Abstract

The natural hair care market is experiencing significant growth driven by Generation Z consumers' increasing environmental consciousness and purchasing power. Digital marketing strategies play a crucial role in consumer purchasing decisions, however limited research exists on systematic digital marketing strategy implementation in in this niche market, particularly using structure frameworks like SOSTAC. This study analyses digital marketing approaches for natural hair care products in the Indonesian market through a comprehensive consumer evaluation framework utilizing the SOSTAC (Situation, Objectives, Strategy, Tactics, Action, Control) model to identify effective digital marketing tactics that drive consumer engagement and purchase intention. The research employed a quantitative method approach, collecting data from 94 Indonesian Generation Z participants (aged 13-28) through structured online surveys following controlled exposure to digital marketing materials from three established natural hair care brands: Madremia, Sensatia Botanicals, and Shade of Black. The SOSTAC framework was adapted as a consumer evaluation tool, measuring brand performance across six strategic dimensions and their relationship to purchase intention using correlation analysis, (Kiviranta, 2024). Results revealed significant brand performance variations, with strong positive correlations between all SOSTAC dimensions and purchase intention (r = 0.87, p < 0.001). Madremia demonstrated superior performance across all dimensions, achieving the highest purchase intention scores (4.0). While 55% of respondents expressed high interest in sustainable products, traditional factors including product effectiveness (75%), peer recommendations (68%), and price (67%) remained primary purchase drivers. Brand-specific analysis revealed distinct perception-intention patterns: Madremia achieved optimal conversion efficiency (77% high-perception to high-intention translation), while Sensatia Botanicals demonstrated polarized responses requiring trust-building initiatives, and Shade of Black showed conversion optimization opportunities. The SOSTAC framework effectively predicts consumer purchase intentions in natural hair care marketing. Comprehensive framework implementation rather than selective application is crucial for marketing success.

Keywords: Digital marketing, SOSTAC framework, natural hair care, Generation Z, Perception-purchase

intention