

Oriflame Company's Personal Selling and Green Marketing Strategy on Consumer Purchase Interest: A Literature Review

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ABSTRACT

Oriflame is a cosmetics firm that markets itself as a Swedish beauty brand (Beauty by Sweden). It was started in 1967 in Sweden by Bengt Hellsten and two brothers, Robert and Jonas Af Jochnick, and operates through a direct sales model in 60 countries. Oriflame manufactures toiletries, cosmetics, skincare (skincare), perfume (fragrance), and children's care products under the firm name PT Orindo Alam Ayu, which is registered with APLI (Indonesian Direct Selling Association). The goal of this research was to find out how the Oriflame company's personal selling and green marketing techniques affect consumer purchasing behavior. A literature review was conducted utilizing the Google Scholar database and the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) technique. The findings indicate that the seller's personal selling technique has a direct effect on the buyer-seller relationship. Communication is necessary to persuade consumers to purchase Oriflame goods. The outcome is a sales transaction, and the green marketing strategy is composed of four (four) subvariables: green product, green pricing, green location, and green promotion.

Keywords: Marketing, Personal Selling, Green Marketing, Oriflame.

1. INTRODUCTION

In the modern era of marketing, the term natural or organic is so synonymous with the word "green" that when consumers hear or see "Green Cosmetics," they immediately make environmentally friendly assumptions about the product or company. In some products, the use of the term "back to nature" is a driving word used to attract consumer purchases of the product, such as the Oriflame company, which carries the theme "back to nature" and uses a green marketing strategy in its promotional activities to attract consumer buying interest. Green consumers care about environmental sustainability and always use environmentally friendly products in their daily needs [1].

Oriflame is a cosmetic company as a Swedish beauty brand (Beauty by Sweden), founded in 1967 by brothers Robert and Jonas af Jochnick and by Bengt Hellsten in Sweden and has a direct sales system in 60 countries around the world. Inspired by Swedish

nature, Oriflame plays an essential role in creating natural extracts of plants that live in the Swedish Nordic climate (<https://oriflame.com/about>).

Oriflame produces toiletries, cosmetics, skincare, perfume (fragrance), and care for children and is registered with APLI (Indonesian Direct Selling Association) under the company name PT Orindo Alam Ayu. Oriflame offers several ways to save on expenses, namely saving on purchases by becoming a member of the Oriflame Consultant, which will save expenses because you get a 23% discount on the original price of the Oriflame product [2].

In addition to using a green marketing strategy, Oriflame also applies a personal selling strategy by utilizing thousands of consultants spread across 14 Oriflame branch cities in Indonesia to earn huge profits every month [3]. The personal selling strategy effectively encourages a consumer's buying interest in direct selling.

Personal selling (personal selling) is an interpersonal communication activity in meeting consumer needs for long-term interests.

The researcher is interested in researching and analyzing how the Oriflame company's marketing strategy uses personal selling and green marketing methods to attract consumer interest in purchasing.

2. LITERATURE REVIEW

2.1. Marketing

Marketing can be defined as a social process in which individuals and groups work together to create, offer, and promote marketing commodities [4].

Marketing is described as an integrated system of business activities that indicates a dedication to serving the needs of existing and prospective consumers via the planning, pricing, promotion, and exchange of products and services. [5].

Marketing management is the process of evaluating, planning, organizing, and regulating operations such as the idea, price, marketing, and distribution of products and services as a group interaction via the creation, offer, and transaction of items to satisfy needs and desires [6].

The marketing mix is a marketing strategy tool consisting of product, price, place, and promotion as a marketing application that requires understanding to maximize the success of the company's marketing activities [7].

2.2. Private Sale

Personal selling, or personal marketing, is the process of making a personal presentation to one or more prospective customers with the main objective of selling [8]. Personal selling as a form of direct communication by making presentations, asking and answering questions about products, and accepting orders between prospective buyers [9].

Direct marketing is a marketing component that involves interacting with one or more prospective buyers by delivering presentations, answering problems, and placing purchases [4].

Personal selling (personal selling) is an effective marketing communication mix method in determining buyer preferences, beliefs, and actions and delivering

information to consumers to create an attitude of buying interest in the products offered [10].

2.3. Green Marketing

Green marketing is a strategy used for environmentally friendly products and to increase sales [11]. The green marketing mix is a strategy consisting of four variables, namely green product (products that do not pollute the environment), green price (as a determining factor between the value of comparison and product quality), green place and green promotion [12]. Green marketing is defined as the consistency of all actions that develop services, as well as a tool for meeting human wants and aspirations while minimizing environmental damage [13].

The green marketing (green marketing) is a marketing process that provides a means of change for organizational satisfaction and individual goals in carrying out activities to protect, maintain and conserve natural resources [14].

3. RESEARCH METHODS

This study employs the literature review approach to present the theory, findings, and research materials acquired from reference sources to serve as the foundation for research operations. This study searches the journal literature using the Google Scholar database. It employs the Preferred Reporting Items for Methodical Reviews and Meta-Analyses technique, or so-called PRISMA, which follows the research steps systematically. Seven hundred forty-one (741) journals were found during the journal literature search stage by searching the Google Scholar database and other databases using "Personal Selling Oriflame" and "Green Marketing Oriflame." Based on this number, ten journal articles were retrieved that were deemed relevant and applicable to this research.

4. RESULTS AND DISCUSSION

The Preferred Reporting Items for Methods Systematic Reviews and Meta-Analysis (PRISMA) method was used to get 723 journal articles from the Google Scholar database. Based on this figure, 18 other pieces were acquired from other known sources, bringing the total to 741 works of literature. As an outcome of the analysis, ten works of literature are included. This method is summarized in the PRISMA table 1 and picture 1 created.

Table 1. Result of Literature Review

No	Name Author	Journal Name	Topic	Research Findings
1	[15]	E-Journal Manajemen "Branchmarck"	Analisis Pengaruh Personal Selling, Publicity dan Advertising Terhadap Volume Penjualan Pada Produk Kosmetik Oriflame Di Sidoarjo	The outcomes of this study reveal that personal selling, publicity, and advertising all affect the number of cosmetics sold by Oriflame, with personal selling being the primary factor affecting volume.
2	[3]	Jurnal Ilmiah Manajemen dan Bisnis	Pengaruh Personal Selling, Price Discount, Dan Bonus Pack Program Terhadap Perilaku Impulse Buying Konsumen Produk Oriflame Pada PT Orindo Alam Ayu di Kota Denpasar	The findings of this study indicate that personal selling, discount, and bonus pack programs influence or become factors that underlie the impulse buying of Oriflame products at PT Orindo Alam Ayu in Denpasar City. Nevertheless, PT Orindo Alam Ayu must still pay attention to the variables of personal selling by increasing product promotion training to customers his consultant.
3	[16]	e-Proceeding of Applied Science	Analisis Green Marketing Mix Pada Perusahaan Oriflame Kota Bandung Tahun 2020	The research findings demonstrate how Oriflame uses the Green Product, Green Price, Green Place, and Green Promotion sub-variables and the Green Marketing variable, which employs a green marketing approach to pique customer interest in environmental protection.
4	[17]	Jurnal Ekonomi dan Bisnis	Pengaruh Green Marketing Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Oriflame Purwakarta	The findings of this study indicate a new marketing concept that is environmentally friendly or called green marketing by the Oriflame company. The green marketing strategy influences purchasing decisions for Oriflame products

				in Purwakarta and shows that the quality of natural-based products has a significant effect on purchasing decisions.
5	[2]	Jurnal Komunikatio	Strategi Komunikasi Pemasaran Multilevel Marketing Oriflame Terhadap Kepercayaan Distributor Sebagai Mitra Usaha	The outcomes of this study demonstrate the influence of Oriflame's multilevel marketing communication approach on distributors' trust in Taman Topi Square Bogor as business partners. The findings indicate that Oriflame's multilevel marketing communication strategy influences distributor trust as a business partner.
6	[18]	Jurnal Bakti Saraswati	Pengaruh Kepuasan dan Word of Mouth Terhadap Loyalitas Konsumen Pada Green Product Merek Oriflame di Kota Denpasar	Finding study This shows that Oriflame's green marketing strategy satisfies consumers who build word of mouth (WOM) strategies that influence other people to purchase Oriflame products.
7	[19]	Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen Bisnis dan Akuntansi	Pengaruh Green Product Dan Brand Image Terhadap Pembelian Produk Oriflame di Manado	The study's findings suggest that green goods and brand image influence purchase decisions for Oriflame products. According to hypothesis testing, green products substantially affect consumer purchasing interest, while brand image significantly affects consumer purchasing interest and loyalty.

8	[20]	Jurnal Pendidikan Ekonomi Undiksha	Pengaruh Personal Selling Terhadap Keputusan Pembelian Produk Oriflame Di Queneno Group Singaraja Tahun 2014	The study's findings reveal that personal selling influences purchase decisions for Oriflame goods at Queneno Group Singaraja. At Queneno Group Singaraja, personal selling significantly impacts purchase decisions. Personal selling enables Oriflame Consultants to offer items and discuss product benefits to pique consumer interest in purchasing.
9	[21]	Jurnal Manajemen Inovasi	Pengaruh Bauran Promosi Terhadap Kepercayaan Merek Oleh Konsumen Pada Produk Kosmetik Oriflame di Kota Lhokseumawe	The outcomes of this study reveal the influence of the promotional mix on brand trust in Oriflame Products. The promotional mix includes advertising, sales, promotion, public relations, personal selling, direct marketing, and word of mouth. Cosmetics are available in Lhokseumawe.
10	[22]	Jurnal Administrasi Bisnis	Pengaruh Pemasaran Hijau Terhadap Citra Merek Serta Dampaknya Pada Keputusan Pembelian (Survei Pada Konsultan Independen Di Oriflame Cabang Surabaya)	The findings of this study demonstrate the effect of green marketing on brand image and its impact on purchasing decisions for Oriflame products via consultants in the Surabaya Branch, where green marketing has a significant effect on brand image, which in turn influences consumer purchasing decisions.

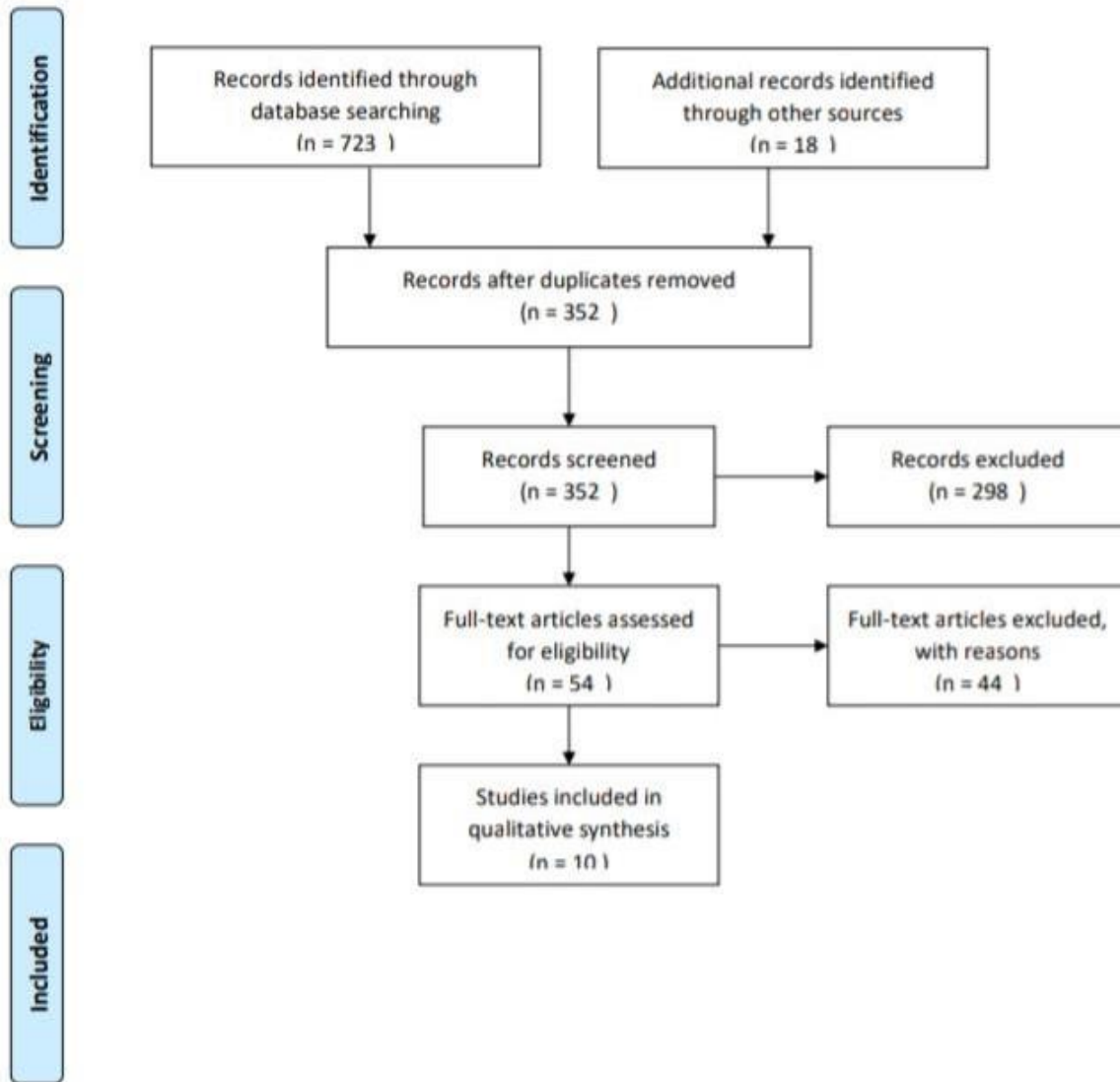


Figure 1. PRISMA method results

The personal selling strategy directly influences the interaction between the seller and the buyer, and there is communication needed to influence consumer purchasing decisions for the Oriflame products offered. The final result is a sales transaction. The implementation of the personal selling strategy carried out by Oriflame makes the brand of Oriflame products known to many people through consultants, first-line sponsors, and the beauty entrepreneur in it who is in charge of promoting the Oriflame brand and products to attract consumer buying interest. In the personal selling strategy, Oriflame also provides incentives in sales promotions through discounts, product samples (usually a catalog book is provided), and bonus packages. The form of incentives in promotions is expected to encourage consumer buying interest in the products offered.

In the green marketing strategy implemented by the Oriflame company, there are 4 (four) sub-variables.

4.3. Green products

The Oriflame firm creates environmentally friendly, resource-efficient, and recyclable goods in the green product sub-segment. Oriflame products are safe for the body since they have been subjected to several clinical trials and medical examinations and have passed the BPOM labeling procedure (if the product is already available in Indonesia) [16].

4.4. Green price

The Oriflame company in the green price sub variable carries out a strategy to increase product value responses such as performance, function, design,

attractive visual appearance, or taste. An example is Oriflame's Love Nature product which carries the theme "save our oceans" so that consumers who buy these products indirectly preserve the environment.

4.5. Green place

The Oriflame company in the green place sub-variable applies offline and online promotion strategies with an attractive appearance and uses recycled materials as an environmentally friendly technology. In addition, Oriflame uses the unique selling method and the Multilevel Marketing (MLM) sales strategy to save the resources used.

4.6. Green promotion

The Oriflame company in the green promotion sub-variable applies a smart green marketer strategy to maintain environmental credibility because it uses sustainable marketing strategies, communication tools, and practices. In addition, the Oriflame company's promotional activities show Go Green messages such as the "sustainability" highlight on the Instagram account @id.oriflame (Oriflame Indonesia) that Oriflame is a sustainable program to respect and respect the environment and contribute to society [16].

5. CONCLUSION

Oriflame implements a personal selling strategy aimed at making the brand of Oriflame products known to many people through consultants, first-line sponsors, and beauty entrepreneurs spread across 14 Oriflame branch cities and assigned to promote the Oriflame brand and products to attract consumer buying interest so that Oriflame can earn huge profits every month.

The green marketing strategy implemented by Oriflame consists of 4 (four) sub-variables, namely green product (Oriflame makes products from natural materials that are environmentally friendly), green price (aims to increase product response and Oriflame brand image), green place (implementing offline and online promotion strategies) and green promotion (aiming to maintain product credibility).

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