

## Marketing Strategy for Vegetarian Food in the Millennial Era



Ida Ayu Ketut Sumawidari<sup>1</sup>, Ida Ayu Kade Werdika Damayanti<sup>2</sup>, Ni Kadek Muliati<sup>3</sup>, Solihin<sup>4</sup>,  
Budi Susanto<sup>5</sup>

<sup>1,2,3,4,5</sup>Tourism Department of Politeknik Negeri Bali, Indonesia

**ABSTRACT:** Vegetarian cuisine is increasingly becoming a trend in society, starting with many people realizing the importance of living a healthier lifestyle to changing their lifestyle to becoming vegetarian food connoisseurs. The purpose of this research is to analyze marketing strategies for vegetarian food for the millennial generation so that their food products can be accepted and enjoyed. This research is descriptive qualitative through in-depth interviews, observation, and documentation of data collection. The study reveals that differentiated marketing strategy is including the organizational environment within the organization which is normally a potential target market for the millennial generation. It is further suggested that product mix, price, distribution and promotion channels are regarded as the marketing mix strategy.

**KEYWORDS:** marketing strategy, vegetarian food, millennial generation

### I. INTRODUCTION

People who choose to become vegetarians certainly have reasons behind them, such as because of religious beliefs, concern for animals and the environment, the desire to lose weight, because they want to live healthier and be able to avoid various kinds of diseases (Twain, 2018). With the “back to nature” feneo, vegetarian followers are growing and growing because people love the environment (Costa, et al, 2019). Health is the most important human wealth, therefore people try their best to maintain their health. Even though people have wealth, position, or success if their health declines and even suffers from a chronic disease, all these gains cannot replace health. One way to be able to have a healthier life is to regulate your diet (Greenebaum, 2017). There are many healthy eating patterns that can be followed in order to get healthy, one of which is the vegetarian diet, which is a diet that only consumes plant foods and consumes little or no animal foods at all (Bryant et al, 2022). A vegetarian diet that consumes more plant foods such as vegetables can be a healthier, easier and cheaper way to get healthy (Gruen & Jones, 2015).

Changing your diet to a vegetarian diet will reduce your risk of contracting diseases such as anthrax, swine flu and bird flu which can only be transmitted from animals (Katz & McPherson, 2020). A vegetarian diet can also reduce the risk of developing deadly diseases such as cancer, stroke, high blood pressure, cholesterol, heart disease and obesity (De Groeve & Rosenfeld, 2022). In the past, dietary regulation was introduced as one of the keys to treating various diseases, but now it is mostly done by those who are still healthy, as a preventive measure (Huemer, 2019). Given the serious risks that must be borne by the body when consuming meat, many people have started to switch to a vegetarian diet, which is seen as more secure for physical and spiritual health (Dutkiewicz & Dickstein, 2021).

Even now, the number of vegetarian restaurants in Bali is increasing, both Balinese and Chinese food (Ramstedt, 2012). Thus competition is increasingly inevitable in an effort to market the products produced to win market share (Langley et al, 2020). Marketing is a very important direct supporting factor for company activities, so that the marketing concept is needed and becomes the main concern of company managers (Blanchard, 2021). The marketing concept is very influential for the company in maintaining its survival (Wahdiniwati et al, 2022). With the marketing concept, companies can plan the ideal level of sales and profits to be achieved (He & Harris, 2020). The general goal of every company is to make a profit, and this will be achieved if sales activities can be carried out properly as planned (Laczniak & Murphy, 2019). Sales activity is one of all other marketing activities where marketing success will be determined by various influencing factors (Chonco & Hunt, 2018). The increasing attention to formal strategic planning has raised questions that become food for thought for companies, such as what actions competitors will take, how to anticipate them, how the company can place itself in the best position to compete in the long term (Murphy, 2017).

Promotions are activities that are actively carried out by companies to encourage consumers to buy the products offered (Aji et al, 2020). Promotion can also be said to be a continuous process because it can lead to a series of ongoing company activities, therefore promotion is considered a one-way flow of information or persuasion made to direct a person or organization to make exchanges in marketing (Sudaryanto et al, 2019; Kiseleva et al, 2016). Activities in this promotion generally are advertising, personal

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selling, product outreach, sales promotion, direct marketing as well as public relations and publicity (Burhanuddin et al, 2022). The purpose of this research is to find out the marketing strategy for vegetarian food in an effort to attract millennial customers.

### **II. METHODOLOGY**

#### **2.1 Location and Time of Research**

The location of this research is at Earth Café which is located at Jalan Kayu Aya No 30 Seminyak. The selection and determination of research locations was based on the consideration that this vegan restaurant is an organic, plant-based cafe and the number one vegan restaurant in Bali serving a variety of traditional and Western menus. The research was carried out for approximately six months, from January to June 2023.

#### **2.2 Types of Research**

The type of research in this research is qualitative research with a descriptive qualitative research model. According to Sinaulan (2022) defines qualitative methodology as a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior. The researcher uses a qualitative descriptive method because the research problem describes the object under study according to the actual situation at the time the research took place. The object described in this study is a vegetarian food marketing strategy for millennials which implements the marketing mix strategy implemented by Earth Café using the product, price, place and promotion marketing mix strategy approach.

#### **2.3 Data Sources**

##### **2.3.1 Primary data**

Primary data is data obtained directly from the company based on observations and interviews conducted with Earth Café employees at Jalan Kayu Aya No. 30 Seminyak.

##### **2.3.2 Secondary data**

Secondary data is data obtained from company documents, in the form of a company budget and expenses in its operations, capital owned, name of business owner, types of food sold at Earth Café.

#### **2.4 Data collection technique**

Data collection techniques were carried out by in-depth interviews, observation and documentation.

##### **2.4.1 In-depth interviews**

In-depth interviews is a way of collecting data or information in a direct way or face to face with informants in order to obtain complete and in-depth data (Akhter, 2022). In this study, the authors conducted direct interviews with employees from Earth Café.

##### **2.4.2 Observation**

Observation is a data collection technique relating to human behavior, work processes, natural phenomena and if the observed respondents are not too large (Aini et al, 2018). Observations made by researchers at Earth Café looked at the marketing strategy implemented at the restaurant. The author uses frank and covert observation. Furthermore, researchers will collect data frankly to data sources that researchers are conducting research. So that those who are studied know about the activities of researchers from beginning to end. Researchers can carry out freely in conducting research and observations of several activities of Earth Cafe owners and employees. Observations observed by researchers are the Marketing Mix Strategy implemented by Earth Café.

##### **2.4.3 Documentation Study**

Documentation study is a data collection method that aims to explore data systematically and objectively and obtain information that supports the analysis and interpretation of data (Mohajan, 2018). Documentation studies in this study were conducted from various sources including magazines, newspapers, internet browsing, papers and others.

#### **2.5 Data Validity Test Techniques**

To obtain the truth in this study used triangulation techniques. The data triangulation technique is defined as checking data from various sources in various ways, and at various times (Aini et al, 2018). The triangulation technique in this study was carried out by cross-checking information between one informant and another. The time used is sometimes during the day and sometimes in the afternoon.

#### **2.6 Data Analysis Techniques**

This research uses descriptive analysis. Descriptive analysis method is an analytical method that aims to describe a description of an object of research in a systematic way that describes the object of research as a whole. Data analysis in qualitative research was carried out before entering the field, and while in the field. Preliminary analysis will be carried out by researchers as an instrument to determine the focus of the problem. Then the researcher enters the stage of entering the field, namely through data analysis with an interactive model. The stages are: (1) data Reduction, (2) data display (data presentation), (3) drawing conclusion/ verification.

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### III. RESULTS AND DISCUSSION

#### 3.1 Implementation of Earth Cafe's Marketing Strategy

##### 3.1.1 Differentiated Marketing Strategy Analysis

Determination of marketing strategy is based on environmental and internal analysis of the company through an analysis of the company's strengths and weaknesses as well as from its environment. Internal Environment is the organizational environment that is within the organization and normally has direct and specific implications for Earth Cafe. Internal environmental analysis is an identification of the strengths and weaknesses of the Earth Cafe.

##### a. Strength :

- 1) The menu served at Earth Café is all meat-free, but there are various types, there are dishes that have a Balinese taste and there are also Chinese fast food dishes such as capcay, green vegetables and others.
- 2) Quality control is carried out at Earth Cafe strictly through the process of selecting quality raw materials such as fresh vegetables, soybean extract and does not use meat so that all food sold is healthy. Besides that, the spices used are of high quality, without shallots, without garlic and without MSG.
- 3) The resulting menu has a delicious taste and meets current trends, namely the vegetarian lifestyle, especially dishes with Balinese flavors so that they are able to arouse the appetite and bind their customers.
- 4) Earth Cafe's human resources are well trained and guaranteed to live well by the company so they are able and willing to serve customers in the best possible way, because the customer is king.



**Figure 1. Recommended vegetarian food in Earth Café**

**Source:** Earth Café, 2023

##### b. Weakness:

- 1) The selling price of the product is expensive compared to similar businesses, so it cannot be reached by the lower classes of society.
- 2) The management of the "Sai Krisna Vegetarian" food stall has not carried out active promotions and advertisements until now. Only once a year, namely at the end of December, participate in the Denpasar Festival celebration, at that time it is used to distribute business cards and brochures as a promotional event.
- 3) The management system is still in the form of a family. Leadership is held by the absolute owner.
- 4) Insufficient parking area makes it difficult for buyers to park their motorbikes if many buyers come at the same time. External environmental analysis aims to identify and evaluate trends and events that are beyond Earth Café's control. External environmental analysis focuses on determining the key factors that are threats and opportunities for Earth Cafe, making it easier for management to determine steps to seize opportunities and avoid threats.

##### c. Opportunity:

- 1) The location of Earth Cafe is very strategic, namely on Jalan Kayu Aya No. 30 Seminyak (the center of the tourist resort of North Kuta). This is very profitable restaurant in sales. It is proven that the restaurant is very busy with customers every day.
- 2) There is a change in the lifestyle of the global community, which is currently trending for people to live a vegetarian lifestyle. Thus it fits perfectly with the trading business occupied by Earth Café, which is a restaurant that sells non-meat food.

##### d. Threat:

- 1) There are many competitors for vegetarian food stalls in the Denpasar City area, this has led to a strong current of competition between vegetarian food stalls
- 2) Increase in raw material prices.

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### 3.2 Marketing Mix Strategy

Earth Cafe's marketing mix strategy was prepared based on the results of an analysis of the marketing environment faced by the restaurant using internal and external environmental analysis approaches. The results of the analysis of the recommended marketing mix strategy include product mix, price, distribution and promotion channels, as follows:

#### 1. Product Mix

Earth Cafe's food stall products consist of main products, namely vegetarian dishes with Balinese flavors and fast food dishes. In addition, various types of food and drinks are also sold, menu variations, product presentation by providing services and serving menus that can attract the attention of buyers and prioritize the quality of the menu. The quality of food and drink can be seen from fresh ingredients, which are new, clean, not withered, and contain vitamins needed by the body. The "Sai Krisna Vegetarian" food stall was able to introduce their mainstay menus. The menu offered must be developed so that there are many variations of the menu that can provide choices for visitors.

#### 2. Price Mix

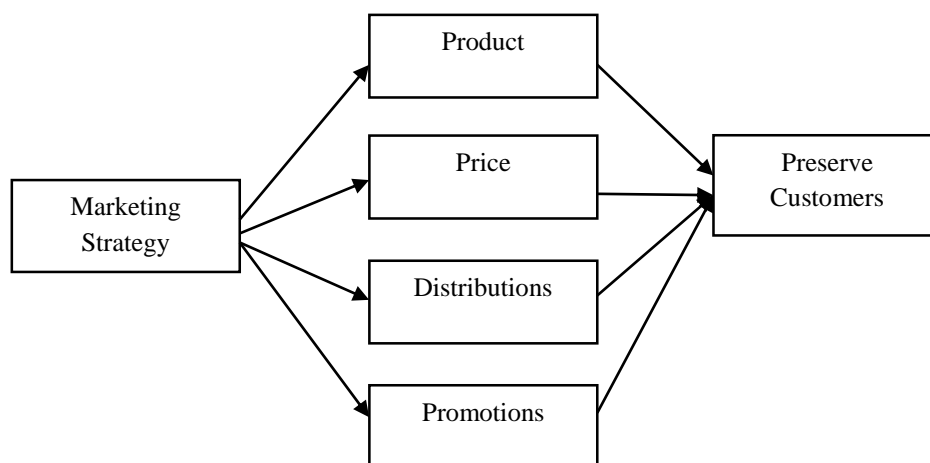
Earth Cafe food prices, adjusted to the type of menu desired by visitors. The menu prices offered vary from the lowest price to the highest price. There are price options, so consumers can choose a menu at a price that suits their wishes.

#### 3. Promotional Mix

Promotion carried out by Earth Cafe is in the form of individual sales, namely the promotion model by carrying out a method that prioritizes employee friendliness, satisfying service and the introduction of attractive menus for visitors. In addition to direct promotion, the management also implements indirect promotion policies such as serving orders in the form of buffets, box rice, rice cone for birthdays. Besides that, he actively participates every year in Kuta Carnafal and on that occasion is used to distribute business cards and distribute brochures to visitors as a promotional event, with the hope that they can be read and seen so that the desire to order again arises, besides that it is also hoped that it can create new consumers who choose Earth Cafe as an alternative place to eat second after home.

#### 4. Distribution Mix

Earth Cafe's distribution mix from its inception until now, besides serving customers in stalls, it also serves orders such as Buffet, Nasi Box, Nasi Tumpeng for Birthdays and all of that without meat. This is all done to serve customers because in Hindu teachings serving customers is yadnya. And the stalls want to maintain the quality of taste and product quality so that they are guaranteed so that their customers will not turn to other hearts.



**Figure 1. Marketing Mix Strategy of Earth Café**

The marketing mix for vegetarian food at Earth Café includes the entire system related to business activities, which aims to plan, determine products, determine prices, to promote and distribute food products that will satisfy customer needs, both actual and potential, namely millennials. . In this case the marketing mix functions as an organizational element that can be controlled and used to satisfy or communicate with these customers. These elements appear as core decision variables in any marketing text or marketing plan. The 4P marketing mix, namely: product, namely what products are exactly in demand by consumers, both in quality and quantity,

Consumer behavior which is the millennial generation as a consumer study provides clues for improving and introducing products or services, setting prices, planning channels, composing messages, and developing other marketing activities. That's why understanding consumer behavior and knowing their needs and wants is never simple. From this definition, it can be concluded that as producers they must know the needs and wants of their consumers. By knowing the needs and desires of consumers for a product, producers can influence consumers so that they can buy their products, when they need them. Factors that influence consumers in

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making purchasing decisions are composed of internal factors and external factors. Internal factors consist of: needs and motivation, personality, psychographics, perceptions of learning, attitudes. While external factors consist of: family, social class, culture and sub-culture, reference groups, and marketing communications.

The vegetarian food marketing strategy for the millennial generation is basically an integrated and unified overall plan in the field of marketing that provides guidance on activities to be carried out to achieve a company's marketing objectives. In other words, marketing strategy is a series of goals and objectives of policies and rules that give direction to the company's marketing efforts from time to time, at each level and the references and allocations, especially as the company's response in facing ever-changing competition. Determination of marketing strategy must be based on environmental and internal analysis of the company through an analysis of the company's strengths and weaknesses as well as from its environment. The strategy consists of various elements that can be elicited by the analysis of the progress of each objective. The assessment and evaluation of the marketing strategy for vegetarian food at Earth Cafe uses an analysis of strengths, weaknesses, opportunities and threats. The results of this assessment or evaluation are used as a basis for determining whether the strategy being implemented needs to be changed, as well as being used as a basis for developing or determining strategies to be implemented in the future.

The policy for determining the marketing strategy is basically aimed at assessing consumer needs, as well as the company's ability to gain an advantage in competing in the market. Understanding of customer behavior is very important and is the basis for formulating marketing strategies. Consumer reactions to this marketing strategy determine the success or failure of the organization in its efforts to meet its needs, wants and expectations. It is hoped that it will have a very significant impact on the wider community, where events (purchasing decision processes) continue to occur. In this case, Earth Café customers are individuals or groups who want vegetarian food products and services provided by Earth Café employees.

In accordance with the slogan, the customer is king, the vegetarian food products served by Earth Café really need to be oriented towards customer satisfaction, namely the millennial generation as the target market, so that they are in demand. Therefore, what is needed by millennial generation customers is conformity with the need for products consisting of competitive prices, quality and reliability, timely delivery, after-sales service. To realize Earth Café customer satisfaction, especially millennials, all Earth Café employees really need to pay attention to group work and collaboration, efficient structures and systems, quality work, and timely delivery.

## IV. CONCLUSION AND SUGGESTION

Earth Cafe's marketing mix strategy is prepared based on the results of an analysis of the marketing environment faced by restaurants using an internal and external environmental analysis approach where Earth Café besides having strengths and weaknesses as internal factors, also has opportunities and threats as external environmental factors. The results of the analysis of the recommended marketing mix strategy include product mix, price, channels, distribution and promotion. The results of the research as a whole show that the business strategy of the Earth Café restaurant in retaining customers has been carried out well. This implies that the strategy has a very important role for achieving goals, because the strategy provides direction for action, and how these actions should be done so that the desired goals are achieved. Through the right strategy, it is expected to improve the quality of service to customers in accordance with what the customer wants

It can be further suggested that the company should use the strengths it has and take advantage of the opportunities that exist. On the other hand, the weaknesses that are owned should be covered as much as possible and the threats that arise are dealt with immediately. Consumer satisfaction is maintained and improved starting from taste quality, excellent service, so that consumers, especially millennials, always come to enjoy Earth Cafe's dishes. Thus the Earth Café restaurant business can survive and develop so that it can get maximum profit for the welfare of the restaurant owner and also the welfare of the employees.

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