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Proposed Marketing Strategy for Dodo Drinks to Increase Brand Awareness and Purchase Intention

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Abstract. *Dodo Drinks is a micro-scale fruit-based beverage enterprise that initially became well known for its signature mango Thai smoothie, yet it later experienced declining sales performance and difficulty retaining customer attention. This study aims to formulate a proposed marketing strategy for Dodo Drinks to increase brand awareness and purchase intention. The research applies external analysis (PESTLE, Porter's Five Forces, and competitor analysis), internal analysis (VRIN, STP, and marketing mix), and customer analysis using a quantitative survey analyzed through Partial Least Squares-Structural Equation Modeling (PLS-SEM). Of 186 responses collected, 163 valid responses were used after screening. The results show that Product and Price have positive but insignificant effects on Brand Awareness, whereas Place and Promotion have positive and significant effects on Brand Awareness, and Brand Awareness has a strong positive and significant effect on Purchase Intention. The descriptive mean analysis confirms that Product and Price obtained higher mean scores while Promotion, Place, and Brand Awareness scored relatively lower. Based on these findings, the proposed strategy emphasizes building brand awareness through promotional consistency, improved outlet visibility, digital platform optimization, signature-product identity, and local-area marketing. The findings imply that micro-scale beverage enterprises should not rely solely on product quality and affordable prices, but also on consistent promotion, strong physical and digital visibility, and effective brand communication.*

Keywords: *Brand Awareness; Customer Analysis; External Analysis; Internal Analysis; Marketing Strategy.*

1. INTRODUCTION

The food and beverage sector is an important sector that contributes to the Indonesian economy because it is supported by everyday necessities. In the first quarter of 2025, the food and beverage sector contributed nearly 7.2% to the national Gross Domestic Product and 41.15% to the GDP of non-oil and gas industries (Badan Pusat Statistik, 2024). When a food and beverage enterprise grows, its value chain moves from large-scale producers and farmers to raw-material suppliers and to Micro, Small, and Medium Enterprises (MSMEs) that flow directly to consumers. Beyond economic considerations, shifts in consumer behavior and lifestyle also influence the growth of this sector, particularly among young Indonesian consumers who are increasingly conscious of fitness and healthier choices. Fruit-based beverages are one of the products that support a healthy lifestyle because they contain more natural and nutritious ingredients, so they are commonly consumed by individuals of all ages.

The fruit-based beverage market has low barriers to entry, making it more welcoming to new entrants. Porter (2008) points out that sectors with low entry barriers are more open to new competitors, and the low capital expenses and relatively simple production processes make it easier for small-scale players to enter the market. This condition allows many enterprises selling identical products to establish quickly, thereby creating saturation of the local market. Because of the large number of enterprises selling identical products, businesses need to set

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themselves apart from rivals in a variety of ways, including product variety, material quality, customer satisfaction, visual presentation, and communication with customers (Kotler & Keller, 2016). Clear differentiation and communication become important so that consumers can understand why a brand should be selected over other similar options.

Despite the fierce competition, the fruit-based beverage market remains a large commercial opportunity due to consumers' increasing desire for products that are lighter, more natural, and fresher. This trend is consistent with the Southeast Asian health and wellness paradigm, which highlights the growing consumer demand for proactive prevention and good lifestyle choices (Mintel, 2025). To fully utilize these market opportunities, a suitable marketing strategy is needed so that entrepreneurs can attract customers, communicate their value, and improve their market position. In competitive markets, consumers' capacity to identify and recall a brand is crucial (Keller, 2013). One of the most important objectives of marketing strategy is raising brand awareness, which is the ability of a consumer to identify or remember a brand while thinking about a certain product category (Aaker, 1991).

Brand awareness affects both the tendency of customers to purchase and their ability to identify a brand. Purchase intention, which is the willingness or likelihood of a customer to buy a product in the future, tends to strengthen when consumers are familiar with and have a positive perception of a brand (Schiffman & Wisenblit, 2019). In the beverage business, brand awareness has been demonstrated to mediate the relationship between social media marketing and purchase intention (Sutariningsih & Widagda, 2021). To increase brand awareness and customer purchase intention, enterprises must establish a focused marketing plan that fits the preferences of their target market. A great marketing strategy helps enterprises understand their customers, assess the competitive landscape, and develop more effective marketing actions (Kotler & Keller, 2016).

Dodo Drinks is a fruit-based beverage enterprise that sells fresh juices, smoothies, and other fruit-related products. The enterprise once experienced a spike in sales after unintentionally becoming viral on social media in its early stage, but it later faced a decline and inconsistency in sales performance. One possible cause of this condition is a lack of brand awareness, as consumers are more inclined to choose brands they recognize and recall within a specific product category (Aaker, 1991). Dodo Drinks' promotional activities are still simple, unconceptualized, and not carried out consistently, which affects brand visibility in the broader market. Yet, well-planned social media marketing can raise brand awareness and purchase intention in food and beverage markets (Nazila et al., 2022). As a result, the intended audience in Dodo Drinks' operational area is generally unfamiliar with the brand as a fruit-based

beverage alternative. Because of ongoing difficulties with Dodo Drinks' marketing system, a deeper look is necessary to pinpoint the factors that affect brand awareness. This study was conducted to understand the competitive environment, consumer perceptions, and both internal and external factors of Dodo Drinks. To develop strategic recommendations, this study performs a SWOT analysis of several Dodo Drinks aspects, which is then developed into a TOWS matrix. The general objective of this study is to identify a focused and suitable marketing approach to increase Dodo Drinks' brand awareness and purchase intention as a seller of fruit-based drinks. The novelty of this study lies in integrating internal, external, competitor, and customer analyses based on PLS-SEM to formulate an applicable marketing strategy for a micro-scale beverage enterprise.

2. LITERATURE REVIEW

Marketing strategy plays a crucial role in helping enterprises compete and deliver value to customers; according to Kotler and Keller (2016), an appropriate marketing strategy encourages the formation of long-term relationships with customers through determining target markets, delivering value, and differentiating from competitors. The Segmentation, Targeting, and Positioning (STP) framework is used to break down a broad market into relevant customer groups, choose target segments, and build a distinct brand position in the minds of consumers (Kotler & Keller, 2016). The marketing mix (4P), consisting of product, price, place, and promotion, is a set of manageable tactical tools that enterprises use to influence target-market responses, and marketing-mix activities such as communication and promotion have been shown to build brand equity (Dabbous & Barakat, 2020). The Resource-Based View through VRIN analysis (Valuable, Rare, Inimitable, Non-substitutable) is used to evaluate whether internal resources can become a sustainable competitive advantage (Barney, 1991).

Brand awareness is the ability of consumers to recognize and recall a brand within a certain product category and reflects the strength of the brand's presence in consumer memory (Aaker, 1991). Purchase intention is the tendency or likelihood of consumers to buy a product in the future after evaluating their options (Schiffman & Wisenblit, 2019). To assess the external condition, this study uses PESTLE analysis to understand macro-environmental factors and Porter's Five Forces to assess the intensity of industry competition (Porter, 2008). Competitor analysis is used to understand competitors' strategies (Chernev, 2018), while SWOT analysis integrates internal and external findings, which are then translated into strategic alternatives through the TOWS matrix (Weihrich, 1982; David & David, 2017). Based

on this conceptual framework, this study positions product, price, place, and promotion as variables that influence brand awareness, which in turn influences purchase intention.

3. RESEARCH METHOD

This study uses a mixed-methods approach that combines qualitative and quantitative techniques to comprehensively understand the strategic situation of Dodo Drinks (Creswell & Creswell, 2018). The research subjects are consumers who represent Dodo Drinks' potential target market in the operational area of Jl. KH Hasyim Ashari No. 100, Pedurenan, Ciledug, who are familiar with fruit-based beverage products and have at least seen or heard of Dodo Drinks. The sampling technique used is purposive sampling, a non-probability technique that selects respondents based on certain criteria associated with the objectives of the study (Hair et al., 2014). Of 186 responses collected, 23 responses failed the screening stage, resulting in 163 valid respondents. The instrument used is a structured questionnaire with a 6-point Likert scale (1 = strongly disagree to 6 = strongly agree) to measure respondents' perceptions of the variables product, price, place, promotion, brand awareness, and purchase intention.

The research procedure began with instrument preparation and primary data collection through direct and online questionnaires, observation of product and outlet conditions, pricing, and promotional visibility, as well as secondary data from business documents and literature. Quantitative data were analyzed using PLS-SEM through SmartPLS, including measurement model evaluation through outer loading, construct reliability, convergent validity using Average Variance Extracted (Fornell & Larcker, 1981), and discriminant validity using the Fornell-Larcker criterion and Heterotrait-Monotrait Ratio (Henseler et al., 2015). The structural model was assessed through R-square, f-square, and path coefficients, while hypothesis testing used bootstrapping, with significance indicated by t-statistic > 1.96 and p-value < 0.05 (Hair et al., 2021). Qualitative strategic analysis employed PESTLE, Porter's Five Forces, competitor analysis, VRIN, and STP, with the findings integrated through SWOT and the TOWS matrix to formulate the marketing strategy.

4. RESULTS AND DISCUSSION

General Overview and Respondent Profile

This study was conducted in the operational area of Dodo Drinks, Ciledug, South Tangerang City, targeting consumers who had at least seen or heard of Dodo Drinks. Of the 186 responses collected, 23 responses failed the screening stage because the respondents did not recognize Dodo Drinks, so 163 valid respondents were used in the PLS-SEM analysis.

Based on the respondent profile, the majority were female (55.2% or 90 respondents) compared with male (44.8% or 73 respondents). In terms of age, the 18–24 group dominated with 45.4%, followed by the 25–34 group at 41.1%, so the majority of respondents were young consumers relevant to Dodo Drinks' target market. In terms of occupation, workers dominated at 48.5%, followed by students at 28.2%, while most respondents (41.1%) had monthly personal expenses of Rp1,500,000–Rp3,000,000. In addition, 54.6% of respondents had purchased Dodo Drinks and 45.4% had never purchased it but were already familiar with the brand.

Measurement Model Evaluation (Outer Model)

Tabel 1. Outer Loading Results

Construct	Indicator	Outer Loading	Criteria	Evaluation
Product	PR1	0.849	> 0.708	Accepted
Product	PR2	0.786	> 0.708	Accepted
Product	PR3	0.810	> 0.708	Accepted
Price	PC1	0.894	> 0.708	Accepted
Price	PC2	0.612	0.40–0.70	Retained
Price	PC3	0.806	> 0.708	Accepted
Place	PL1	0.889	> 0.708	Accepted
Place	PL2	0.915	> 0.708	Accepted
Place	PL3	0.889	> 0.708	Accepted
Promotion	PM1	0.913	> 0.708	Accepted
Promotion	PM2	0.913	> 0.708	Accepted
Promotion	PM3	0.907	> 0.708	Accepted
Brand Awareness	BA1	0.916	> 0.708	Accepted
Brand Awareness	BA2	0.914	> 0.708	Accepted
Brand Awareness	BA3	0.911	> 0.708	Accepted
Purchase Intention	PI1	0.936	> 0.708	Accepted
Purchase Intention	PI2	0.916	> 0.708	Accepted
Purchase Intention	PI3	0.909	> 0.708	Accepted
Purchase Intention	PI4	0.926	> 0.708	Accepted

Based on Table 1, most indicators have outer loading values above the threshold of 0.708, indicating that these indicators reliably measure their respective constructs. The highest outer loading is held by indicator PI1 (0.936) on the Purchase Intention variable, while indicator PC2 on the Price variable has a value of 0.612, which is below 0.708 but still within the acceptable range of 0.40–0.70. Indicator PC2 was retained because the Price construct as a whole still meets the reliability and convergent validity criteria, with an AVE of 0.608, Composite Reliability of 0.820, and Cronbach's Alpha of 0.712. Therefore, all indicators were considered suitable to be retained in the model and to proceed to the next evaluation stage (Hair et al., 2021).

Tabel 2. Construct Reliability Results

Construct	Cronbach's Alpha	Composite Reliability	Evaluation
Product	0.749	0.855	Reliable
Price	0.712	0.820	Reliable
Place	0.879	0.926	Reliable
Promotion	0.898	0.936	Reliable
Brand Awareness	0.901	0.938	Reliable
Purchase Intention	0.941	0.958	Reliable

Based on Table 2, all constructs have Cronbach's Alpha and Composite Reliability values above the recommended threshold of 0.70, so the measurement model has acceptable internal consistency. The highest reliability is held by Purchase Intention, with a Composite Reliability of 0.958 and a Cronbach's Alpha of 0.941, followed by Brand Awareness, Promotion, and Place, all of which show strong reliability with Composite Reliability values ranging from 0.926 to 0.938. Although the Product construct (Cronbach's Alpha 0.749) and the Price construct (Cronbach's Alpha 0.712) show lower reliability values than the other constructs, both remain above the minimum threshold. Therefore, all constructs were declared reliable and suitable for further analysis (Hair et al., 2021).

Tabel 3. Convergent Validity Results (AVE)

Construct	AVE	Evaluation
Product	0.665	Valid
Price	0.608	Valid
Place	0.806	Valid
Promotion	0.830	Valid
Brand Awareness	0.835	Valid
Purchase Intention	0.849	Valid

Based on Table 3, all constructs have Average Variance Extracted (AVE) values above the threshold of 0.50, indicating that the indicators of each construct adequately represent their construct. The highest AVE is held by Purchase Intention at 0.849, followed by Brand Awareness (0.835) and Promotion (0.830), while the lowest AVE is held by Price at 0.608. Although Price obtained the lowest AVE value, it still exceeds the minimum threshold of 0.50. This result confirms that all constructs in the measurement model have fulfilled the convergent validity requirement and are able to explain more than half of the variance of their indicators, so they are suitable to proceed to the next stage of analysis (Hair et al., 2021).

Tabel 4. Discriminant Validity Results (Fornell-Larcker Criterion)

Construct	BA	PC	PI	PL	PM	PR
BA	0.914					
PC	0.245	0.780				
PI	0.731	0.284	0.922			
PL	0.574	0.156	0.507	0.898		

Construct	BA	PC	PI	PL	PM	PR
PM	0.631	0.257	0.507	0.515	0.911	
PR	0.266	0.119	0.284	0.223	0.207	0.816

Based on Table 4, the square root of AVE for each construct shown on the matrix diagonal is greater than its correlations with other constructs. The diagonal values range from 0.780 to 0.922, with Price having the lowest value and Purchase Intention having the highest. Specifically, Brand Awareness has a diagonal value of 0.914, Price 0.780, Purchase Intention 0.922, Place 0.898, Promotion 0.911, and Product 0.816. Since all diagonal values exceed the corresponding inter-construct correlations, the Fornell-Larcker criterion is fulfilled. This proves that each construct in the model is empirically distinct from the others, so the discriminant validity requirement is met. Note: BA = Brand Awareness; PC = Price; PI = Purchase Intention; PL = Place; PM = Promotion; PR = Product.

Tabel 5. Heterotrait-Monotrait Ratio (HTMT) Results

Construct Relationship	HTMT Value	Evaluation
PC → BA	0.261	Accepted
PI → BA	0.794	Accepted
PI → PC	0.179	Accepted
PL → BA	0.645	Accepted
PL → PC	0.223	Accepted
PL → PI	0.613	Accepted
PM → BA	0.700	Accepted
PM → PC	0.183	Accepted
PM → PI	0.661	Accepted
PM → PL	0.623	Accepted
PR → BA	0.323	Accepted
PR → PC	0.356	Accepted
PR → PI	0.344	Accepted
PR → PL	0.335	Accepted
PR → PM	0.429	Accepted

Based on Table 5, all Heterotrait-Monotrait Ratio (HTMT) values are below the recommended threshold of 0.85, providing additional evidence that the discriminant validity of the measurement model is fulfilled. The highest HTMT value is found in the relationship between Purchase Intention and Brand Awareness at 0.794, which remains within the safe limit. This indicates that there is no excessive conceptual overlap among Product, Price, Place, Promotion, Brand Awareness, and Purchase Intention. With both the Fornell-Larcker and HTMT criteria fulfilled, each construct in the model is proven to measure a distinct concept, so the model is suitable to proceed to the structural evaluation stage (Henseler et al., 2015).

Structural Model Evaluation (Inner Model)

Tabel 6. R-Square Results

Construct	R-Square	Evaluation
Brand Awareness	0.498	Moderate
Purchase Intention	0.534	Moderate

Based on Table 6, the R-square value for Brand Awareness of 0.498 indicates that the variables Product, Price, Place, and Promotion collectively explain 49.8% of the variance in Brand Awareness, while the remainder is explained by factors outside the model. Meanwhile, the R-square value for Purchase Intention of 0.534 means that Brand Awareness explains 53.4% of the variance in Purchase Intention. Both R-square values are categorized as moderate and indicate that the model has adequate explanatory power over the phenomena of brand awareness and consumer purchase intention toward Dodo Drinks. The unexplained variance may be influenced by other factors such as customer experience, word of mouth, social influence, product availability, and competitor attractiveness (Hair et al., 2021).

Tabel 7. f-Square Results (Effect Size)

Relationship	f-Square	Interpretation
Product → Brand Awareness	0.018	Small
Price → Brand Awareness	0.010	Small
Place → Brand Awareness	0.148	Small–Medium
Promotion → Brand Awareness	0.252	Medium
Brand Awareness → Purchase Intention	1.147	Large

Based on Table 7, Brand Awareness has the largest effect on Purchase Intention, with an f-square value of 1.147 categorized as large, confirming the central role of brand awareness in explaining purchase intention. Among the marketing-mix variables, Promotion has the strongest effect on Brand Awareness, with an f-square value of 0.252 categorized as medium, followed by Place at 0.148, which approaches the medium category. In contrast, Product and Price provide only very small effects on Brand Awareness, at 0.018 and 0.010 respectively. These results indicate that the formation of Dodo Drinks' brand awareness is more strongly influenced by promotional exposure and place visibility than by product and price perceptions, so improving promotional consistency and outlet visibility becomes a priority for strengthening brand awareness (Hair et al., 2021).

Tabel 8. Path Coefficients Results

Relationship	Path Coefficient	Interpretation
Product → Brand Awareness	0.098	Positive and weak
Price → Brand Awareness	0.074	Positive and weak
Place → Brand Awareness	0.322	Positive and moderate
Promotion → Brand Awareness	0.426	Positive and moderate
Brand Awareness → Purchase Intention	0.731	Positive and strong

Based on Table 8, all relationships in the model show a positive direction. Promotion has the strongest path coefficient toward Brand Awareness at 0.426, followed by Place at 0.322, both categorized as positive and moderate. Meanwhile, Product (0.098) and Price (0.074) show positive but weak relationships toward Brand Awareness. The relationship between Brand Awareness and Purchase Intention has the highest coefficient at 0.731, indicating a positive and strong relationship. This finding indicates that increasing brand awareness is an important way to encourage consumers to consider purchasing Dodo Drinks products. However, the path coefficients only indicate the direction and strength of the relationship, so their statistical significance needs to be confirmed through bootstrapping analysis (Hair et al., 2021).

Hypothesis Testing through Bootstrapping

Tabel 9. Direct Effect Results

Hypothesis	Relationship	Path Coef.	T-Statistic	P-Value	Result
H1	Product → Brand Awareness	0.098	1.740	0.082	Not Supported
H2	Price → Brand Awareness	0.074	1.271	0.204	Not Supported
H3	Place → Brand Awareness	0.322	4.517	0.000	Supported
H4	Promotion → Brand Awareness	0.426	6.456	0.000	Supported
H5	Brand Awareness → Purchase Intention	0.731	20.426	0.000	Supported

Based on Table 9, of the five direct-effect relationships, three are significant and two are not significant at the 5% level. Product has a positive but insignificant effect on Brand Awareness (coefficient 0.098; T = 1.740; P = 0.082), so H1 is not supported; similarly, Price has a positive but insignificant effect (coefficient 0.074; T = 1.271; P = 0.204), so H2 is not supported. In contrast, Place has a positive and significant effect on Brand Awareness (coefficient 0.322; T = 4.517; P = 0.000), so H3 is supported, and Promotion has a positive and significant effect (coefficient 0.426; T = 6.456; P = 0.000), so H4 is supported. Brand Awareness has a very strong positive and significant effect on Purchase Intention (coefficient 0.731; T = 20.426; P = 0.000), so H5 is supported. These results confirm that Dodo Drinks' brand awareness is shaped more by promotional exposure and place visibility than by product and price perceptions.

Tabel 10. Specific Indirect Effect Results

Mediation Relationship (through Brand Awareness)	Indirect Effect	T-Statistic	P-Value	Result
Product → Brand Awareness → Purchase Intention	0.071	1.729	0.084	Not Supported
Price → Brand Awareness → Purchase Intention	0.054	1.266	0.206	Not Supported

Mediation Relationship (through Brand Awareness)	Indirect Effect	T-Statistic	P-Value	Result
Place → Brand Awareness → Purchase Intention	0.235	4.365	0.000	Supported
Promotion → Brand Awareness → Purchase Intention	0.311	6.066	0.000	Supported

Based on Table 10, the indirect effects of Place and Promotion on Purchase Intention through Brand Awareness are proven to be positive and significant. Promotion has the largest indirect effect, with a coefficient of 0.311 (T = 6.066; P = 0.000), followed by Place with a coefficient of 0.235 (T = 4.365; P = 0.000), indicating that Brand Awareness significantly mediates their relationship with purchase intention. In contrast, the indirect effects of Product (0.071; P = 0.084) and Price (0.054; P = 0.206) on Purchase Intention through Brand Awareness are positive but not significant. This finding indicates that outlet visibility, accessibility, and promotional exposure are more effective in building brand awareness, which subsequently encourages purchase intention, while positive perceptions of product and price alone are not sufficient to significantly increase purchase intention through brand awareness.

Descriptive Mean Analysis

Tabel 11. Mean Score by Variable

Variable	Mean Score
Price	5.378
Product	4.816
Purchase Intention	4.057
Place	3.973
Promotion	3.509
Brand Awareness	3.431

Based on Table 11, Price obtained the highest mean score of 5.378, followed by Product at 4.816, indicating that respondents generally considered Dodo Drinks affordable and consistent with the value offered. Meanwhile, Purchase Intention obtained a mean score of 4.057, while Place and Promotion obtained lower scores of 3.973 and 3.509 respectively. Brand Awareness obtained the lowest mean score of 3.431, indicating that although perceptions of product and price are positive, the Dodo Drinks brand still struggles to gain strong recognition and recall in consumers' minds. High scores for Product and Price do not significantly increase Brand Awareness, while Promotion and Place, despite lower scores, have a significant influence.

Internal Analysis: VRIN, STP, and Marketing Mix

Internal analysis was conducted to evaluate Dodo Drinks' strengths, weaknesses, capabilities, and resources. VRIN analysis is used to assess whether internal resources can generate a sustainable competitive advantage (Barney, 1991). The results show that the signature mango Thai or mango smoothie product and the visually appealing product

presentation provide only a temporary competitive advantage, while most other resources are at competitive parity, and the current promotional capability is actually a competitive disadvantage that needs improvement.

Tabel 12. VRIN Analysis of Dodo Drinks

Resource	Valuable	Rare	Inimitable	Non-Substitutable	Competitive Implication
Signature mango Thai / mango smoothie product	Yes	Yes	Yes	No	Temporary Competitive Advantage
Other fruit-based beverages	Yes	No	No	No	Competitive Parity
Ability to adapt the menu to trends and seasonal raw-material limitations	Yes	No	No	No	Competitive Parity
Visually appealing product presentation	Yes	Yes	No	No	Temporary Competitive Advantage
Affordable pricing structure	Yes	No	No	No	Competitive Parity
Current promotional capability	No	No	No	No	Competitive Disadvantage

Based on Table 12, Dodo Drinks does not yet possess resources capable of generating a long-term competitive advantage. The signature mango Thai or mango smoothie product is the most valuable internal resource because it is valuable, rare, and inimitable, but not non-substitutable, so it provides only a temporary competitive advantage; the same applies to the visually appealing product presentation. Other product variations, the ability to adapt the menu, and the affordable pricing structure are at competitive parity because they are easily imitated and substituted by competitors. Meanwhile, the current promotional capability is a competitive disadvantage because the exposure obtained so far has been incidental and without a structured marketing plan. This finding confirms that Dodo Drinks needs to strengthen its branding, marketing, and strategic consistency to optimize the resources it possesses. The STP analysis shows that Dodo Drinks targets consumers aged 18–34 in Ciledug and the surrounding areas, including students, college students, private employees, and young professionals from the low-middle to middle class who prioritize fresh, practical, visually appealing, and relatively healthier beverages. In terms of positioning, Dodo Drinks positions itself as a seller of fruit-based beverages and food offering freshness, an attractive appearance, and affordable prices, with the signature mango Thai or mango smoothie as the differentiator. However, the expansion of product variety makes its position not much different from other fruit-based beverage sellers, so more consistent positioning and brand communication are needed. The marketing-mix analysis reinforces this finding: Dodo Drinks' product and price are already

perceived positively, but place is not yet optimal because the outlet is slightly set back from the main road, while promotion remains the weakest point because it is unstructured, inconsistent, and highly dependent on incidental exposure.

SWOT Analysis

The SWOT analysis integrates the internal and external findings of Dodo Drinks. Dodo Drinks' main strengths include positive consumer perceptions of its product and price, visually appealing product presentation, the signature mango Thai or mango smoothie product with strong brand-identity potential, and flexibility as a micro-scale enterprise; this is reinforced by the finding that Product and Price obtained the highest mean scores. Its main weaknesses are low brand awareness (the lowest mean score), inconsistent promotion, outlet visibility that is not yet optimal, and unstructured brand communication. Dodo Drinks' opportunities arise from the growing consumer demand for fresher and more natural products, the development of social media, the potential to optimize food delivery platforms and Google Maps, and the customer-analysis results that place Promotion and Place as the main drivers of brand awareness. Meanwhile, its threats include intense competition, low barriers to entry, a large number of substitute products, stronger competitor visibility, ease of product imitation, and fluctuations in raw-material costs.

TOWS Matrix

Tabel 13. TO WS Matrix of Dodo Drinks

Strategy Type	Strategic Alternatives
SO Strategies	Strengthen digital promotion by using Dodo Drinks' visually appealing products and affordable pricing as the main content message; highlight the signature mango Thai or mango smoothie as the core brand identity; and use product variety and affordable pricing to attract local consumers through digital and offline promotions.
WO Strategies	Improve promotional consistency through a structured content calendar and campaign plan; optimize the existing food delivery platforms and Google Maps presence; and improve outlet visibility through stronger signage, lighting, menu display, and booth appearance.
ST Strategies	Use the signature product and visual presentation to reduce the threat of product similarity; maintain affordable pricing while strengthening perceived value; and use menu flexibility to respond to seasonal raw-material risks and changing consumer preferences.
WT Strategies	Develop a basic marketing routine to reduce dependence on incidental exposure; strengthen brand communication to avoid being overshadowed by competitors; and monitor costs and simplify promotional execution to maintain sustainability.

Based on Table 13, the strategic recommendations for Dodo Drinks focus on increasing place visibility and creating a more structured and clear promotional plan, while the strengths of product and price are maintained as support. The SO strategies show that Dodo Drinks can leverage digital platforms to spread the value of its attractive, affordable, and unique products, while the WO strategies address weaknesses such as low brand awareness, low outlet visibility, unplanned promotion, and the not-yet-optimal implementation of digital platforms. The ST

strategies use Dodo Drinks' strengths to face intense competition, ease of product imitation, the abundance of substitutes, and seasonal raw-material limitations through consistent value communication and menu variety. Meanwhile, the WT strategies emphasize consistent brand communication, a realistic marketing plan, and effective and efficient promotional execution to reduce risks in the competitive market.

Discussion of the Effects of Product and Price on Brand Awareness

The analysis shows that Product and Price have positive but insignificant effects on Brand Awareness, so H1 and H2 are not supported. This finding indicates that although consumers' perceptions of Dodo Drinks' product and price are positive, both variables are not sufficient to significantly increase brand awareness. Gurning et al. (2025), in their study at Partukkoan Coffee Shop Balige, found consistent results that product and price variables did not have a significant impact on brand awareness. This proves that competitive product and price variables do not directly influence potential customers' awareness of a brand, even though they obtain positive consumer perception results in the food and beverage industry.

The finding on price is also consistent with the research of Samin and Darma (2024), who found that price has a positive but insignificant influence on brand awareness. This strengthens the Dodo Drinks results that price alone is not enough to make people recognize and remember a brand without good visibility and offline and online marketing exposure. Because Dodo Drinks competes in a highly competitive market where many rivals offer similar products, Dodo Drinks needs to optimize its marketing activities so that it is easier to remember and more visible than its competitors. Accordingly, the strengths of product and price should be maintained but supported by strengthening the place and promotion variables.

Discussion of the Effects of Place and Promotion on Brand Awareness

The research shows that Place has a positive and significant effect on Brand Awareness, so H3 is supported. Outlet accessibility, visibility, and customer exposure are important factors in increasing consumers' awareness and recall of Dodo Drinks. This finding is supported by Samin and Darma (2024), who revealed a positive and significant influence of place on brand awareness in the restaurant context. Ruata, Lumanauw, and Poluan (2026) also proved that location has a significant impact on brand awareness through visibility, accessibility, and the surrounding business environment, so outlet visibility, signage, and geographic exposure can be effective methods for increasing brand awareness.

Among the marketing-mix elements, Promotion has the largest positive and significant effect on Brand Awareness, so H4 is supported. This result is in line with the findings of Gurning et al. (2025), who found that promotion had a positive and significant impact on brand

awareness in the coffee-shop context. Kusrini (2024) also found that promotional communication had a positive and significant influence on brand awareness because it can help consumers recognize and recall a brand, while Ginanjar and Hayati (2026) showed that event activation significantly raised brand awareness. Therefore, a more consistent promotional approach through social media, outlet communication, visual materials, and promotional initiatives can help consumers become more engaged with Dodo Drinks, so promotion should become one of the main priorities in raising brand awareness.

Discussion of the Effect of Brand Awareness on Purchase Intention and the Mediating Role

The research shows that Brand Awareness has a positive and significant effect on Purchase Intention, so H5 is supported, meaning that consumers who recognize and recall Dodo Drinks are more likely to consider purchasing its products. Dharmeitreya and Suprapti (2024), in their study of the Sekopi coffee shop in Denpasar, found that brand awareness had a significant impact on purchase intention and also served as a mediator in the relationship between social media promotion and purchase intention. Hasan and Huang (2023) also used brand awareness as a mediating variable to examine purchase intention in their research on healthy food gastronomy in Batam. These findings provide validity to Dodo Drinks' conclusion regarding the importance of brand awareness as an indicator for converting marketing influence into consumer purchase intention.

The specific indirect-effect results confirm that Brand Awareness significantly mediates the relationship between Place and Purchase Intention as well as between Promotion and Purchase Intention. In contrast, Brand Awareness does not significantly mediate the effects of Product and Price on Purchase Intention. This pattern indicates that increasing outlet visibility, accessibility, and promotional exposure is more effective in building brand awareness, which subsequently encourages purchase intention. Therefore, Dodo Drinks needs to maintain its product and price advantages while focusing more on the variables that directly increase exposure and brand awareness, so that positive perceptions of product and price can be converted into purchase intention through the strengthening of brand awareness.

Proposed Marketing Strategy for Dodo Drinks

Based on the TOWS analysis, the proposed marketing strategy for Dodo Drinks focuses on building brand awareness as the main pathway to encourage purchase intention. Because Product and Price are already perceived positively, the strategy is not directed at changing the product or price, but at strengthening the way the brand is promoted, displayed, found, and remembered by consumers. The six main proposed strategies include: (1) strengthening

promotional consistency through structured digital content on Instagram and TikTok by using the signature product as a content pillar; (2) improving physical outlet visibility through relocation to a more strategic location as well as more attractive signage, lighting, and menu display; and (3) optimizing food delivery platforms such as GoFood, GrabFood, and ShopeeFood as well as Google Maps by updating product photos, menu descriptions, operating hours, and customer reviews.

The other three strategies are: (4) reinforcing brand identity through the signature mango Thai or mango smoothie as a hero product that is communicated consistently across all customer touchpoints; (5) developing local-area marketing activities such as office lunch-hour promotions, school- or campus-based incentives, loyalty programs, and collaborations with local communities or small businesses; and (6) maintaining the strengths of product and price while improving the communication of value such as freshness, affordability, and visual appeal. In line with Kotler and Keller (2016), who emphasize creating and delivering value effectively to the target market, these six strategies are expected to increase local-market visibility, strengthen brand recall, increase customer exposure, and drive stronger purchase intention.

Implementation Plan

The implementation plan is designed to translate the proposed marketing strategies into practical actions that Dodo Drinks can carry out over a six-month period, from August to January, divided into three stages. The first stage (August–September) focuses on preparation, including finalizing the hero-product identity, developing content pillars and a content calendar, producing photo and video materials, updating digital platforms, and identifying new outlet locations. The second stage (October–November) focuses on executing the main marketing initiatives such as publishing consistent content, running targeted advertising campaigns, activating promotional bundles on food delivery platforms, integrating the signature product, and preparing the outlet relocation. The third stage (December–January) focuses on launching the new outlet location, increasing exposure, and monitoring and evaluating the effectiveness of implementation. Each strategy is supported by an action plan, a person in charge (PIC), and key performance indicators (KPI), as presented in Table 14.

Tabel 14. Summary of the Implementation Plan of Dodo Drinks' Strategies

No	Strategy	Main Action Plan	PIC	KPI
1	Strengthening promotional consistency through structured digital content	Develop monthly content pillars and calendar, produce photo/video content, and publish content consistently on Instagram and TikTok	Owner / Marketing Admin	Minimum 3 posts per week and 8–12 content materials per month

No	Strategy	Main Action Plan	PIC	KPI
2	Relocating to a more strategic outlet location	Identify and assess new location feasibility, prepare a relocation plan, and set up the outlet with stronger signage and visual display	Owner / Outlet Staff	Minimum 3 potential locations identified and new outlet ready to operate
3	Optimizing food delivery platforms and Google Maps	Update product photos, menu descriptions, prices, operating hours, and outlet information, create promotional bundles, and encourage customer reviews	Owner / Marketing Admin	All digital platforms updated and minimum 20 additional reviews collected
4	Reinforcing brand identity through the signature product	Finalize the mango Thai / mango smoothie as the hero product and integrate it consistently across all customer touchpoints	Owner / Marketing Admin	Hero-product identity finalized and consistently featured across all channels
5	Developing local-area marketing activities	Prepare local promotional programs, introduce a loyalty/referral program, and collaborate with nearby communities, schools, or offices	Owner / Outlet Staff	Minimum 2 programs and 2 local collaborations implemented
6	Monitoring and evaluating implementation	Review KPI achievement across all strategies and adjust actions based on performance results	Owner / Marketing Admin	Monthly implementation evaluation completed and improvement actions documented

Based on Table 14, the six strategies are implemented in stages with clear persons in charge and key performance indicators, so that their implementation can be monitored and evaluated. The owner acts as the main decision-maker in relocation, budgeting, promotional strategy, and general evaluation; the marketing admin is responsible for digital platforms, advertising campaigns, content, and performance reports; while the outlet staff support implementation through customer interaction, feedback collection, booth arrangement, and participation in local marketing. This plan aligns with the research finding that Promotion and Place have a significant effect on Brand Awareness, while Brand Awareness has a significant effect on Purchase Intention. With consistent implementation, Dodo Drinks is expected to increase market visibility, strengthen its signature-product image, and drive customer interaction that may ultimately increase purchase intention.

5. CONCLUSION

Based on the results and discussion, it can be concluded that Product and Price have positive but insignificant effects on Brand Awareness, whereas Place and Promotion have positive and significant effects on Brand Awareness, and Brand Awareness has a strong positive and significant effect on Dodo Drinks' Purchase Intention. Brand Awareness is proven

to significantly mediate the effects of Place and Promotion on Purchase Intention, but not those of Product and Price, so Dodo Drinks' brand awareness is shaped more by promotional exposure and place visibility than by product and price perceptions; this is reinforced by the descriptive mean analysis, which shows that Product and Price obtained higher scores while Promotion, Place, and Brand Awareness scored lower. Therefore, the proposed marketing strategy focuses on strengthening brand awareness through promotional consistency, improved outlet visibility, digital platform optimization, reinforcement of the signature-product identity, local-area marketing, and maintaining the strengths of product and price while improving value communication, which implies that micro-scale beverage enterprises cannot rely solely on product quality and affordable prices, but also require consistent promotion, strong physical and digital visibility, and effective brand communication to drive consumer purchase intention.

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