

CHAPTER V

CLOSING

5.1. Conclusion

In general, interviews reveal that customers choose to buy Scarlett lotion for several reasons. The main reason customers buy is because **the packaging has a cute color.**

Scarlett's packaging as a whole is already attractive. Scarlett's packaging already has a cute color compared to the usual lotion color, the bottle size of the lotion is also just right, even the bottle material is also sturdy, it has a pump so it's easy to use.

Overall, Scarlett's packaging is quite attractive and able to captivate women's hearts, even from all respondents who said that if the Scarlett lotion runs out, they will definitely repeat orders. But the main reason they buy is because the color of the packaging is cute.

5.2. Suggestion

Scarlett needs to add a new variant with a different scent so that it is expected to strengthen Scarlett's position in the market. Scarlett has a strong positioning in lotion color variants that make people interested in buying Scarlett. The second suggestion from the author, Scarlett needs to provide a travel size to make it easier for consumers to try or take them traveling.

Scarlett needs to increase social media promotion by creating Instagram or tiktok upload content. Through consistent promotions, they can make Scarlett the best lotion choice, especially at this time Scarlett will be launching a new product

in the skincare section, so if they can strengthen the advertisement, it is likely that people will know Scarlett better and be interested in buying Scarlett.

Scarlett needs to increase celebrity support, where in moment delivery advertisements, celebrity endorsements have a big influence on attracting consumer buying interest, then celebrity support can convince consumers regarding the products they offer at Scarlett, as well as celebrity endorse personal characteristics to become role models for consumers. in buying a product because they feel like a celebrity when buying the product being offered. So, from there, consumer interest grew to buy products on the Scarlett website which contained their idol celebrities.

An important note from the author is that Scarlett needs to pay attention and improve the quality of its products because nowadays many rogue traders are counterfeiting Scarlett products.

