

Evaluating The Effectiveness of Digital Marketing on Purchase Intention: A Case Study of Vitmeals

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Abstract. This study investigates the effectiveness of Social Media Marketing Activities (SMMA) on purchase intention, using Fitfuel as a case study. The research examines the impact of SMMA on brand awareness and customer trust, and how these two variables influence purchase intention. A quantitative approach was employed, using online questionnaires distributed to 200 respondents, supported by interviews with Fitfuel's management. The external and internal environment were analyzed through *PESTEL*, *Porter's Five Forces*, competitor analysis, *STP*, *Marketing Mix*, *VRIO*, and *SWOT*. Results show that SMMA has a significant positive effect on both brand awareness and customer trust. In turn, both brand awareness and customer trust positively influence purchase intention. However, communication between consumers and the brand (as part of SMMA) was found to have a less significant effect compared to other indicators. The study presents a *TOWS* matrix and implementation plan to offer strategic actions for Fitfuel to optimize its digital marketing, strengthen brand perception, and increase conversion. This research contributes to understanding how digital marketing components affect customer behavior in the health food sector.

Keywords: Social Media Marketing Activities (SMMA), Brand Awareness, Customer Trust, Purchase Intention, Fitfuel, Digital Marketing

INTRODUCTION

The food and beverage (F&B) industry is one of the largest and fastest-growing sectors globally. In 2023, the global F&B market was valued at approximately USD 7.2 trillion, driven by rising populations and evolving consumer preferences (Forbes Partners, 2023). In Indonesia, the F&B industry continues to play a critical role in economic development. According to PermataBank Economic Research (2023), Indonesia's F&B industry grew by 5.33% year-on-year in Q1 2023, outperforming both overall manufacturing and national GDP growth. Even during the COVID-19 pandemic, the sector remained resilient, maintaining positive performance while many industries contracted. This growth is accompanied by shifting consumer expectations. Consumers increasingly demand food that aligns with health and wellness goals. Since the mid-2000s, consumers have become more interested in healthier food options, prompting brands to develop nutritious and low-sugar product lines (Forbes Partners, 2023).

Globally, there is a clear shift in consumer behavior toward healthier lifestyles. A 2020 report noted that 54% of global consumers and 63% of those aged 50 and above care more about the healthfulness of their food choices than they did a decade earlier (Forbes, 2020). This lifestyle change is reflected in the increased use of health and fitness apps, which grew from 11% usage in 2012 to 27% by 2019 (GWI, 2019). In Indonesia, the COVID-19 pandemic accelerated this trend. A survey by Populix (2023) revealed that 64% of Indonesians became more concerned with healthy eating after the pandemic. Millennials and Gen Z are spearheading the shift by making proactive dietary and exercise changes—a pattern supported by functional beverage market research focused on these demographics (Fathin et al., 2023).

One of the most visible manifestations of this healthy lifestyle movement is the change in food choices. Globally, the health and wellness foods market was valued at USD 859 billion in 2023, with projected annual growth of around 9–10% (Grand View Research, 2023). Consumers prioritize natural, minimally processed, and nutrient-rich foods. Plant-based eating has also surged, with health cited as the primary motivation (Innova Market Insights, 2023). Assessing global food patterns, it was found that healthy and sustainable food consumption grew faster in emerging countries between 2006 and 2016 (Santos et al., 2021). This aligns with the concept of nutrition transition, where diets shift toward processed, high-fat, and high-sugar foods as countries develop (Popkin, 2017). However, restaurants are increasingly adopting healthier offerings, such as organic ingredients, smaller portions, and transparent nutrition information (Filimonau & De Coteau, 2020).

In Indonesia, younger consumers increasingly choose healthy options over processed and sugary items. A study found that more educated Indonesians consumed 31.5% more healthy foods and 22.8% less unhealthy food (Islam & Sim, 2021). Furthermore, research in East Java highlighted that online food orders, mostly high-calorie and low-nutrition, carry significant health risks (Suryani et al., 2023). A Jakarta Post survey revealed 70% of Indonesians want to eat healthy regularly, with freshness and natural ingredients as top priorities (Jakarta Post, 2024). Fast food and sugary beverages also dominate social media discourse—normalized through platforms that reach billions—even as healthier options rise (Potvin Kent et al., 2024).

Statistical and industry data confirm these shifts. The packaged food and beverage market in Indonesia reached USD 40.11 billion in 2023, growing at 11.9% annually (CRIF Asia, 2023).

Frozen foods also saw a boom—up 19% in 2020, and projected to grow 8.5% annually—reflecting consumer demand for convenience (Bahtera Adijaya, 2020). Functional beverages, combining convenience and health benefits, are gaining traction, though scientific efficacy remains debated (Domínguez Díaz, 2020; Corbo et al., 2014). The rise of ultra-processed foods continues to challenge public health, with meta-analyses linking their consumption to cardiometabolic risks (Schnabel et al., 2021; Monteiro et al., 2023).

Nationally, Indonesia's F&B sector also showed an increase in its contribution to GDP of 7.15% in the first half of 2024, with growth projected to reach 4.53% for the year (CRIF Asia, 2024). Innovation and productivity are increasing rapidly, particularly in the areas of technology and product reformulation (Setiawan et al., 2022). The government is also promoting health regulations—such as sugar and trans-fat labeling and the BPOM Healthier Choice logo—to respond to consumer pressure (Jakarta Post, 2024).

The healthy food industry in Indonesia has seen notable expansion. Nielsen Indonesia, as cited by Hypeabis (2023), projected a 15% growth rate in the healthy food sector over the next five years. This growth is most visible in urban centers like Jakarta, Bandung, and Surabaya, where healthy cafes, salad bars, and cold-pressed juice outlets have emerged rapidly. Marketing expert Yuswohady (Hypeabis, 2023) observed that young consumers are especially attracted to food that is both nutritious and visually appealing—what he calls "Instagram-worthy." As a result, many businesses design their healthy food offerings not just for taste and nutrition, but also for presentation on social media.

FitFuel Indonesia is a Bandung-based healthy food business that specializes in fresh salads and smoothies. Positioned as “your guide to a healthier lifestyle,” the brand aims to promote clean eating and convenience. *FitFuel* offers a variety of salads and fruit-based smoothies with no added sugar, appealing to health-conscious consumers. According to Bandung Food Society (2023), *FitFuel* has expanded to at least three outlets in Bandung, reflecting a growing local demand for healthy dining options. The company targets urban professionals and younger demographics who seek nutritious alternatives to traditional fast food.

FitFuel depends on Instagram and TikTok for its marketing strategy, since young Indonesians usually find new spots for food on those social media platforms. They usually work together with local influencers or *Key Opinion Leaders (KOLs)* to promote *FitFuel*'s menu through eye-catching posts and personal reviews. According to AnyMind Group (2023), 70% of influencer campaigns in Indonesia occur on Instagram, with TikTok rising to 25% due to its growing popularity. Liu and Zheng (2024) show that influencer authenticity and useful content can make a brand seem more trustworthy and lead to higher purchase intention.

Even though *FitFuel* gets a lot of attention and interaction on social media, it is still struggling with a common problem: turning that engagement into actual sales. Previous findings show that *FitFuel*'s social media posts attract plenty of views and likes, but this has not led to more people wanting to buy the product. In fact, the company has missed several monthly sales goals, and numbers have been slipping lately. Mitchell (2024) points out that without a clear reason to buy, followers may stay followers and not become customers. This gap between online engagement and real purchases is what this study aims to examine. The goals for this study are to understand how *FitFuel*'s digital marketing really works in getting people to buy the product, and to figure out what is missing from their strategy, especially in the context of Indonesia's growing healthy food market.

MATERIALS AND METHODS

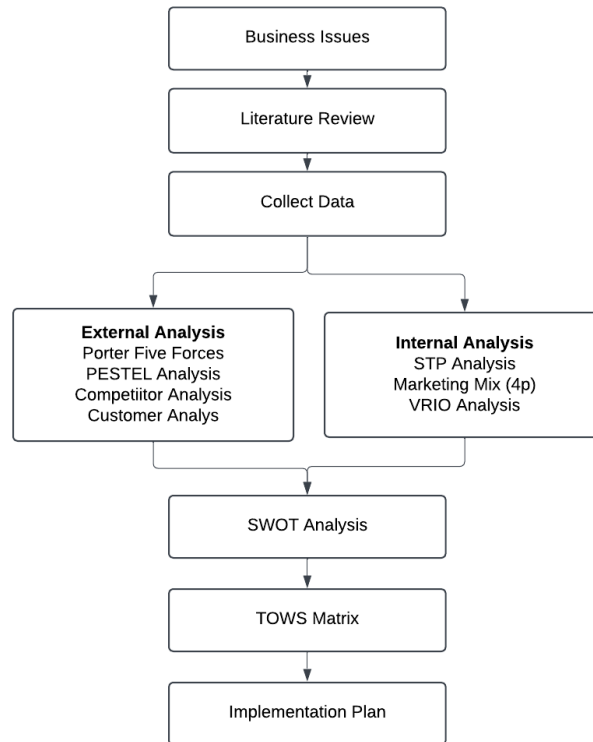


Figure 1. research design

Based on the research design developed for this study, the first step was to identify the business problems faced by FitFuel Indonesia. The issue was identified through preliminary observation and interviews, where it was found that although FitFuel's social media engagement, especially on Instagram and TikTok, was relatively high, it did not lead to an increase in customer purchase intention or sales performance. This gap formed the basis for this research. The next stage was to conduct a literature review to identify relevant theoretical foundations and determine the variables used in the study. Based on prior research, the key variables included Social Media Marketing Activities, Brand Awareness, Customer Trust, and Purchase Intention. These variables were supported by frameworks and models from previous studies, which had been tested using quantitative methods.

For a more complete picture of the business environment, and to ensure they would be able to generate profit or, where applicable, achieve success, the study undertook an external and internal analysis. The external assessment of the industry was analyzed through *Porter Five Forces*, Customer Analysis, Competitor Analysis, and *PESTEL* Analysis, while insight into the market dynamics of healthy foods was gained using customer behavior analysis. The internal analysis expanded around *STP*, *4P Marketing Mix*, and *VRIO* to evaluate the current marketing of FitFuel. This was followed by a quantitative strategy for data collection in an online survey administered to FitFuel's target audience, such as social media content viewers with brand recognition. The data went through descriptive analysis, reliability and validity testing, and hypothesis testing for regression or SEM analysis in order to examine the effect of digital marketing on purchase intention.

The concluding part was to draw conclusions and to give suggestions to FitFuel Indonesia

based on the findings. These suggestions focused on enhancing the efficiency of FitFuel's marketing efforts in influencing consumer purchase intention and ultimately building sustainable business growth. This research employed both primary and secondary data. Primary data was gathered through field surveys, involving the distribution of questionnaires to FitFuel's target customers, alongside direct interviews with the head of marketing and the CEO to understand the company's current marketing strategies and internal conditions. The primary data provided numerical values derived from the measurement process, such as actual numbers or frequencies. Secondary data, on the other hand, was obtained from historical company records, including sales data from the past five years and organizational structures, as well as information about competitors collected from the Internet. These sources contributed to both internal and external analyses.

For data analysis, a combination of qualitative and quantitative methods was employed. The qualitative method focused on exploring individual perceptions, motivations, and experiences related to FitFuel's marketing activities. This was achieved through in-depth interviews with key informants, such as the marketing head and the CEO. Thematic analysis was used to identify, analyze, and interpret patterns within the qualitative data, offering deeper insights into consumer and organizational perspectives. This method allowed for a richer understanding of the research objectives that quantitative data might not fully capture.

The quantitative approach aimed to statistically analyze factors such as brand awareness, trust, and purchase intention as they related to consumer behavior and digital marketing. Questionnaires were provided to FitFuel's target audience, and the data collected was used to test causal relationships and the strength of these connections. This method was vital for providing objective, measurable insights that complemented the qualitative analysis. The use of statistical tools helped to assess the significance of the relationships between marketing strategies and consumer behavior.

To ensure the validity and reliability of the research, several measures were implemented. Validity was tested by having experts assess whether the questionnaire items adequately reflected the constructs of interest. Construct validity was also evaluated by comparing the questionnaire to theoretical predictions. Reliability was checked through internal consistency analysis using Cronbach's Alpha coefficient, with a value above 0.7 indicating good reliability. These processes were crucial for ensuring that the research findings were trustworthy and that the data collection instruments were consistent.

RESULTS AND DISCUSSION

Table 1. Hypothesis Result Summary

Hypothesis	P Value	Conclusion
H1: Social Media Marketing Activities has a positive effect on Brand Awareness	Accepted	Social Media Marketing Activities has a positive significant effect on Brand Awareness
H2: Social Media Marketing Activities has a positive effect on customer Trust	Accepted	Social Media Marketing Activities has a positive significant effect on Customer Trust

H3: Brand Awareness has a positive effect on Purchase Intention	Accepted	Brand Awareness has a positive significant effect on Purchase Intention
H4: Customer trust has a positive effect on Purchase Intention	Accepted	Customer Trust has a positive significant effect on Purchase Intention
H5: Social Media Marketing Activities has a significant impact on Purchase Intention	Accepted	Social Media Marketing Activities has a positive significant effect on Purchase Intention

The hypothesis testing was conducted to determine the statistical significance of each proposed relationship between constructs. According to Sarstedt et al. (2017), a path coefficient is considered significant at the 5% level ($\alpha = 0.05$) if the P-value is less than 0.05 and the T-statistic exceeds 1.96 in a two-tailed test. As shown in Table 4.8, the results confirm that all four proposed hypotheses (H1 to H4) are accepted, as each relationship shows P-values of 0.000 and T-statistics well above the 1.96 threshold.

- 1) H1 indicates that Social Media Marketing Activities significantly influence Brand Awareness, with a strong T-statistic (14.329), showing that consistent and engaging social media efforts contribute positively to consumer awareness of the brand.
- 2) H2 is also supported, showing that Social Media Marketing Activities have a significant effect on Customer Trust. The high T-statistic (15.144) suggests that audiences associate active brand presence on social media with credibility and transparency.
- 3) H3 reveals that Brand Awareness has a positive and significant impact on Purchase Intention, with a T-statistic of 4.388. This implies that the more aware consumers are of the brand, the more likely they are to consider purchasing.
- 4) H4 further confirms that Customer Trust positively affects Purchase Intention, with a T-statistic of 7.069. This emphasizes the importance of trust in driving consumers to proceed with actual buying decisions.
- 5) H5 Indicates that Social Media Marketing Activities significantly affect Purchase Intention, with a T statistic of 2.191, showing that consistent and engaging social media content and efforts contributes positively to consumer purchase intention on the brand.

All results support the model's overall robustness and validate the role of social media marketing as a key influence on both cognitive (awareness) and affective (trust) factors leading to consumer action (purchase intention).

SWOT Analysis

After completing both internal and external analyses, the researcher conducted a SWOT analysis to summarize the key strengths, weaknesses, opportunities, and threats that affect Fitfuel's business. Strengths and weaknesses were identified through internal evaluation using tools such as the marketing mix, VRIO, and STP. Opportunities and threats were derived from external factors, including the results from PESTEL analysis, customer behavior, and competitive forces. This SWOT analysis is aimed at providing a foundation for developing strategic recommendations. The full SWOT matrix is shown in Table 2.

Table 2. SWOT Analysis of Fitfuel

Strength	Weakness
1. 3 Physical Outlet in Bandung. 2. Active Digital Assets (Instagram & Tiktok). 3. Have innovation menu that changes seasonal and limited time menus. 4. Delivery Integration with Gofood and Grab food.	1. Brand recognition is still limited among the broader Bandung Population. 2. Limited Promotion channels. 3. High pricing product for their section. 4. Weak website performance and SEO, reducing organic traffic retailers.
Opportunity	Threat
1. Rising public awareness of healthy lifestyles, especially in urban areas. 2. Audience is highly engaged with informative health content. 3. Growing trends in meal prep and fast but healthy food post pandemic.	1. Increasing number of new players entering the healthy food industry. 2. Regulation changes, such as nutrition labeling or packaging laws. 3. Rising digital advertising costs and frequent changes in platforms algorithm. 4. Reliance on delivery platforms shows fitfuel's heavy dependence on Grabfood and Gofood.

Strength (from internal analysis)

1) 3 Physical Outlets in Bandung (Marketing Mix)

FitFuel operates three physical stores across Bandung, giving it a solid offline presence. This presence supports customer engagement through direct interaction, improves brand credibility, and offers pickup or dine-in options, key advantages not always available in delivery-only competitors.

2) Active Digital Assets (Instagram & TikTok) (Marketing Mix)

FitFuel maintains an active presence on social media platforms like Instagram and TikTok. These channels are used to promote new menus, communicate health-related benefits, and interact with customers. This boosts brand visibility, especially among Gen Z and millennial audiences in urban areas.

3) Innovative Menu Offerings (Seasonal & Limited Time) (Marketing Mix)

FitFuel introduces periodic menu changes, including seasonal and limited-edition items. This approach maintains customer interest and gives the impression of exclusivity and freshness, which is essential in the competitive healthy food market.

4) Delivery Integration with Gofood and Grabfood (Marketing Mix)

FitFuel is fully integrated with major food delivery apps, which allows convenient order fulfillment and extensive customer reach across Bandung. These platforms help FitFuel remain relevant to digitally active customers seeking convenience and fast service.

Weakness (from internal analysis)

1) Limited Brand Recognition (STP)

Despite operating for several years, FitFuel is still not widely recognized beyond its niche. Internal survey responses and limited engagement metrics suggest low brand awareness

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- across the general Bandung population.
- 2) Limited Promotion Channels (Marketing Mix)
- The current marketing efforts are mostly focused on Instagram and TikTok. The absence of multichannel strategies, such as YouTube content, Google Ads, SEO-optimized blogs, or email campaigns, restricts reach and audience diversification.
- 3) Premium Pricing Strategy (Marketing Mix)
- FitFuel's prices are positioned at a higher range compared to competitors. While this reflects quality, it can alienate price-sensitive consumers, especially students or mid-income earners, who might prefer cheaper options.
- 5) Weak Website Performance and SEO, Reducing Organic Traffic
- Fitfuel's website performance in terms of speed, navigation, mobile compatibility, and SEO optimization remains suboptimal. This impacts its visibility on search engines and reduces organic traffic. As a result, potential customers searching for healthy meal options may not discover Fitfuel easily, causing the brand to miss out on valuable acquisition opportunities.

Opportunity (from External analysis)

Rising Public Awareness of Healthy Lifestyles, Especially in Urban Areas

The increasing awareness of health and wellness, particularly among urban populations, presents a significant opportunity for Fitfuel. More people are becoming conscious of their daily nutritional intake and are actively seeking healthier meal alternatives. This trend aligns with Fitfuel's value proposition as a healthy meal provider and creates space for continued growth in cities where lifestyle-related diseases and sedentary work culture are on the rise.

TOWS Matrix (Business Solution)

After completing the SWOT analysis, the author continued with a TOWS analysis to develop strategic alternatives. This analysis serves as a tool to formulate strategies that leverage internal strengths and external opportunities while addressing internal weaknesses and mitigating external threats. By systematically combining the four aspects of SWOT, the TOWS matrix helps guide the company in identifying relevant and actionable business strategies. Table 3 displays the TOWS Matrix developed for FitFuel.

Table 3. TOWS Analysis of Fitfuel

	Strength	Weakness
Opportunity	S-O Strategies	W-O Strategies
	1. Use digital assets (Instagram, TikTok) to publish health-focused educational content that resonates with rising public awareness of healthy living.	1. Improve website SEO and user experience to attract health-conscious traffic beyond delivery apps. 2. Expand digital marketing beyond TikTok/Instagram to include YouTube Shorts or

	2. Introduce limited-time healthy menu items that match post-pandemic trends in meal prep and convenience food. 3. Utilize GrabFood and GoFood integration to promote seasonal menus and expand reach to health-conscious urban areas.	health-focused communities to reach wider health-engaged audiences. 3. Create budget-friendly menu bundles to appeal to the price-sensitive health market.
Threats	S-T Strategies	W-T Strategies
	1. Strengthen brand differentiation by emphasizing menu quality and innovation to compete with new healthy food entrants. 2. Reduce reliance on third-party platforms by encouraging direct ordering through optimized channels (e.g., website, WhatsApp). 3. Reinforce social media presence to buffer against rising ad costs and algorithm shifts.	1. Reduce overdependence on delivery platforms by launching loyalty programs or subscription models on owned platforms. 2. Address limited brand awareness through cross-promotion with fitness influencers or wellness events. 3. Upgrade packaging and labeling to comply with upcoming regulations and enhance consumer trust.

Based on the TOWS analysis, there are several strategic alternatives that FitFuel can implement to leverage its current strengths and market opportunities, while also addressing internal weaknesses and anticipating external threats. These strategies are designed to enhance FitFuel's competitive position in the healthy food industry and support sustainable business growth. The proposed strategies include:

Use digital assets (Instagram, TikTok) to publish health-focused educational content that resonates with rising public awareness of healthy living

FitFuel's Instagram and TikTok accounts represent active digital channels with high potential reach, especially among Gen Z and millennials, its primary target audience. Based on internal analysis (Marketing Mix and VRIO), these assets are currently utilized but not maximized for brand-building through educational engagement. From the external perspective, the PESTEL and consumer trend analysis highlight growing health awareness post-pandemic, especially among urban dwellers. Audiences are increasingly interested in content that educates and informs, particularly on nutrition, fitness, and clean eating habits.

Introduce limited-time healthy menu items that match post-pandemic trends in meal prep and convenience food

Based on FitFuel's internal analysis, one of its core strengths lies in the ability to regularly introduce new items and limited-time offers (as highlighted in the Marketing Mix and VRIO).

This aligns well with the external environment, where PESTEL analysis shows changing consumer behavior toward healthier and convenient eating, fueled by the post-pandemic health consciousness and busier urban lifestyles. Leveraging this, FitFuel can roll out seasonal or themed menu items (e.g., “Immunity Booster Bowl,” “Low-Calorie Week,” “Vegan High-Protein Edition”) that tap into consumer curiosity while reinforcing its health-oriented value proposition.

Utilize GrabFood and GoFood integration to promote seasonal menus and expand reach to health-conscious urban areas

FitFuel already collaborates with GrabFood and GoFood, which are dominant platforms in Indonesia’s online food delivery sector. These platforms offer access to a wide urban market, especially among professionals and students who prioritize convenience but are becoming more selective about food quality and nutrition. By syncing FitFuel’s seasonal menu campaigns with platform-based marketing features, such as banners, sponsored listings, limited-time promotions, or health-focused categories, FitFuel can boost visibility and attract orders from audiences aligned with its value proposition.

Improve website SEO and user experience to attract health-conscious traffic beyond delivery apps

While FitFuel currently leverages Instagram and TikTok effectively, its independent web presence has untapped potential. Improving the website’s SEO (Search Engine Optimization) can drive organic traffic from users searching for keywords like “healthy rice bowl Bandung”, “low-calorie lunch near me”, or “clean eating options in Bandung”. In parallel, enhancing the website's user interface and user experience (UI/UX) through faster load times, mobile optimization, clean design, and accessible menus will encourage conversions. A seamless website can act as a central hub for information, order redirection, and customer engagement outside third-party platforms like GoFood.

Expand digital marketing beyond TikTok/Instagram to include YouTube Shorts or health-focused communities to reach wider health-engaged audiences

Relying only on TikTok and Instagram limits audience reach. By branching into YouTube Shorts, FitFuel can tap into a platform with a broader search-based discovery system and longer content shelf life. YouTube also attracts a slightly older demographic with higher health spending intentions. Additionally, engaging in health-focused communities — such as Reddit forums, Facebook groups, and Telegram health/fitness groups — allows FitFuel to join targeted conversations and subtly promote its offerings through value-driven content (e.g., nutrition tips, calorie breakdowns, behind-the-scenes ingredient sourcing).

Create budget-friendly menu bundles to appeal to the price-sensitive health market

While FitFuel emphasizes health and quality, its current pricing may alienate segments that are health-conscious but also price-sensitive. To address this, FitFuel can design bundled meal packages such as combo boxes, meal subscriptions, or lunch packs at slightly lower prices per unit. This approach tackles the gap identified in the internal analysis regarding perceived price barriers. It also uses external insight from customer analysis that highlights growing interest in

healthy but affordable options. Bundling supports improved purchase intention by providing added value, aligning with the thesis objective to evaluate and enhance FitFuel's digital marketing and product strategy.

Strengthen brand differentiation by emphasizing menu quality and innovation to compete with new healthy food entrants

FitFuel can leverage its strength in menu innovation, such as seasonal and limited-time healthy options, to stand out in a market that's seeing an increase in competitors. Instead of relying solely on functional health claims, FitFuel should highlight uniqueness through storytelling, premium ingredients, and curated experiences (e.g., themed meal kits). This approach helps the brand stay ahead in consumer mindshare and builds a more defensible position as new healthy food brands enter the market.

Reduce reliance on third-party platforms by encouraging direct ordering through optimized channels

FitFuel's dependence on platforms like GoFood and GrabFood makes the business vulnerable to commission fees, policy changes, and algorithm limitations. To mitigate this threat, the company should strengthen its own sales channels by improving its website's user experience, integrating simple direct ordering via WhatsApp, and offering loyalty perks for direct buyers. This increases margin control and strengthens customer relationships.

Reinforce social media presence to buffer against rising ad costs and algorithm shifts

FitFuel has the power to mitigate volatile ad costs and algorithm jostles by focusing on a steady, effective content strategy. Rather than running after paid reach, the company could create organic waves with eventual regular video content (recipes, Testimonials, educational clips) but also working with micro-influencers. This supports a buffer for brand exposure that is not completely subject to paid traffic and platform dynamics.

Reduce overdependence on delivery platforms by launching loyalty programs or subscription models on owned platforms

FitFuel also depends heavily on GrabFood and GoFood, which restricts its access to customer data, margins and customer relationships. To circumvent this, FitFuel can offer its own subscription meal plans or loyalty programs directly through the FitFuel website or WhatsApp channel. That means the company can get to know its customers directly, can gather useful behavioral data, and can extend customized deals all while making itself less susceptible to platform fees or policy changes and spurring repeat buying.

Address limited brand awareness through cross-promotion with fitness influencers or wellness events

To tackle its limited promotional reach, FitFuel should partner with trusted figures in the health and wellness space, such as fitness influencers, yoga studios, or health-focused communities. These partnerships can provide exposure to aligned audiences who already value healthy lifestyles, offering a more efficient way to build brand awareness than relying on ads alone. Co-branded campaigns or appearances at local wellness events can help FitFuel position itself

as an active participant in the broader healthy living movement.

Upgrade packaging and labeling to comply with upcoming regulations and enhance consumer trust

Given FitFuel's current weakness in brand clarity and website performance, combined with the threat of tightening food safety and labeling regulations, the company should proactively update its packaging to include clearer ingredient lists, nutritional facts, expiration dates, and certifications (e.g., BPOM, Halal). This not only prepares the company for compliance but also builds trust with consumers who are becoming more cautious about food quality and sourcing. Transparent labeling reinforces FitFuel's value proposition as a reliable healthy food brand.

Implementation Plan

The implementation plan outlines key activities Fitfuel should undertake to improve brand awareness and purchase intention, based on the strategic recommendations previously discussed. Each initiative is aligned with the internal and external analysis findings, specifically targeting the issues identified through the SWOT and TOWS matrix.

The plan begins in June 2025 with the preparation of health-focused educational content for Instagram and TikTok, aligned with the S-O strategy of leveraging rising awareness of healthy living. The Digital Marketing team will develop a campaign calendar that focuses on themes like meal prep, healthy ingredients, and sustainable packaging. In July, production will expand to YouTube Shorts to tap into wider health-conscious audiences, targeting platforms with high engagement for visual content. In August, the influencer collaboration campaign is rolled out. Influencers selected in June will begin publishing tailored content that emphasizes FitFuel's brand values. This is supported by user-generated content (UGC) initiatives and community-based wellness events, scheduled for September, to reinforce brand presence while minimizing paid ad reliance, tackling both S-T and W-T strategic challenges.

Simultaneously, in June, the Product Development team begins research and testing of seasonal and limited-time menus in response to trends in post-pandemic meal prep and consumer demand for variety. These menus will go live in July, aligned with the S-O2 strategy, emphasizing differentiation and freshness. In addition, the team will develop budget-friendly bundles tailored for price-sensitive segments, supporting W-O1. These bundles will launch in September, just ahead of a projected spike in competitor marketing activity. The Web Development and E-Commerce teams will run an SEO and UI/UX audit in June to address FitFuel's underperforming web presence. Identified technical fixes and content upgrades will be executed across July and August, ensuring FitFuel has a stronger channel for organic discovery, reducing overdependence on GrabFood/GoFood, and meeting the W-O3 and S-T2 strategies. By October, the company will activate a simple direct-order system via the website and WhatsApp, providing an alternative to third-party platforms, especially targeting loyal users and corporate orders

This comprehensive, time-bound implementation ensures each strategic objective from TOWS is acted on, aligning internal resources with external opportunities and threats. The timeline is also structured to build early momentum (June–July) and scale up execution and evaluation in Q3 and Q4. Let me know if you need this written in a formal thesis paragraph format.

CONCLUSION

The research finds that while FitFuel established a strong digital presence—particularly on Instagram and TikTok—its marketing strategy remained limited in scope and depth. The visually appealing content lacked consistent and targeted messaging aligned with clearly defined customer segments, as revealed by the STP analysis. The brand relied heavily on influencer marketing and third-party delivery platforms but underutilized broader digital tools such as SEO, web optimization, and multi-platform outreach. Although brand awareness significantly impacted purchase intention, FitFuel's approach resulted in limited reach and shallow market penetration, confining the brand to niche health-conscious circles. Moreover, consumer trust—especially in FitFuel's health claims—was not a statistically significant driver of purchase intention, indicating that customers were more influenced by exposure than actual belief in the product's nutritional value. This highlighted the need for greater transparency, such as detailed nutritional disclosures and content that educates rather than just promotes. Strategic recommendations derived from SWOT and TOWS analyses included diversifying content to platforms like YouTube Shorts, engaging in health community forums, launching time-sensitive healthy menu options, optimizing promotions on delivery services, and strengthening web usability and SEO. FitFuel should also enhance its product bundling and align its marketing to well-defined segments for better conversion. In conclusion, while FitFuel laid the groundwork for a promising digital footprint, future efforts must be directed toward more data-driven, audience-centric strategies with refined messaging and platform diversification. Future research could explore the effectiveness of these diversified digital strategies and the role of consumer education in enhancing trust and purchase intention.

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