

Marketing Mix Influence on Purchase Decisions and Sales Recovery Strategy of RSV SC Hijab Series

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Abstract

Viral social commerce campaigns frequently generate significant attention without producing sustained sales performance. The RSV SC Hijab Series, a hijab-compatible motorcycle helmet produced by PT Helmindo Pratama Indonesia, attracted 23 million video views during its September 2025 launch; however, sales volume declined by 52.5% within five months. This study examined the effects of the seven-element marketing mix on purchase decisions and formulated a sales recovery strategy. A questionnaire consisting of 32 Likert-scale items was administered to 221 verified buyers selected through purposive sampling. Data were analyzed using multiple linear regression, Importance–Performance Matrix Analysis, and the 5A consumer journey framework. The seven marketing mix elements collectively explained 58.5% of the variance in purchase decisions ($F = 42.930$, $p < 0.001$). Process, Physical Evidence, People, Price, and Place had significant partial effects, while Product and Promotion did not, despite achieving the highest performance scores. Process demonstrated the strongest effect ($\beta = 0.391$), while its performance score remained relatively low at 2.80 out of 5. A verified price audit positioned the product within the mid-range category among competitors. Therefore, the low Price score indicated reduced perceived value rather than an incorrectly priced offering. The study recommends prioritizing post-purchase reliability improvements rather than relying primarily on price discount strategies.

INTRODUCTION

Social commerce has made consumer attention inexpensive to acquire but increasingly difficult to convert into sustained sales. A single short-form video can reach millions of viewers at a negligible marginal cost; however, firms frequently observe that the resulting sales growth declines within months. Metrics commonly used to indicate campaign success, such as views, reach, and engagement, do not necessarily reflect the indicators required to sustain revenue. The gap between attention generation and purchase conversion is therefore rarely diagnosed with sufficient precision (Ban et al., 2024; Khoshaim, 2025; Wang et al., 2021; Zhou et al., 2025).

The case examined in this study illustrates this gap clearly. In September 2025, PT Helmindo Pratama Indonesia launched the RSV SC Hijab Series, a helmet designed with an interior cavity that accommodates a hair bun for women who ride while wearing a hijab. Based on conventional campaign indicators, the launch achieved substantial visibility: it generated 23 million video views, with 87.3% of product page visits originating from algorithmic recommendations rather than direct search, and the audience composition shifted from

predominantly male to predominantly female within one month. However, sales declined by 52.5% over the following five months and remained 12.3% below the launch-quarter level thereafter. External factors do not fully explain this decline, as the domestic modest fashion market continued to expand, motorcycle ownership remained high, and internet penetration continued to increase (Malik, 2024; Putri et al., 2025; Wells & Xenias, 2015). Therefore, the explanation is likely associated with factors under the firm's control.

The marketing mix consists of controllable instruments that firms combine to generate desired responses from target markets (Kotler & Keller, 2016). McCarthy's original formulation included four elements—product, price, place, and promotion—which were considered adequate for conventional manufactured goods. Booms and Bitner (1981) argued that this framework was insufficient for offerings containing service components and introduced three additional elements: people, process, and physical evidence. These additions resulted in the seven-element marketing mix framework, which remains widely applied in services marketing and experience-based industries (Wai Yan Ko, 2024).

This distinction is particularly important in online retail environments. In marketplace transactions, consumers evaluate not only the product itself but also the entire service experience, including response speed to inquiries, order accuracy, and delivery condition. A four-element framework cannot fully capture these service-related interactions. This issue is relevant to the present study because previous marketing mix research on modest fashion products in Indonesia has generally adopted the four-element framework, including studies involving Marchemode, Toko Vivi Jilbab, and UKM Tamyakila, resulting in limited consideration of service-related attributes.

Perceived value provides the mechanism linking service quality and purchase decisions. It reflects consumers' evaluations of received benefits relative to the sacrifices incurred, including non-monetary costs such as waiting time, uncertainty, and effort (Blut et al., 2024). This concept explains why a product with a objectively competitive price may still be perceived as expensive: when non-monetary sacrifices increase, perceived value decreases even if the price remains unchanged. Previous studies have linked perceived price, delivery quality, and perceived value with repurchase intention in e-commerce contexts (Ali & Bhasin, 2019). Reference price theory provides a complementary explanation, suggesting that consumers evaluate current prices against internal reference standards developed from previous price experiences; consequently, frequent discounting may alter price expectations and influence future price perceptions (Asia Pacific Journal of Marketing and Logistics, 2024).

Research on electronic service quality has identified responsiveness, fulfillment accuracy, and post-purchase handling as important determinants of online repurchase behavior, with customer satisfaction often serving as a mediating factor (Dandis et al., 2026; Vu & Nguyen, 2025). However, these findings have largely developed separately from traditional marketing mix research, limiting their integration into a comprehensive strategic framework. This study addresses this limitation by incorporating responsiveness as an indicator of People, fulfillment reliability as an indicator of Process, and delivery condition as an indicator of Physical Evidence.

The 5A framework—Aware, Appeal, Ask, Act, and Advocate—models the consumer journey as a sequence in which advocacy can contribute to renewed awareness (Kotler et al., 2021). In this study, the framework is applied diagnostically to identify the stage at which the consumer journey weakens, as regression analysis indicates the magnitude of relationships but does not reveal the specific stage where conversion declines. Previous research on viral content indicates that engagement decreases rapidly after algorithmic distribution declines (Sangiorgio et al., 2025), while studies on user-generated content demonstrate that consumer reviews can replace campaign-driven attention by strengthening trust (Van Dat et al., 2025; Sustainability,

2026). However, limited research has examined how sales performance changes after the initial viral exposure diminishes.

Based on previous studies, a research gap exists regarding the application of the seven-element marketing mix to modest fashion products in Indonesia, particularly within the context of viral social commerce campaigns. Although previous studies have examined the four-element marketing mix framework in modest fashion retail, including Marchemode, Toko Vivi Jilbab, and UKM Tamyakila, limited research has integrated service-related elements (People, Process, and Physical Evidence) or investigated why viral campaigns fail to generate sustained sales. This gap is important because Indonesia's modest fashion market continues to expand, while social commerce has become an increasingly important sales channel. Therefore, this study provides empirical evidence regarding the determinants of purchase decisions and offers practical recommendations for firms experiencing post-viral sales decline. The novelty of this research lies in integrating the seven-element marketing mix with the 5A consumer journey framework to provide a more comprehensive diagnosis of conversion challenges. The findings are expected to contribute theoretically to marketing mix and electronic service quality literature and practically provide evidence-based recommendations for PT Helmino Pratama Indonesia and similar firms.

This study pursued two interconnected objectives. The first was explanatory, namely to identify which marketing mix elements influenced purchase decisions for the RSV SC Hijab Series and determine the strongest influencing factors. The second was prescriptive, namely to translate empirical findings into a structured sales recovery strategy, ensuring that managerial priorities were based on measured impacts rather than implementation convenience.

Product quality provides the functional foundation of the offering, and previous Indonesian studies on modest fashion retail have reported significant effects of product quality on purchase decisions. However, within the helmet industry, Regulation of the Minister of Industry No. 59 of 2024 requires mandatory safety certification for helmets distributed in Indonesia, which may reduce perceived differences among competing products in terms of basic safety compliance.

H1. Product has a significant effect on the purchase decision.

Price influences the decision through perceived sacrifice, not through the nominal figure alone. Where discounting has been sustained since launch, reference price effects may amplify that influence further (Kwon & Hartley, 2026).

H2. Price has a significant effect on the purchase decision.

Place determines access and the conditions under which a transaction can be completed, including the range of channels through which a buyer can reach the seller.

H3. Place has a significant effect on the purchase decision.

Promotion drives awareness and appeal. Where a category is saturated with promotional content, however, exposure may cease to differentiate between competing offers.

H4. Promotion has a significant effect on the purchase decision.

People captures the interpersonal service encounter, occurring in a marketplace setting primarily through seller responsiveness to enquiries and complaints — an established determinant of online repurchase behaviour.

H5. People has a significant effect on the purchase decision.

Process captures the reliability of the transaction sequence: order accuracy, delivery consistency against the promise made, and clarity of return and warranty procedures. Electronic service quality research positions these as decisive in online settings.

H6. Process has a significant effect on the purchase decision.

Physical Evidence encompasses tangible cues surrounding the offer, including packaging, arrival condition and visible certification, which serve as quality signals where the product cannot be inspected before purchase.

H7. Physical Evidence has a significant effect on the purchase decision.

Finally, the framework predicts that the elements operate jointly.

H8. The seven elements jointly have a significant effect on the purchase decision.

METHOD

This study employed a quantitative problem-solving research design consistent with the marketing research approach proposed by Malhotra et al. (2017), in which measurement was conducted to support decision-making. The independent variables consisted of the seven marketing mix elements, while the dependent variable was the actual purchase decision rather than purchase intention. This distinction was important because intention-based measures could not fully capture post-purchase service experiences examined in this study.

Respondents were selected using purposive sampling based on three criteria: hijab-wearing women, motorcycle riders or passengers, and previous purchasers of the RSV SC Hijab Series. The minimum sample size was determined as five times the number of indicators, resulting in a minimum requirement of 135 respondents. The study targeted 200 respondents, and 221 respondents successfully passed the screening process. Data collection was conducted online through Google Forms using sales channels where the product was distributed, primarily Shopee and TikTok Shop, which together accounted for 79.6% of revenue, supplemented by the official website and buyer database. Most respondents were within the 25–44 age range, and nearly half had used the product for three to six months, allowing them to evaluate post-purchase experiences rather than only initial impressions.

The research instrument consisted of 32 statements measuring eight constructs using a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5). Indicators for Price, People, Process, and Physical Evidence were operationalized based on the theoretical framework discussed previously, focusing on perceived sacrifice, responsiveness, fulfillment reliability, and product arrival condition. Product was measured through perceived quality, safety features, and suitability for hijab use; Place was measured through channel availability and accessibility; Promotion was measured through content informativeness and persuasiveness; and Purchase Decision was measured through realized purchase behavior and related determinants.

Validity was assessed using corrected item-total correlation against a critical value of 0.132 ($n = 221$, $\alpha = 0.05$), while reliability was evaluated using Cronbach's alpha with a threshold of 0.70. Classical assumption tests were conducted before interpreting the regression coefficients, including the Kolmogorov–Smirnov test for normality, variance inflation factor (VIF) analysis for multicollinearity, the Glejser test for heteroscedasticity, and the Durbin–Watson test for autocorrelation. Multiple linear regression was then performed using the mean scores of each marketing mix element through SPSS. The findings were subsequently mapped using an Importance–Performance Matrix, which compared standardized coefficients with mean performance scores, and were interpreted through the 5A framework using campaign reports, ten months of transaction records, and a verified competitor price audit conducted across official marketplace stores in July 2026 as supporting evidence.

RESULTS AND DISCUSSION

Validity and reliability

Of the 32 items, 31 satisfied the validity threshold. One Promotion item failed, returning a corrected item-total correlation of -0.047 . That item measured exposure — whether the respondent had encountered campaign content — whereas the remaining Promotion items measured judgements about that content. The failure is substantive, not merely technical: having seen the content and having been assisted by it do not covary in this sample, an early

indication consistent with the journey diagnosis reported below. Seven of eight constructs met the reliability threshold immediately; Promotion initially returned $\alpha = 0.411$, rising to 0.861 once the exposure item was removed. All constructs are therefore reliable, with alphas between 0.836 and 0.921.

Classical assumption results appear in Table 1. Normality, multicollinearity and autocorrelation were satisfied. The anticipated concern that People and Process would exhibit collinearity, both being rooted in service quality, did not materialise, with all variance inflation factors below 1.6. This indicates that respondents distinguish who serves them from how their order is handled. Heteroscedasticity was not fully satisfied: the Glejser test flagged Product at $p = 0.001$. This violation is reported openly. Its consequence is that standard errors and significance tests may be somewhat imprecise, and re-estimation using robust standard errors is recommended as a sensitivity check before the coefficients inform final decisions; the direction and magnitude of coefficients remain usable as estimates.

Table 1. Classical assumption test results

Test	Method	Result	Conclusion
Normality	Kolmogorov–Smirnov	$p = 0.741$	Satisfied
Multicollinearity	Variance inflation factor	VIF 1.027–1.575	Satisfied
Heteroscedasticity	Glejser	Product $p = 0.001$; six others $p > 0.05$	Not fully satisfied
Autocorrelation	Durbin–Watson	2.142	Satisfied

Note. $n = 221$. *Source:* questionnaire data processing (2026).

Performance scores

Mean scores diverge sharply across elements against a combined average of 3.40, as Table 2 reports. Product, Physical Evidence and Place score above the midpoint; Price, Process and People fall below it. The pattern is systematic. The high-scoring elements are those whose quality is determined once, at the design and procurement stage, and thereafter applies identically to every buyer. The low-scoring elements are those whose quality must be re-created in each individual transaction. The firm performs well on what is done once and poorly on what must be done every day.

Table 2. Mean performance score by marketing mix element

Element	Mean score (1–5)	Position relative to 3.40
Product	4.00	Above
Physical Evidence	3.88	Above
Place	3.78	Above
Promotion	3.49	Above
Price	3.11	Below
Process	2.80	Below
People	2.77	Below

Note. $n = 221$. Combined average across all elements = 3.40. *Source:* questionnaire data processing (2026).

Regression results and hypothesis testing

The model returns $R^2 = 0.585$ (adjusted $R^2 = 0.572$) with $F = 42.930$ at $p < 0.001$, supporting H8. The seven elements therefore explain 58.5 per cent of the variance in purchase decisions, establishing the mix as a defensible primary lever for recovery. The unexplained

41.5 per cent is itself informative: a residual of this magnitude indicates that brand trust and peer influence, which lie outside the mix as specified here, are not marginal considerations in this category. Full results appear in Table 3.

Table 3. Regression results and hypothesis testing

	Variable	B	β	t	Sig.	Decision
H1	Product	-0.016	-0.016	-0.362	0.718	Not supported
H2	Price	0.184	0.177	3.602	< 0.001	Supported
H3	Place	0.134	0.130	2.834	0.005	Supported
H4	Promotion	0.010	0.010	0.225	0.822	Not supported
H5	People	0.187	0.192	3.805	< 0.001	Supported
H6	Process	0.374	0.391	7.061	< 0.001	Supported
H7	Physical Evidence	0.239	0.235	4.919	< 0.001	Supported
H8	Seven elements jointly	—	—	F = 42.930	< 0.001	Supported

Note. $R^2 = 0.585$; adjusted $R^2 = 0.572$; $n = 221$. Source: questionnaire data processing (2026).

Five partial hypotheses are supported and two are not. Process carries the largest standardised effect ($\beta = 0.391$), nearly double that of Physical Evidence (0.235), followed by People (0.192) and Price (0.177). H1 and H4, concerning Product and Promotion, are not supported.

Interpreting the rejected hypotheses against previous research

The rejection of H1 and H4 contradicts prior Indonesian studies of modest fashion retail, which report significant effects of product quality and promotion on purchase decisions in comparable categories. Two explanations reconcile the divergence. Both are specific to this context, and neither refutes that earlier work.

First, the non-significance of Product coincides with the highest performance score in the study (4.00). This combination is not contradictory once regulatory context is considered. Since Regulation No. 59 of 2024 made national safety certification mandatory for all helmets in circulation, the attribute that once distinguished a certified helmet from an uncertified one has become an entry requirement met evenly across the competitor set. Product remains necessary but no longer differentiates, and a variable that does not vary meaningfully across the alternatives a buyer considers cannot explain variance in choice among them. The earlier studies were conducted in categories without an equivalent mandatory standard, where product quality retained discriminating power.

Second, the non-significance of Promotion is consistent with the measurement anomaly reported in Section 3.1. The item that failed validity testing measured exposure, and it did not covary with items measuring judgements about content quality. Respondents who had seen the campaign were not thereby more likely to find it helpful. Read alongside the 5A diagnosis below, this suggests that promotion in this case generated awareness without supplying decision-relevant information, so its effect terminates before the purchase decision. The effect is not absent; it simply stops early. This is consistent with evidence that viral engagement decays once algorithmic distribution ends (Sangiorgio et al., 2025), and extends it by showing the decay is observable in realised sales, not only in engagement metrics.

Conversely, the support for H5, H6 and H7 aligns closely with electronic service quality research (Dandis et al., 2026; Vu & Nguyen, 2025), and the present study extends that literature

by demonstrating these effects inside a marketing mix specification instead of alongside one. That Process dominates all other elements is a stronger result than the e-service quality literature typically reports, plausibly because this study measures realised purchases, not intention, and post-purchase failures are invisible to respondents who have not yet transacted.

Importance–Performance mapping and consumer journey diagnosis

Crossing standardised coefficients against performance scores places Process, People and Price in the priority quadrant, combining high effect with weak performance, while Product, Physical Evidence and Place occupy quadrants that call for maintenance, not further investment. Notably, the two elements the firm had already acted upon — through price discounting and a reallocation of promotional focus — both sit in the low-effect quadrant. This explains why two apparently reasonable corrective actions failed to arrest the decline: both targeted elements with small measured effects, leaving the binding constraint untouched.

Interpreted through the 5A framework, the journey breaks at identifiable points. Aware and Appeal were built strongly and at low cost, as campaign metrics confirm. Ask was left unaddressed: the campaign generated attention without answering the questions prospective buyers raise concerning sizing, fit with different hijab styles, and safety. Act was obstructed by the fulfilment and responsiveness weaknesses registered in the Process and People scores. Advocate never formed, so once algorithmic distribution ended no substitute source of demand existed. On this reading the 52.5 per cent decline is a structural consequence of the journey's shape. Timing had little to do with it.

The findings also relocate the pricing problem. A verified price audit across official marketplace stores places the RSV SC Hijab Series in the middle of its competitor set and below the most premium comparable product, contradicting the firm's own initial assumption that its price was approximately double that of competitors. A fair price position coexisting with a low Price score ceases to be contradictory once perceived value is considered: what buyers surrender includes waiting time, the risk of receiving an incorrect item, and unclear return procedures. Sustained discounting compounds this by lowering the internal reference price, so that a 28.8 per cent rise in the received price index registers with buyers as a price increase, not as a return to normal levels. Lowering price further would therefore address a symptom while aggravating the underlying condition.

Theoretical implications

Three implications follow for theory. First, the results support integrating electronic service quality into the marketing mix instead of maintaining two parallel literatures. Locating responsiveness, fulfilment accuracy and arrival condition within People, Process and Physical Evidence produced a specification in which service elements dominate — an outcome a four-element model would have been structurally incapable of detecting. For research on modest fashion retail in Indonesia, where four-element specifications remain common, this suggests reported findings may systematically understate the role of service.

Second, the absence of multicollinearity between People and Process indicates that buyers distinguish the interpersonal service encounter from transactional execution. This argues against aggregating them into a single service construct and supports treating them as separate managerial levers with distinct remedies.

Third, the study demonstrates the analytical value of pairing a variance-explaining method with a stage-diagnostic framework. Regression established that Process dominates but could not indicate where in the consumer journey its effect dissipates; the 5A reading supplied that location. Neither method alone would have produced the conclusion that the decline is structural.

Managerial implications

For managers, the overarching implication is that campaign reach and conversion capacity are separable capabilities, and that further investment in the former yields little when

the latter is the binding constraint. Five priorities follow from the measured effects, ordered by impact rather than ease of execution.

- Treat post-purchase reliability as an operating standard, not a project. Order accuracy, delivery consistency against the promise made, and a single clear return procedure applying identically across channels address Process and People, the elements combining the largest effect with the weakest performance. Where switching costs approach zero, a single fulfilment failure is sufficient to lose a buyer permanently.
- Withdraw routine discounting and restore the reference price. Discounting should be phased out gradually and replaced with benefits that raise value without lowering the price figure, while product benefits are communicated in concrete and verifiable terms. Abrupt withdrawal risks a volume shock; continued discounting perpetuates the distortion.
- Supply verifiable evidence at the information-search stage. Where national certification has become mandatory for all competitors, it ceases to differentiate; additional international certification and material addressing recurrent sizing and fit questions, placed on product pages across every channel, populate a stage the campaign left empty.
- Manage buyer reviews as a marketing asset, not as passive feedback. Reviews substitute for campaign-driven attention once distribution ends. This priority depends on the first: reviews will only be favourable once the purchase experience has improved, so sequencing matters more than speed.
- Reduce channel concentration. With 79.6 per cent of revenue arising from two marketplaces, the transaction experience is largely determined by third-party rules. Activating direct channels and physical stores as trial and fitting points transfers a portion of the customer relationship back to the firm.

Two observations bear on implementation. The priorities are interdependent. Attempting them at once risks degrading execution quality across all of them, so a phased sequence in which reliability precedes advocacy is preferable. In addition, most indicators required to evaluate these priorities — response time, order accuracy, return rates, review volume — had never been recorded by the firm, meaning the element most determining the purchase decision was also the element measured least. Establishing baseline measurement is a precondition for evaluating any priority above, not an administrative afterthought. Feasibility rests on a finding from the internal analysis: nearly every capability required is already held by the firm and simply not organised towards this end. The binding constraint is organisational.

Limitations

Five limitations bound these findings. The data represent conditions during a single observation period, and shifting platform algorithms and shopping habits may alter both the pattern of relationships and the relative importance of elements in later periods. Respondents were restricted to buyers, so the conclusion that the information-search stage was left empty rests on inference, since those who considered the product and declined it were never surveyed. Cost and margin data were unavailable, so profitability was not calculated and success is assessed as marketing performance, not financial return. The heteroscedasticity violation on Product means the reported significance pattern warrants confirmation under robust standard errors. Finally, the study examines one product line at one firm using purposive sampling, so the analytical logic transfers more readily than the specific coefficients.

Directions for further research

These limitations define the most productive avenues for future work. The model should be re-estimated under robust standard errors to confirm the significance pattern. Perceived value should be tested as a mediator between the service elements and the purchase decision, which would confirm or correct the recommendation against price reduction. Prospective buyers who did not purchase should be surveyed directly, which would test the information-search conclusion instead of inferring it. Engagement and transaction time series should be

paired to test attention decay quantitatively, comparing products with an established advocacy stage against those without. Finally, the model should be extended to brand trust and peer influence, the most probable carriers of the unexplained variance, and replicated across other product lines and firms using probability-based sampling where a sampling frame can be constructed.

CONCLUSION

This study examined why a viral product launch failed to generate sustained sales growth and addressed this issue by measuring the seven-element marketing mix against realized purchase decisions for the RSV SC Hijab Series. The marketing mix explained 58.5% of the variance in purchase decisions. Process demonstrated the strongest effect despite having one of the lowest performance scores, placing it alongside People and Price as a priority area for managerial intervention. Meanwhile, Product and Promotion, which achieved the highest performance scores, did not demonstrate significant differentiating effects. Therefore, the sales decline appeared to occur after the purchase decision stage, particularly in fulfillment accuracy, service responsiveness, and the clarity of return procedures. The decline was not primarily associated with product attributes, nominal price levels, or market demand conditions.

The practical implication is a shift in managerial priorities. For PT Helmino Pratama Indonesia and other firms experiencing similar post-viral sales declines, the findings indicate that resources should be redirected from generating additional attention toward improving the conversion and retention of existing customer interest. The capabilities required for this transition were already available within the firm but required better organization and integration.

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