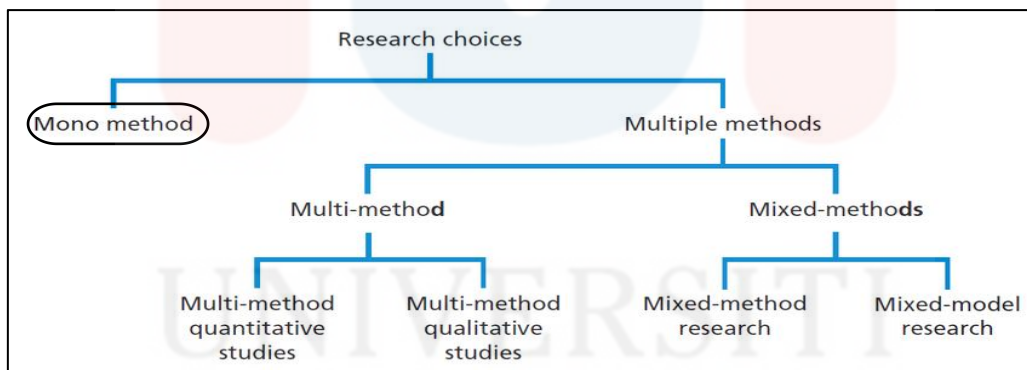


Figure 3.3: Research Choices

3.2.4 TIME HORIZON

The time horizon for this study is cross-sectional. This is because it will collect all the data about the marketing strategy using the product, price, place, and promotion of aromatherapy balm-based companies' products. It also gets all the data and observes the variables without affecting them.

In time horizons, observations can often be divided into two categories which are cross-sectional and longitudinal. In research from Wang (2016), cross-sectional is

suitable for this research because longitudinal is used for observations for a specific variable that is available over several years, quarters, months, or days. However, this research only needs observations on a single moment in time.

Cross-sectional	Longitudinal
One point in time	Several points in time
Different samples	Same sample
Snapshot of a given point in time, change at a societal level	Change at the individual level
Eg, British Social Attitudes Survey, Labour Force Survey	Eg, British Birth Cohort Studies, Understanding Society

Figure 3.4: The difference between cross-sectional and longitudinal

3.3 SAMPLING STRATEGY

This study will use a purposive sample technique to select the sample. The purposive sample will be suitable for this research because it will help to make selections from the population using its discretion, and it is also non-probability sampling. Other types of sampling strategies from probability samplings, such as simple random sampling, stratified sampling, systematic sampling, and cluster sampling, are not suitable because this research only needs a random and representative selection of individuals from a population.

According to new research by Guarte and Barrios (2006), even if the sample population is not statistically representative of the larger population under consideration, purposeful sampling would carefully plan how to create a sample population. While the results of purposive sampling are not necessarily statistically indicative of the larger population of interest, they can be generalized in terms of quality. This fact makes this sampling method suitable for this research, where this study will go through the companies that produce aromatherapy balm-based products on purpose because this individual fits the profile for this study.

3.4 DATA COLLECTION METHOD

This study will use document analysis as a data collection method. This research requires data collection that involves the analysis of content from written documents to make certain deductions based on the study parameters. One of the main advantages of document analysis for this research is that the method facilitates the collection of a large amount of reliable information without necessarily questioning many people.

The appropriate type of document for this study is public records, which are official records of the activities of aromatherapy balm-based companies that anyone can access from their website, social media posts, and e-commerce websites. Document analysis is an efficient and effective way of gathering data because documents are manageable and practical resources for this research. Obtaining and analyzing documents is often far more cost-efficient and time efficient than conducting own research or experiments (Bowen, 2009). A method for comparing two or more data sources belonging to the same category to find similarities and differences is needed in this research; data discovered through document analysis would be the solution.

3.5 DATA ANALYSIS PROCESS

This study will use document analysis as a data collection method. This research requires data collection that involves the analysis of content from written documents to make certain deductions based on the study parameters. One of the main advantages of document analysis for this research is that the method facilitates the collection of a large amount of reliable information without necessarily questioning many people.

This study will use content analysis for the data analysis process. This is because dealing with organizations based on aromatherapy balms is optional. Instead, they can analyze the data that has already been generated. Data from websites, social media posts, and e-commerce platforms can all be analyzed using this type of analysis for this research.

Common methods of analysis for qualitative research include content analysis, thematic analysis, and discourse analysis. The contrast between thematic and content analysis is that thematic analysis is viewed as being more intuitive and quicker to learn content analysis while perceived as being more practical and accessible. However, content and thematic analysis have unique advantages and difficulties that make them suitable for various studies.

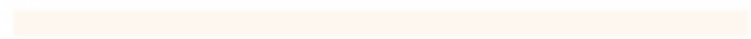
According to Mayring (2021), conceptual and relational analysis are the two types of content analysis. The presence and frequency of concepts in a text are determined via conceptual analysis. According to Manimozhi, G., and Srinivasan, P. (2018), relational analysis expands upon conceptual analysis by analyzing the connections between concepts in a text. This study focuses on conceptual analysis because data is without interpretation and focuses on detailed data.

This research requires four steps of this analysis. It starts with a recap of the research questions. With a clear understanding of the research topics, it might be easier to decide what should be coded and what should not be during content analysis. Following that would be the reflection on the group's perspective and biases. The group's assumptions about the subject at hand and recognize any biases that could introduce into the content analysis. This process is known as "bracketing." Thirdly, making the variables operational and creating a coding system. The variables need to be operationalized. As the final step, conduct the code and analyze the data. Choosing

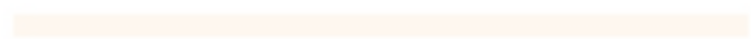
the degree of analysis that would be done on the data at this step of conceptual analysis is essential.



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3.6 SUMMARY

In this chapter, we focused on using the qualitative method as the research method for this study. To gather the data, an inductive approach needed to be used in this study. The main point in this chapter is how we will use the qualitative method through document analysis with the balm's industry leader to obtain their marketing strategy. The data taken from this method will then be analyzed using context analysis to result in clean data that can serve the purpose of this study. All these methods and approaches are essential in helping realize this study's research objectives. By entirely using this methodology, research for this study can be done effectively and efficiently.

CHAPTER 4: FINDINGS

4.0 INTRODUCTION

This chapter presents the research findings of the data collected from aromatherapy balm-based companies. The sources of data obtained are from the document analysis. The findings will be raised about the research objectives stated in the study. The methodology chapter has already discussed the method used to analyze the data.

4.1 FINDING BASED ON RESEARCH QUESTIONS

The analysis is based on 22 websites of aromatherapy balm companies in the cosmetics industry and the product marketing strategies used. The data were extracted and analyzed according to the objective of the study. The document analysis shows how aromatherapy balm-based products are connected to the marketing mix. The tables below show a summary of the document analysis.

4.1.1 Value propositions that balm aromatherapy products are provided in the market.

Company	Product Name	Product Type		Demographic			
		Cosmetic	Medical	Kids	Women	Men	All
Tasneem Naturel	Calm Time	/	/	/			
	CF-Rub	/	/	/			
	Skeenz	/	/	/			
	Sleep Time	/	/	/			
	T-Rub	/	/	/			
	Resty Oil	/	/	/			
	Stommy Oil	/	/	/			
Zam Buk	Zam-Buk Medicated Ointment Balm	/			/	/	
Banyan Tree	Jasmine and Sandalwood Bath & Body Massage Oil	/			/	/	
	Lavender and Geranium Bath & Body Massage Oil	/			/	/	
	Ylang Ylang and Geranium Bath & Body Massage Oil	/			/	/	
	Black Pepper Seed and Lavender Bath & Body Massage Oil	/			/	/	
	Chamomile and Plai Bath & Body Massage Oil	/			/	/	
	Bergamot and Vetiver Aromatherapy Roll-On	/			/	/	
	Mandarin Orange and Rosemary Aromatherapy Roll-On	/			/	/	
	Clary Sage and Ylang Ylang Aromatherapy Roll-On	/			/	/	
	Chamomile and Frankincense Aromatherapy Roll-On	/			/	/	
	Flight Care Aromatherapy Balm	/			/	/	
	Be Still Aromatherapy Balm	/			/	/	
	Restful Hour Aromatherapy Balm	/			/	/	
	A Sensory Oasis	/			/	/	
Quiet Time Aromatheraphy Balm	/			/	/		
Young Living	Lip Balm Grapefruit	/			/		
	Lip Balm Cinnamint	/			/		
	Lip Balm Lavender	/			/		
	Aroma Balance Essential Oil	/	/		/		
Balm Bidara	Balm As Syifa	/					/
	Balm Lemon	/					/
	Balm Limau Purut	/					/
	Balm Madu Kelulut	/					/
	Balm Peppermint	/					/
	Balm Kasturi	/					/
	Balm Cengkih- K.mains	/					/
	Balm Habatussauda	/					/
	Baby Balm	/					/
	Balm Gelenggang	/					/
	Balm Bidadara Munajat	/					/
	Balm Lavender	/					/
	Balm Strawberry	/					/
	Balm Serai Wangi	/					/
Balm Cengkih- K.mains	/					/	
Balm Habatussauda	/					/	
Heimish	All Clean Balm	/			/		
Tiger Balm	Tiger Balm Plus	/					/
	Tiger Balm Plus Ointment	/					/
	Tiger Balm White	/					/
	Tiger White Ointment	/					/

MELVITA	SOFTENING LIPBALM	/			/		
	SMOOTHING LIPBALM	/			/		
	NOURISHING LIPBALM	/			/		
	FIRMING OIL IN Balm	/			/		
	COMFORTING BALM	/			/		
JURLIQUE	LIP CARE BALM	/			/		
	ROSE LOVE BALM	/			/		
	NUTRI DEFINE SUPREME EYE CONTOUR BALM	/			/		
LUMIN	ULTRA-HYDRATING MOISTURIZING BALM	/			/		
	HYDRATING HAND BALM	/			/		
	UV-DEFENSE MOISTURIZING BALM	/			/		
	CONDITIONING BODY BALM	/			/		
HIMALAYA	HIMALAYA LIP BALM	/			/		
	HIMALAYA COLD RELIEF	/	/		/		
REMDII	REMDII® Care Calming Baby Balm		/		/		
Ulu Soleil	Shea Butter with Retinol Body Balm	/			/		
	Shea Butter with HA + Vit E Body Balm	/			/		
Scented	SLEEP WELL Wellbeing Ritual Aromatherapy Balm		/		/	/	
	DE STRESS Wellbeing Ritual Aromatherapy Balm		/		/	/	
	ESCAPE Wellbeing Ritual Aromatherapy Balm		/		/	/	
	FOCUS Wellbeing Ritual Aromatherapy Balm		/		/	/	
	LOVE Wellbeing Ritual Aromatherapy Balm		/		/	/	
	HAPPY Wellbeing Ritual Aromatherapy Balm		/		/	/	
Farahanim Beauty HQ	FARAA LIP BUTTER Melati	/			/		
	FARAA LIP BUTTER Coral Peach	/			/		
	FARAA LIP BUTTER Caramel Mint	/			/		
	FARAA LIP BUTTER Cherry Velvet	/			/		
	FARAA LIP BUTTER Orchid Vanilla	/			/		
Herbbies	Mint Free Gentle Mugwort Eczema Balm		/	/	/		
	Mugwort Anti Itch Balm for Eczema & Psoriasis		/	/	/		
	Vernonia Anti Itch Balm for Skin Rash		/	/	/		
BOODAK	Organic Garlic + Lavender Baby Balm		/	/			
Hello Natural Co	Natural Deodorant Malaysia Happy Pits Deodorant Balm		/		/		
	Sensitive Skin Natural Deodorant Malaysia		/		/		
	Natural Lip Balm Treatment Malaysia		/		/		
SheaMoisture	Shea Butter & Vitamin Cleansing Balm	/			/		
	Even & Radiant 3-in-1 Melting Cleaning Balm	/			/		
	Manuka Honey & Yogurt Hydrate + Repair Split End Balm	/			/		
	Maracuja Oil & Shea Butter Beard Balm Shape, Smooth & Define	/			/		
	Fruit Fusion Coconut Water Shea Butter Lip Balm	/			/		
	Superfruit Multi-vitamin Shea Butter Lip Balm	/			/		
	Coconut Hibiscus Shea Butter Lip Balm	/			/		
	Papaya & Vitamin C Brighter Days Ahead Lip Balm	/			/		
	Fruit Fusion Vegan Lip Butterstick	/			/		
	Oat Milk & Rich Water Baby Extra Comforting Multi-Purpose Balm	/		/	/		
Handmade Heroes	Nursing Balm	/			/		
	Diaper Balm	/	/		/		
	Coccolicious Luscious Lip Mask Bakuchiol	/			/		
	Hyaluronic Lip Dews	/			/		
Neal's Yard Remedies	Geranium & Orange Body Balm	/			/		
	Bee Lovely All Over Balm	/			/		
	Wild Rose Beauty Balm	/			/		
	Comfrey & Mallow Foot Balm	/	/		/		
	Men's Cooling After Shave Balm	/			/	/	
	Organic Baby Balm	/	/		/		
Skin Design Balm	Designer Balm	/			/		
	Face Bath	/			/		

Table 4.1 shows the product strategy for the aromatherapy balm-based cosmetic industry.

Based on the document analysis, two categories of value propositions for aromatherapy balm products are provided in the market. First category is related to product type and the second category is related to demographic element. It is found that the value proposition product type is more being utilized by the founder compare to demographic category. The value proposition is mostly the same for each product offered by each industry leader. Because most of these cosmetics products are intended for skin care, the first value proposition is related to the ingredient used to produce the cosmetic product. Therefore, after searching for the ingredient used, the researcher found that each cosmetics product has some of the main ingredients for making products that affect the nurse on the skin. The most commonly used ingredients are Beeswax, Rosemary, Shea Butter, Hyaluronic Acid, Sunflower, and many more. Using this ingredient provides a value proposition to the product. Therefore, the value proposition is closely related to the ingredient used.

The value proposition is that aromatherapy balm-based products are available in marketing, whereby they also produce that can be used based on quality. For example, the product can be used for babies and not just for use in the adult category. Examples include Tasneem Naturel, Remdii, Herbbies, Boodak, and Shea Moisture products. With this value proposition, they have attracted the attention of parents out there to buy because parents will choose products that use natural ingredients to treat their children's skin and security.

Other than that, CF-Rub products from Tasneem Naturel Company can help babies or children with fever, cough, and flu, in contrast to Firming Oil in Balm products from Melvita, which allows users to have smoother and healthier skin. So, this type of product is one of the best value propositions to consumers as each user has different requirements for buying a cosmetic product. Therefore, the value proposition is closely related to quality. This aromatherapy balm product can be used by various categories: babies and adults.

It has been shown that both ingredients and quality serve distinct purposes; these categories each have their value proposition that balm aromatherapy products are provided in the market.

4.1.2 Range retail prices for balm aromatherapy products versus weight in the market.

COMPANY	PRODUCT NAME	WEIGHT & PORTION VERSUS PRICE		
		WEIGHT = PRICE	MILLILITER = PRICE	OUNCES = PRICE
		1gram = RM	10 ml = RM	1oz = RM
Tasneem Naturel	Calm Time	0.49 SEN		
	CF-Rub	0.49 SEN		
	Skeenz	0.55 SEN		
	Sleep Time	0.49 SEN		
	T-Rub	0.49 SEN		
	Resty Oil		RM 11.80	
	Stommy Oil		RM13.67	
Balm Bidara	Balm As Syifa	0.21 SEN		
	Balm Lemon	0.18 SEN		
		0.18 SEN		
	Balm Limau Purut	0.21 SEN		
		0.18 SEN		
	Balm Madu Kelulut	0.21 SEN		
		0.18 SEN		
	Balm Peppermint	0.21 SEN		
		0.18 SEN		
	Balm Kasturi	0.21 SEN		
		0.18 SEN		
	Balm Cengkih- K.mains	0.21 SEN		
		0.18 SEN		
	Balm Habatussauda	0.21 SEN		
		0.18 SEN		
	Baby Balm	0.21 SEN		
		0.18 SEN		
	Balm Gelenggang	0.21 SEN		
		0.18 SEN		
	Balm Biadara Munajat	0.21 SEN		
	0.18 SEN			
Balm Lavender	0.21 SEN			
	0.18 SEN			
Balm Strawberry	0.21 SEN			
	0.18 SEN			
Balm Serai Wangi	0.21 SEN			
	0.18 SEN			
Balm Cengkih- K.mains	0.21 SEN			
	0.18 SEN			
REMDII	REMDII® Care Calming Baby Balm	RM 1.20		
Ulu Soleil	Shea Butter with Retinol Body Balm	RM 2.30		
	Shea Butter with HA + Vit E Body Balm	RM 2.30		
Farahanim Beauty HQ	FARAA LIP BUTTER Melati		RM 7.70	
	FARAA LIP BUTTER Coral Peach		RM 7.70	
	FARAA LIP BUTTER Caramel Mint		RM 7.70	
	FARAA LIP BUTTER Cherry Velvet		RM 7.70	
	FARAA LIP BUTTER Orchid Vanilla		RM 7.70	
Herbbies	Mint Free Gentle Mugwort Eczema Balm	RM 10.50		
	Mugwort Anti Itch Balm for Eczema & Psoriasis	RM10.50		
	Vernonia Anti Itch Balm for Skin Rash	RM10.50		
BOODAK	Organic Garlic + Lavender Baby Balm	RM10.50		
Hello Natural Co	Natural Deodorant Malaysia Happy Pits Deodorant Balm	0.99 SEN		
	Sensitive Skin Natural Deodorant Malaysia	RM 1.40		
	Natural Lip Balm Treatment Malaysia		RM 39.99	

Table 4.2 shows the pricing strategy for the aromatherapy balm-based cosmetic industry in Malaysia.

COMPANY	PRODUCT NAME	WEIGHT & PORTION VERSUS PRICE		
		WEIGHT = PRICE	MILLILITER = PRICE	OUNCES= PRICE
		1gram = RM	10 ml = RM	1oz = RM
	Zam-Buk Medicated Ointment Balm	0.6125 SEN		
Zam Buk		0.35 SEN		
		0.30 SEN		
Banyan Tree	Jasmine and Sandalwood Bath & Body Massage Oil		RM 12.35	
	Lavender and Geranium Bath & Body Massage Oil		RM 12.35	
	Ylang Ylang and Geranium Bath & Body Massage Oil		RM 12.35	
	Black Pepper Seed and Lavender Bath & Body Massage Oil		RM 9.88	
	Chamomile and Plai Bath & Body Massage Oil		RM 12.35	
	Bergamot and Vetiver Aromatherapy Roll-On		RM105.76	
	Mandarin Orange and Rosemary Aromatherapy Roll-On		RM105.76	
	Clary Sage and Ylang Ylang Aromatherapy Roll-On		RM105.76	
	Chamomile and Frankincense Aromatherapy Roll-On		RM105.76	
	Flight Care Aromatherapy Balm	RM5. 87		
	Be Still Aromatherapy Balm	RM5. 87		
	Restful Hour Aromatherapy Balm	RM5. 87		
	A Sensory Oasis	RM 22.39		
	Quiet Time Aromatheraphy Balm	RM5. 87		
Young Living	Lip Balm Grapefruit	RM 3.33		
	Lip Balm Cinnamint	RM 2.36		
	Lip Balm Lavender	RM 3.21		
	Aroma Balance Essential Oil		RM 254.67	
Heimish	All Clean Balm		RM 5.40	
			RM 4.20	
Tiger Balm	Tiger Balm Plus	0.60 SEN		
		0.34 SEN		
	Tiger Balm Plus Ointment	0.52 SEN		
	Tiger Balm White	0.60 SEN		
	Tiger White Ointment	0.52 SEN		
		0.43 SEN		
MELVITA	SOFTENING LIPBALM	RM 10		
	SMOOTHING LIPBALM	RM 10		
	NOURISHING LIPBALM	RM 10		
	FIRMING OIL IN Balm		RM 11.65	
	COMFORTING BALM		RM 7.70	
JURLIQUE	LIP CARE BALM		RM 8.33	
	ROSE LOVE BALM		RM 4.80	
	NUTRI DEFINE SUPREME EYE CONTOUR BALM		RM 27	
LUMIN	ULTRA-HYDRATING MOISTURIZING BALM		RM19.60	
	HYDRATING HAND BALM		RM 20	
	UV-DEFENSE MOISTURIZING BALM		RM 23.33	
	CONDITIONING BODY BALM		RM 2.19	
HIMALAYA	HIMALAYA LIP BALM	RM 1.74		
	HIMALAYA COLD RELIEF	RM1.14		

Scented	SLEEP WELL Wellbeing Ritual Aromatherapy Balm			
	DE STRESS Wellbeing Ritual Aromatherapy Balm	RM 25.60		
	ESCAPE Wellbeing Ritual Aromatherapy Balm	RM 25.60		
	FOCUS Wellbeing Ritual Aromatherapy Balm	RM 25.60		
	LOVE Wellbeing Ritual Aromatherapy Balm	RM 25.60		
	HAPPY Wellbeing Ritual Aromatherapy Balm	RM 25.60		
SheaMoisture	Shea Butter & Vitamin Cleansing Balm			RM 14.30
	Even & Radiant 3-in-1 Melting Cleaning Balm			RM 16.08
	Manuka Honey & Yogurt Hydrate + Repair Split End Balm			RM 17.68
	Maracuja Oil & Shea Butter Beard Balm Shape, Smooth & Define			
	Fruit Fusion Coconut Water Shea Butter Lip Balm			
	Superfruit Multi-vitamin Shea Butter Lip Balm			
	Coconut Hibiscus Shea Butter Lip Balm			
	Papaya & Vitamin C Brighter Days Ahead Lip Balm			
	Fruit Fusion Vegan Lip Butterstick			
	Oat Milk & Rich Water Baby Extra Comforting Multi-Purpose Balm			
Handmade Heroes	Nursing Balm	RM 1.09		
	Diaper Balm	RM 1.09		
	Cocolicious Luscious Lip Mask Bakuchiol	RM 2.49		
	Hyaluronic Lip Dews		RM 154.50	
Neal's Yard Remedies	Geranium & Orange Body Balm	RM 1.18		
	Bee Lovely All Over Balm	RM 4.54		
	Wild Rose Beauty Balm	RM 6.06		
	Comfrey & Mallow Foot Balm	RM 2.20		
	Men's Cooling After Shave Balm		RM 37.80	
	Organic Baby Balm	RM 2.20		
Skin Design Balm	Designer Balm		RM 147.00	
	Face Bath		RM 51.70	

Table 4.3 shows the pricing strategy for the international aromatherapy balm-based cosmetic industry.

Next, the range of retail prices for balm aromatherapy products versus weight in the market. Each aromatherapy balm-based product can be evaluated at different prices. Pricing is one of the trickiest issues in marketing as it requires understanding the products and market. The presence of cosmetics in various product categories is one of the factors influencing pricing in the marketing mix of the sector. Usually, customers compare prices, comparisons in terms of features, quality, price, weight, and more, before deciding on a purchase. The document analysis shows that the

serving for the aromatherapy balm-based product is between 4.2 grams to 200 grams, 15 ml to 100 ml, and 2.5oz to 3.5oz. Moreover, the price is RM 4.90 and above.

Based on the document analysis studied, it is clear to distinguish the valuation strategy. We can differentiate the valuation strategy into two, where one is high pricing while the other one is low pricing. Some aromatherapy balm-based products are offered at a premium above the average market price. This can be identified as a suitable strategy for high-end target customers where the ingredients used to produce the product are high quality and unique. Also, factors such as shipping from abroad, whether delivery involves high costs, and display represents a premium element for aromatherapy balm-based products. As a result, the Skin Design Balm Industry's product, Designer Balm, is priced at RM 735.00 for a small quantity of 50ml. Anyhow, the cost is not more than RM150 for any industry.

However, some aromatherapy balm-based products industry sets low prices. This strategy may take advantage of production capacity, reducing costs to the maximum. From here, it can be seen that the customer segment for this product is often exposed when other products are cheaper, regardless quality of the product. For example, Zam Buk Industry's product, Medicated Ointment Balm, has the lowest price with a large portion where the price is only RM10.90 for 36 grams.

In short, it is clear from the document analysis that the serving sizes for the products made with aromatherapy balms vary depending on the pricing range. Pricing is critical for all cosmetic industries because the company expresses the importance of providing the commodity to customers in terms of range retail prices versus weight.

MALAYSIA

KELANTAN

4.1.3 The distribution strategy adopted for balm aromatherapy products in the market.

COMPANY	ORIGIN	DISTRIBUTION		DISTRIBUTION PLATFORM					ADOPTION OF DISTRIBUTION STRATEGY	
	LOCAL	ONLINE	OFFLINE	WEBSITE	SHOPEE	LAZADA	INSTAGRAM	FACEBOOK		TIKTOK
Tasneem Naturel	MALAYSIA	/	/	/	/	/	/	/		YES
Balm Bidara	MALAYSIA	/	/	/	/	/	/	/		YES
REMDII	MALAYSIA	/	/	/	/	/	/	/		YES
Ulu Soleil	MALAYSIA	/	/	/			/	/	/	YES
Farahanim Beauty HQ	MALAYSIA	/	/		/		/	/	/	YES
Herbbies	MALAYSIA	/	/	/	/		/	/		YES
BOODAK	MALAYSIA	/	/	/	/					YES
Hello Natural Co	MALAYSIA	/	/	/	/		/	/		YES

Table 4.5 shows the distribution strategy for the aromatherapy balm-based cosmetic industry in Malaysia.

COMPANY	ORIGIN	DISTRIBUTION		DISTRIBUTION PLATFORM					ADOPTION OF DISTRIBUTION STRATEGY	
	INTERNATIONAL	ONLINE	OFFLINE	WEBSITE	SHOPEE	LAZADA	INSTAGRAM	FACEBOOK		TIKTOK
Zam Buk	UK	/	/	/	/					YES
Banyan Tree	US	/		/						YES
Young Living	UTAH	/	/	/	/	/	/	/		YES
Heimish	US	/	/	/	/	/				YES
Tiger Balm	CHINA	/	/	/	/	/		/		YES
MELVITA	FRANCE	/	/	/	/	/		/		YES
JURLIQUE	AUSTRALIA	/		/	/	/				YES
LUMIN	US	/	/	/						YES
HIMALAYA	INDIA	/	/	/	/	/	/	/	/	YES
Scentered	ENGLAND	/	/	/			/	/		YES
SheaMoisture	US	/	/	/			/	/		YES
Handmade Heroes	SINGAPURA	/	/	/	/		/	/		YES
Neal's Yard Remedies	ENGLAND	/	/	/			/	/		YES
Skin Design Balm	ENGLAND	/	/	/			/	/		YES

Table 4.6 shows the distribution strategy for the international aromatherapy balm-based cosmetic industry.

Document analysis has discovered that aromatherapy balm-based companies have employed websites, Shopee, Lazada, Instagram, Facebook, and Tik Tok as part of their distribution strategies. There are products from other countries and also from local ones. In general, customers use both local and international aromatherapy balm-based products. Customer chooses the products depending on the value proposition

and product availability. Twenty-two websites were analyzed in this research. Eight were based in Malaysia, while the rest were internationally based.

Some industries send the product directly to the customer through their website. In contrast, almost every industry sells products directly through e-commerce portals such as Lazada and Shopee. For example, REMDII creates awareness about dry and sensitive skin by using its website to share solutions to cure it. It is one of the promotions, but from there, many customers recognize and start accessing their website.

Most industries also use social media platforms like Facebook, Instagram, and Tiktok. Even though 95.45% of companies from this analysis have their websites, they still have their products for sale on various social media platforms to boost their sales. Ulu Soleil, Heimish, and Farahanim Beauty HQ use social media the most. It is because this platform is closer to the customer. In social media, the company can create awareness, class makeup by influencers, share talks, and make donations that customers can join.

Customers explore a simple platform with one app that is easy to access. For example, for over a year, Instagram and Facebook have upgraded their app with additional features like a shop. It makes it easier for customers to use it without going to another app to find what customers want. Instagram and Facebook have unique features that can attract customers' attention through beautiful pictures, videos, reels, stories. At the same time, customers can socialize while shopping at the same time.

Both local and international implement this strategy. Here we can see that the Jurlique industry does not use the offline method, and the other industries use both online and offline. Himalaya is one of the companies that utilize every platform.

The document analysis shows that having the right distribution strategy can give a significant advantage over competitors. In sum, this research found that company website is the most platform that being utilized by the balm aromatherapy company.

4.1.4 Promotion strategy adopted for balm aromatherapy products in the market..

COMPANY	TYPES OF PROMOTION			
	Tradisional Advertising (TV, Radio, Print advertising)	Online Advertising (Email, Social Media, e-Commerce)	Direct Marketing (Sales Promotion, Personal Selling, Store, Booth)	Public Relations (Sponsorships, Product Placement, Social Media Campaigns, Consumer Education, and Corporate Social Responsibility (CSR))
Tasneem Naturel	/	/	/	/
Zam Buk		/	/	/
Banyan Tree		/	/	/
Young Living		/	/	/
Balm Bidara		/	/	/
Heimish		/	/	/
Tiger Balm		/	/	/
Melvita		/	/	/
JURLIQUE		/	/	/
LUMIN		/	/	/
HIMALAYA	/	/	/	/
REMDII		/	/	/
Ulu Soleil		/	/	/
Scentered		/	/	/
Farahanim Beauty HQ		/	/	/
Herbbies		/	/	/
BOODAK		/	/	/
Hello Natural Co		/	/	/
SheaMoisture		/	/	/
Handmade Heroes		/	/	/
Neal's Yard Remedies		/	/	/
Skin Design London		/	/	/

Table 4.4 shows the type of promotion companies used to promote the aromatherapy balm-based cosmetic industry.

Table 4.4 shows the promotional strategy used by aromatherapy balm-based companies for selling products. While there are many different platforms, all the companies share one common goal to get people to buy the products and services of their customers. For example, websites and email are common platforms for companies, but since the pandemic era, most companies are already aware of other platforms like Shopee and Lazada. In addition, social media also plays a vital role in promotion because most people now have social media like Instagram, Facebook, and TikTik. Based on the document analysis shows that Ulu Soleil, Heimish, and Farahanim Beauty HQ use social media the most.

Various ways of promotion can be found in document analysis. There are several promotional strategies used to advertise aromatherapy balm products, such as promotion during festivals, sales (clearance, launching day, combo sales), buy one

free one, a gift such as a buy above something get the sample, or free product, giveaway, online quiz, discount 5% or 10% and shipping fare.

Several companies practice promotion during festivals online and offline. Examples include UV-defense moisturizing balm products produced by Lumin. Lumin uses this strategy because festivals are a unique opportunity to connect with current and potential customers.

Sales (clearance, launching day, combo sales), or more specifically discount sales, are promotional tactics used by most companies to attract more customers and increase their cash flow. For example, Farahanim Beauty HQ also uses flash sales for FARA LIP BUTTER's various flavors for their product sales. They explained that it was a regular-priced product, so the buyer knew what he was getting into. They have named their sale in line with their brand, "Addict Lip Glow," to attract the attention of their target audience.

Among the most attractive promotions is buy one free one. They offer customers a free product for purchasing aromatherapy balm-based products of greater or equal value and shipping fare. The most common strategy used by aromatherapy balm-based companies is to offer shipping fare. Such as free shipping on a certain amount to get some sales. Based on the analysis, can know people who use Hello Natural Co products take advantage of this offer and keep stock. This offer also to get free shipping also encourages bulk buying.

4.2 SUMMARY

In conclusion, based on the comparison marketing strategy for balm aromatherapy in the cosmetic industry shows that the marketing mix is related. The content analysis shows that the marketing mix affects balm aromatherapy products. The product does affect the balm aromatherapy balm in value proposition and quality. Next, the pricing involves the balm aromatherapy in the weight range in retail prices is based on valuation strategy, and distribution affects the balm aromatherapy market through an e-commerce platform. Lastly, the promotion has affected the balm aromatherapy in market discount.

CHAPTER 5: RESULTS AND CONCLUSION

5.0 INTRODUCTION

This chapter presents the conclusion of the key finding for this research. It will highlight the contributions of this research to the results, implications, and recommendations for future research. Also, this chapter discusses the limitations study of this research.

5.1 LINK WITH PREVIOUS STUDIES

5.1.1 Identify the value proposition that balm aromatherapy products provide in the market.

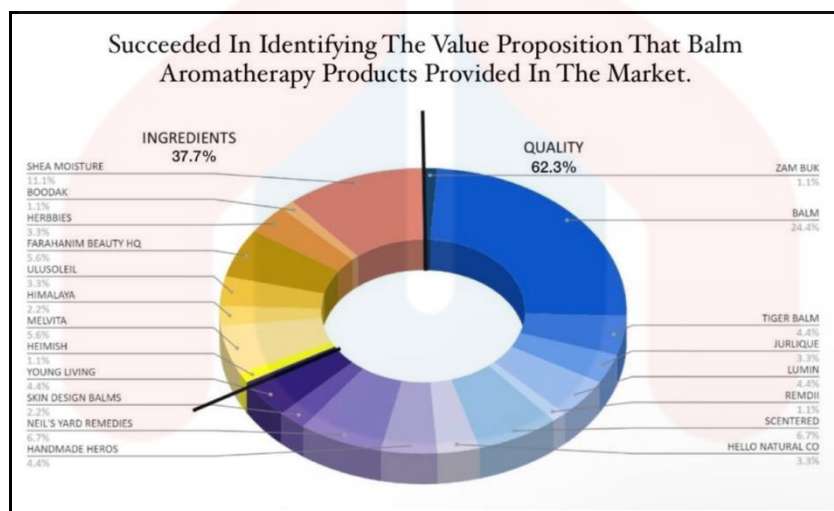


Figure 5.1: The results for research question number one

The value proposition that balm aromatherapy products provide in the market	
Value Proposition	Percentage (%)
Quality	62.3
Ingredients	37.3
Total	100

Table 5.1: The results for research question number one

Based on Figure 5.1 showed the ingredients and quality of balm aromatherapy items on the market have been used to determine the value proposition compare to demographic category. Quality showed 62.3 percent consisting of twelve companies. At the same time, ingredients make up 37.7 percent of which consists of eight companies. Based on figure 5.1, the percentage showed that the quality was higher than the ingredients that were appreciated.

This study has indicated that value propositions for Balm aromatherapy products offered in the market focuses on quality and ingredients. Based on the analysis, the value proposition for balm aromatherapy products offered in the market has been identified by the quality of the product. Therefore, the first research proposition is in line with the findings.

P1: The value proposition that balm aromatherapy products provide in the market is focused on the quality of the product.

5.1.2. Identify the range of retail prices for balm aromatherapy products versus weight in the market.

Range of retail prices for balm aromatherapy products versus weight in the market	
Price Range	Percentage (%)
RM0- RM19	21.7
RM19- RM39	13
RM39- RM59	13
RM59- RM79	8.7
RM79- RM99	4.3
RM99- RM119	8.7
RM119- RM139	13
above RM139	17.4
Total	100

Table 5.2: The results for research question number two

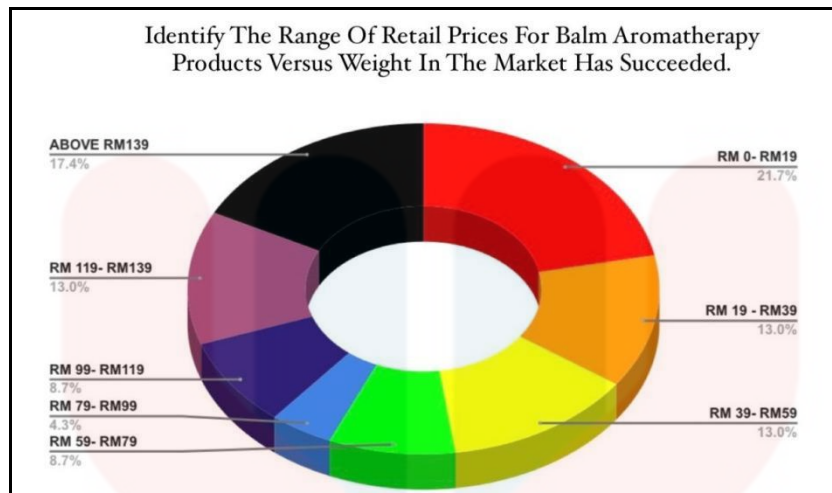


Figure 5.2: The results for research question number two

Based on Figure 5.2 shows the range of retail prices for balm aromatherapy products versus weight in the market. There were determined by eight price ranges such as, RM0- RM19, RM19- RM39, RM39- RM59, RM59- RM79, RM79- RM99, RM99- RM119, RM119- RM139 and above RM139. The price range of RM 0- RM 19 shows the highest, 21.7 percent, while the price range between RM 79 to RM 99 is the lowest, 4.3 percent.

The objective to identify the range of retail prices for balm aromatherapy products versus weight in the market has succeeded. Based on the document analysis studied, it is clear to distinguish the valuation strategy. We can differentiate the valuation strategy into two, where one is high pricing while the other one is low pricing. The aromatherapy balm-based cosmetic industry offers enhanced features and struggles with market costs. Therefore, the second research proposition is not accurately in line with the findings.

P2: The range retail price for balm aromatherapy products versus weight in the market is between RM100 – RM10 for 25g.

The range price is not based on the weight of the product but rather can be categories into high pricing and low pricing.

5.1.3 Identify the distribution strategy adopted for balm aromatherapy products in the market.

Distribution strategy that has been adopted for balm aromatherapy products in the market.	
Distribution strategy	Percentage (%)
Website	26.6
Shopee	19
Lazada	13.9
Instagram	17.7
Facebook	19
Tiktok	3.8
Total	100

Table 5.4: The results for research question number four

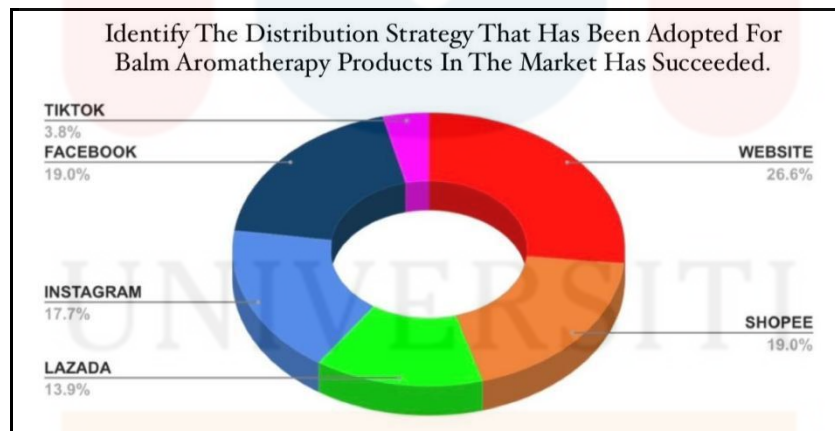


Figure 5.4: The results for research question number four

Based on figure 5.4 shows the promotion strategy that has been adopted for balm aromatherapy products in the market, such as promotion during festivals, sales (clearance, launching day, combo sales), buy one free one, a gift such as a buy above something get the sample or free product, giveaway, online quiz, discount 5% or 10% and shipping fare. Promotion during festival and sales (clearance, launching day,

combo sales) is the highest at 25.4 percent each, while Buy 1 Free one stated the lowest at only 10.4 percent.

The goal of determining the distribution strategy for balm aromatherapy products has been accomplished. This research has identified that several businesses use direct distribution to supply goods to buyers via their websites. Every aromatherapy balm-based cosmetic industry engages in direct online sales, and most companies effectively use social media sites. This method is used locally and internationally as a distribution strategy that balm aromatherapy products have adopted in the market.

Based on the document analysis studied, websites and email are common platforms for companies. However, since the pandemic, most companies have become aware of other platforms like Shopee and Lazada. In addition, social media also plays an essential role in promotion because most people now have social media like Instagram, Facebook, and TikTok. Social media has identified that less conventional advertising is employed since most businesses choose websites and e-commerce platforms. This is particularly relevant in the case of a research-based aromatherapy balm. Therefore, the findings is inline with research proposition that claim distribution strategy is through e-commerce platform. Furthermore, company website is the most used for distribution strategy.

P3: The distribution strategy that has been adopted for balm aromatherapy products in the market is through the e-commerce platform.

5.1.4 Identify the promotion strategy adopted for balm aromatherapy products in the market.

Promotion strategy that has been adopted for balm aromatherapy products in the market	
Promotion strategy	Percentage (%)
Promotion during festivals	25.4
Sales (clearance, launching day,	25.4

combo sales)	
buy one free one	10.4
A gift such as a buy above something get the sample or free product, giveaway, online quiz, discount 5% or 10%	17.9
Shipping fare	20.9
Total	100

Table 5.3: The results for research question number three

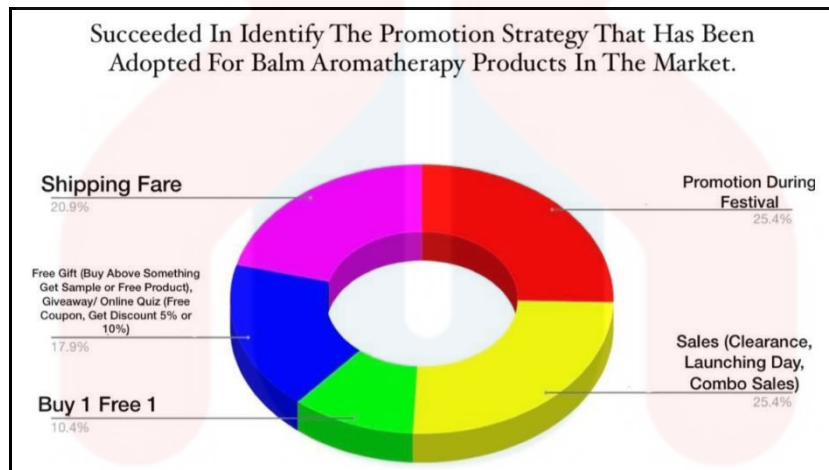


Figure 5.3: The results for research question number three

Figure 5.3 shows the distribution strategy planned by aromatherapy balm-based companies such as the company's website, Shopee, Lazada, Instagram, Facebook, and Tiktok. Websites are the highest at 26.6 percent, while Tiktok shows the lowest at only 3.8 percent.

From this research, the goal of determining the marketing approach used for balm aromatherapy goods on the market has been accomplished. This research has identified that most aromatherapy balm-based cosmetic companies use their websites. Also, social media is used for promotional strategies for marketing aromatherapy balm products. In addition, it has been identified that the buy one free one promotion

is less used because most businesses choose internet advertising. Therefore, research proposition as below is not in line accurately with the research findings.

P4: The promotion strategy that has been adopted for balm aromatherapy products in market discount.

The promotion strategy for balm aromatherapy product is not focuses on market discount only but rather on festival promotion, shipping fare and event sales.

5.2 LIMITATIONS

There are limitations in this study to consider. The data collection method was the limitation of the study. Document analysis seems easy to collect data, but it can be tricky in practice. It is difficult for researchers to find more in-depth information on some products that are not mentioned on the internet or other sources. This makes some data for some types of cosmetic products cannot be stated as a whole due to information on the internet and other resources.

5.3 RECOMMENDATION

Future studies should primarily concentrate on quantitative and qualitative validation of the adoption of marketing strategy toward the cosmetic industry. We suggest that researchers pay more attention to the cosmetic industry and find strategies for continuously developing, creating, and innovating. The comparison of the marketing strategies for other products in the cosmetic industry should also be investigated, taking into consideration the changes in the market. Other cosmetic products should be included in future studies, such as bath salts, hand creams, moisturizers, perfume. Undoubtedly, a more extensive research sample than the one used in this article should be used for the investigation.

Hence, there were only 22 aromatherapy balm-based cosmetic industries in the research sample. So that potential discrepancies between industry leaders of aromatherapy balm-based products and marketing strategies may be detected, future research should also include other subjects of study in various cosmetic industries. Second, the data analysis of this study needs to have opinions or feedback from the audiences. The sample was selected by industry leaders who produce aromatherapy balm products. For future studies, the researcher could apply mix mode research design, with the data collection method of interviews and document analysis to achieve a more favorable review.

5.4 SUMMARY

This chapter concluded the study and results based on the objectives, limitations, and recommendations. The objectives of this research have been identified, and the findings of the data collected have been discussed. It has been concluded that the marketing strategy for the balm-based aromatherapy companies has been effective and that it should create a difference in marketing strategy for the cosmetic industry to achieve more progress. This new knowledge shows that the balm aromatherapy cosmetic industry should proactively evaluate new methods for impact and changes in the market. The research recommends that the future research focus on the qualitative and quantitative validation of the use of marketing strategy in the cosmetic industry.

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APPENDIX A: GANTT CHART

MONTH/WEEK TASK	OCTOBER			NOVEMBER				DECEMBER				JANUARY			
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
find group members and create a group and add SV in the group.															
-Discussion with SV through Whatsapp -Discuss Research Title with SV															
-finding the title and related thesis -Decide Project Title and Information with Group Members															
-First meeting with supervisor at 8/11/2022-12:30 pm. -Start to do thesis (Introduction)															
Discussion with group members (F2F) -Start to do chapter 2 (Literature review)															
-Discuss among group members and did correction for Literature review -Start to do chapter 3 (Research Methodology)															
-Data Gathering (Creating draft of interview) -Conclusion of the research and recommendation (Reference & Appendix)															
Report proposal submission -Project presentation															
Held meeting F2F with supervisor at 15/12/2022- 3 pm. -Start to do research proposal correction															

-Go through on comparison of marketing strategy for balm aromatherapy in the cosmetic industry																							
-Find out details for document analysis																							
-Submission PPTA 1 (research proposal)																							
-Summarize and rearrange document analysis																							
-Held meeting through google meet with supervisor at 7/1/2023-11:00 pm. -Start to do -Start to do chapter 4 and 5 -Chapter 4 and 5 completed																							
-E-poster explanation & preparation																							
-Research paper, full report editing & compile -Submission e-poster -Submission empirical paper & full report																							



**ASSESSMENT FORM FOR FINAL YEAR RESEARCH PROJECT: RESEARCH REPORT (Weight 50%)
(COMPLETED BY SUPERVISOR AND EXAMINER)**

Student's Name: AHMAD NAZIRUL MUBIN BIN BAHARUDIN, AINASYASYA BINTI HALIM, ASHIVINI A/P VELAVAN, AND FATIN SAJEEDAH BINTI ZAKARIA

Matric No.: A19A0015, A19A1016, A19A0068, A19A0151

Name of Supervisor: PROF. MADYA DR. ANIS AMIRA BINTI AB RAHMAN

Name of Programme: SAK

Research Topic: COMPARISON OF MARKETING STRATEGY FOR BALM AROMATHERAPY IN THE COSMETIC INDUSTRY: A QUALITATIVE RESEARCH.

NO.	CRITERIA	PERFORMANCE LEVEL				WEIGHT	TOTAL
		POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
1.	<p>Content (10 MARKS) (Research objective and Research Methodology in accordance to comprehensive literature review)</p> <p>Content of report is systematic and scientific (Systematic includes Background of study, Problem Statement, Research Objective, Research Question) (Scientific refers to researchable topic)</p>	<p>Poorly clarified and not focused on Research objective and Research Methodology in accordance to comprehensive literature review.</p>	<p>Fairly defined and fairly focused on Research objective and Research Methodology in accordance to comprehensive literature review.</p>	<p>Good and clear of Research objective and Research Methodology in accordance to comprehensive literature review with good facts.</p>	<p>Strong and very clear of Research objective and Research Methodology in accordance to comprehensive literature review with very good facts.</p>	<p>___ x 1.25 (Max: 5)</p>	
		<p>Content of report is written unsystematic that not include Background of study, Problem Statement, Research Objective, Research Question and unscientific with unsearchable topic.</p>	<p>Content of report is written less systematic with include fairly Background of study, Problem Statement, Research Objective, Research Question and less scientific with fairly researchable topic.</p>	<p>Content of report is written systematic with include good Background of study, Problem Statement, Research Objective, Research Question and scientific with good researchable topic.</p>	<p>Content of report is written very systematic with excellent Background of study, Problem Statement, Research Objective, Research Question and scientific with very good researchable topic.</p>	<p>___ x 1.25 (Max: 5)</p>	

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**ASSESSMENT FORM FOR FINAL YEAR RESEARCH PROJECT: RESEARCH REPORT (Weight 50%)
(COMPLETED BY SUPERVISOR AND EXAMINER)**

2.	Overall report format (5 MARKS)	Submit according to acquired format	The report is not produced according to the specified time and/ or according to the format	The report is produced according to the specified time but fails to adhere to the format.	The report is produced on time, adheres to the format but with few weaknesses.	The report is produced on time, adheres to the format without any weaknesses.	___ x 0.25 (Max: 1)
		Writing styles (clarity, expression of ideas and coherence)	The report is poorly written and difficult to read. Many points are not explained well. Flow of ideas is incoherent.	The report is adequately written; Some points lack clarity. Flow of ideas is less coherent.	The report is well written and easy to read; Majority of the points is well explained, and flow of ideas is coherent.	The report is written in an excellent manner and easy to read. All of the points made are crystal clear with coherent argument.	___ x 0.25 (Max: 1)
		Technicality (Grammar, theory, logic and reasoning)	The report is grammatically, theoretically, technically and logically incorrect.	There are many errors in the report, grammatically, theoretically, technically and logically.	The report is grammatically, theoretically, technically and logically correct in most of the chapters with few weaknesses.	The report is grammatically, theoretically, technically, and logically perfect in all chapters without any weaknesses.	___ x 0.25 (Max: 1)
		Reference list (APA Format)	No or incomplete reference list.	Incomplete reference list and/ or is not according to the format.	Complete reference list with few mistakes in format adherence.	Complete reference list according to format.	___ x 0.25 (Max: 1)
		Format organizing (cover page, spacing, alignment, format structure, etc.)	Writing is disorganized and underdeveloped with no transitions or closure.	Writing is confused and loosely organized. Transitions are weak and closure is ineffective.	Uses correct writing format. Incorporates a coherent closure.	Writing include a strong beginning, middle, and end with clear transitions and a focused closure.	___ x 0.25 (Max: 1)

**ASSESSMENT FORM FOR FINAL YEAR RESEARCH PROJECT: RESEARCH REPORT (Weight 50%)
(COMPLETED BY SUPERVISOR AND EXAMINER)**

3.	Research Findings and Discussion (20 MARKS)	Data is not adequate and irrelevant.	Data is fairly adequate and irrelevant.	Data is adequate and relevant.	Data is adequate and very relevant.	___ x 1 (Max: 4)
		Measurement is wrong and irrelevant	Measurement is suitable and relevant but need major adjustment.	Measurement is suitable and relevant but need minor adjustment.	Measurement is excellent and very relevant.	___ x 1 (Max: 4)
		Data analysis is inaccurate	Data analysis is fairly done but needs major modification.	Data analysis is satisfactory but needs minor modification.	Data analysis is correct and accurate.	___ x 1 (Max: 4)
		Data analysis is not supported with relevant output/figures/tables and etc.	Data analysis is fairly supported with relevant output/figures/tables and etc.	Data analysis is adequately supported with relevant output/figures/table and etc.	Data analysis is strongly supported with relevant output/figures/table and etc.	___ x 1 (Max: 4)
		Interpretation on analyzed data is wrong.	Interpretation on analyzed data is weak.	Interpretation on analyzed data is satisfactory.	Interpretation on analyzed data is excellent	___ x 1 (Max: 4)
4.	Conclusion and Recommendations (15 MARKS)	Implication of study is not stated.	Implication of study is weak.	Implication of study is good.	Implication of study is excellent	___ x 1.25 (Max: 5)
		Conclusion is not stated	Conclusion is weakly explained.	Conclusion is satisfactorily explained.	Conclusion is well explained.	___ x 1.25 (Max:5)
		Recommendation is not adequate and irrelevant.	Recommendation is fairly adequate and irrelevant.	Recommendation is adequate and relevant.	Recommendation is adequate and very relevant.	___ x 1.25 (Max:5)
TOTAL (50 MARKS)						

**ASSESSMENT FORM FOR FINAL YEAR RESEARCH PROJECT (PPTAI): TOTAL MARKING SCHEME
(COMPLETED BY SUPERVISOR & EXAMINER)**

Research Topic: COMPARISON OF MARKETING STRATEGY FOR BALM AROMATHERAPY IN THE COSMETIC INDUSTRY:

A QUALITATIVE RESEARCH.

Student's Name: AHMAD NAZIRUL MUBIN BIN BAHARUDIN, AINASYASYA BINTI HALIM, ASHIVINI A/P VELAVAN, AND FATIN SAJEEDAH BINTI ZAKARIA

Matric No.: A19A0015, A19A1016, A19A0068, A19A0151

Assessment	Marks Given By Supervisor	Marks Given By Examiner	Total
Effort (20%) - <i>Reflective Note</i>			
Presentation (20%)			/ 2 =
Research Paper (10%)			/ 2 =
Research Report (50%)			/ 2 =
GRAND TOTAL (100%)			

Signature: _____

Name of Supervisor: PROF. MADYA DR. ANIS AMIRA BINTI AB RAHMAN

Date:

Signature: _____

Name of Examiner : PROF. MADYA DR. NOORSHELLA BINTI CHE NAWI

Date:

**ASSESSMENT FORM FOR FINAL YEAR RESEARCH PROJECT (PPTAI): REFLECTIVE NOTE (Weight 20%)
(COMPLETED BY SUPERVISOR)**

Student's Name: AHMAD NAZIRUL MUBIN BIN BAHARUDIN, AINASYASYA BINTI HALIM, ASHIVINI A/P VELAVAN, AND FATIN SAJEEDAH BINTI ZAKARIA

Matric No.: A19A0015, A19A1016, A19A0068, A19A0151

Name of Supervisor: PROF. MADYA DR. ANIS AMIRA BINTI AB RAHMAN

Name of Programme: SAK

Research Topic: COMPARISON OF MARKETING STRATEGY FOR BALM AROMATHERAPY IN THE COSMETIC INDUSTRY: A QUALITATIVE RESEARCH.

NO.	CRITERIA	PERFORMANCE LEVEL				WEIGHT	TOTAL
		POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
1.	Determination	Is not determined and does not put in any effort in completing the research report	Is determined but puts in little effort in completing the research report	Is determined and puts in reasonable effort in completing the research report	Is very determined and puts in maximum effort in completing the research report	____ x 1 (Max: 4)	
2.	Commitment	Is not committed and does not aim to complete on time and/ or according to the requirements	Is committed but makes little effort to complete according to the requirements	Is committed and makes reasonable effort in fulfilling some of the requirements	Is very committed and makes very good effort in fulfilling all the requirements, without fail.	____ x 1 (Max: 4)	
3.	Frequency in meeting supervisor	Has not met the supervisor at all.	Has met the supervisor but less than five times.	Has met the supervisor for at least five times.	Has met the supervisor for more than five times.	____ x 1 (Max: 4)	
4.	Take corrective measures according to supervisor's advice	Has not taken any corrective action according to supervisor's advice.	Has taken some corrective actions but not according to supervisor's advice, or with many mistakes.	Has taken some corrective actions and most are according to supervisor's advice, with some mistakes.	Has taken corrective actions all according to supervisor's advice with few mistakes.	____ x 1 (Max: 4)	
5.	Initiative	Does not make any initiative to do the research.	Make the initiative to work but requires consistent monitoring.	Make the initiative to do the research with minimal monitoring required.	Makes very good initiative to do the research with very little monitoring required.	____ x 1 (Max: 4)	
TOTAL (20 MARKS)							/20



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**BORANG KELULUSAN PENYERAHAN
LAPORAN AKHIR PROJEK PENYELIDIKAN TANPA JILID**

Kepada,

Dekan,
Fakulti Keusahawanan dan Perniagaan
Universiti Malaysia Kelantan

Kelulusan Penyerahan Draf Akhir Laporan Akhir Projek Penyelidikan Tahun Akhir Tanpa Jilid

Saya, Prof. Madya Dr. Anis Amira Binti Ab Rahman, penyelia kepada pelajar berikut, bersetuju membenarkan penyerahan dua (2) naskah draf akhir Laporan Akhir Projek Penyelidikan Tahun Akhir tanpa jilid untuk pentaksiran.

Kumpulan: Kumpulan 3

Nama Pelajar: Ahmad Nazirul Mubin Bin Baharudin

No Matrik: A19A0015

Nama Pelajar: Ainasyasya Binti Halim

No Matrik: A19A1016

Nama Pelajar: Ashivini A/P Velavan

No Matrik: A19A0068

Nama Pelajar: Fatin Sajeedah Binti Zakaria

No Matrik: A19A0151

Tajuk Penyelidikan:

Comparison Of Marketing Strategy For Balm Aromatherapy In The Cosmetic Industry: a Qualitative Research.

Sekian, terima kasih

Tandatangan Penyelia

Tarikh: 26.01.23

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**REKOD PENGESAHAN PENYARINGAN TURNITIN
VERIFICATION RECORD OF TURNITIN SCREENING**

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Kod>Nama Kursus: **ALS4113 Projek Penyelidikan Perdagangan II**

Code/ Course Name: **ALS4113 Final Year Research Project Commerce II**

Sesi/Session: **Semester September 2022/2023**

Semester: 7

Nama Program/Name of Programme: **SAk**

Fakulti/Pusat/Faculty/Centre: **Fakulti Keusahawanan Dan Perniagaan/ Faculty of Entrepreneurship and Business**

Pengesahan Penyaringan Plagiat/ Verification of Plagiarism Screening

Saya Ashivini A/P Velavan, No.Matrik **A19A0068** (wakil kepada kumpulan 3) dengan ini mengesahkan Kertas Projek Penyelidikan ini telah melalui saringan aplikasi turnitin. Bersama ini dilampirkan sesalinan laporan saringan Turnitin dengan skor persamaan sebanyak **27 %**.

*I, Ashivini A/P Velavan, Matrix number **A19A0068** (representative of group 3) hereby declare that I have screen my thesis using Turnitin Software. Enclosed here with a copy of verification of Turnitin screening with similarity score of **27%**.*

Tajuk Kertas Kerja Penyelidikan/ The Tittle of Research Project Paper:-

Comparison Of Marketing Strategy For Balm Aromatherapy In The Cosmetic Industry: a Qualitative Research.

Tandatangan/Signature

Nama Pelajar/Student Name: **ASHIVINI A/P VELAVAN (representative of group 3)**

No.Matrik/Matrix No: **A19A0068**

Tarikh/Date: 19/01/2023

Pengesahan Penyelia/Supervisor: **Prof. Madya Dr. Anis Amira Binti Ab Rahman**

Tandatangan/Signature:

Tarikh/Date: 19.01.23

APPENDIX B: TURNITIN REPORT

PPTA_2_FULL_REPORT			
ORIGINALITY REPORT			
27%	18%	2%	20%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS
PRIMARY SOURCES			
1	www.nopio.com Internet Source		2%
2	www.coursehero.com Internet Source		2%
3	Submitted to Centria UAS Student Paper		1%
4	imarkguru.com Internet Source		1%
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7	sedonaaromatics.com Internet Source		1%
8	www.thegiftofscent.com Internet Source		1%
9	Submitted to University of Wales Institute, Cardiff Student Paper		1%