



## **Sayurbox's Efforts to Increase Consumer Loyalty through Content-Based and Promotional Digital Marketing Strategies**

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### **Article History**

Received : 10-09-2025

Revised : 22-09-2025

Published : 25-10-2025

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### **Abstract**

Consumer loyalty is a key factor in maintaining business sustainability in today's highly competitive digital economy. This study aims to analyze content-based and promotional digital marketing strategies implemented by Sayurbox, an e-commerce platform specializing in fresh produce, to enhance consumer loyalty. Using a qualitative approach with a case study method, data were collected through questionnaires distributed to 11 respondents to explore their perceptions of the effectiveness of Sayurbox's content and promotional strategies. The findings reveal that educational content, such as healthy living tips and local farmer stories, plays a crucial role in creating emotional engagement with consumers. Meanwhile, promotional activities, including discounts and free shipping, effectively drive purchase decisions, though they do not necessarily ensure long-term loyalty. The study also found that consumer loyalty is more strongly influenced by product quality than by pricing or promotional factors. Although Sayurbox has achieved relatively high brand awareness, actual user engagement remains low, indicating the need for strengthening content distribution, market education, and customer needs based approaches. This study concludes that the integration of educational content and strategic promotion is vital to building consumer loyalty in the agricultural e-commerce sector.

**Keywords:** consumer loyalty, digital marketing, Sayurbox, educational content, promotion

## **Introduction**

Consumer loyalty is one of the most critical indicators of business sustainability, particularly in the highly competitive digital economy era. Loyal consumers not only tend to make repeat purchases but also act as brand advocates who spread positive information about products or services to others (Griffin, 2005). In the context of digital business, consumer loyalty has become even more essential due to the ease with which customers can switch to competing platforms offering better experiences.

However, maintaining consumer loyalty is not an easy task especially in the agricultural e-

commerce sector, which remains relatively new and faces challenges related to distribution efficiency, consumer trust, and service differentiation. According to the Badan Pusat Statistik (BPS, 2023), while Indonesia's total e-commerce transaction value reached IDR 476.3 trillion, consumer retention rates remain low, particularly in the fresh produce segment that demands high quality and fast delivery. This underscores the need for strategic efforts to strengthen consumer loyalty and ensure sustainable business growth.

One of the most effective approaches to building loyalty is through digital marketing

that integrates content and promotional strategies. According to Kotler & Keller (2016), digital marketing enables companies to directly interact with consumers, create personalized experiences, and build long-term relationships through relevant content and attractive offers.

Sayurbox, a digital platform for distributing agricultural products, has implemented a content-based and promotional digital marketing strategy to strengthen consumer relationships. These strategies include delivering educational content about fresh produce benefits, sharing stories of local farmers, and running promotional campaigns such as discounts and free shipping to encourage repeat transactions. Such strategies not only aim to increase brand awareness but also to build emotional connections between the brand and its consumers.

This study seeks to analyze how Sayurbox's digital marketing strategies particularly those based on content and promotions contribute to enhancing consumer loyalty. Therefore, the research aims to provide a deeper understanding of the effectiveness of digital marketing strategies in shaping consumer loyalty and to serve as a reference for other entrepreneurs in the agricultural e-commerce sector.

## Method

This study employed a qualitative approach using a case study method, selected to gain an in-depth understanding of how Sayurbox implements content-based and promotional digital marketing strategies to enhance consumer loyalty. The case study method offers flexibility in exploring complex and contextual dynamics within the rapidly evolving digital agricultural business environment.

The method allowed the researchers to explore in detail how Sayurbox designs and executes its marketing strategies and how these strategies influence consumer behaviour. By focusing on a single case (Sayurbox), this research provides a comprehensive depiction of the process, results, and challenges faced by the company in applying its marketing approach.

Furthermore, the approach enabled data triangulation through observation, documentation, and interviews, increasing the

validity of the findings. This methodological choice aligns with Yin's (2018) recommendation that the case study approach is best suited for addressing "how" and "why" questions in real-world contexts. Therefore, this approach was deemed most appropriate to thoroughly uncover the impact of digital marketing strategies on consumer loyalty in the Sayurbox platform.

## Results and Discussion

### Results

This study employed a structured questionnaire to explore consumer perceptions regarding Sayurbox's digital marketing strategies, particularly those based on content and promotional approaches. A total of 50 respondents participated in the survey. Out of 50 respondents, 18.2% stated they were very familiar, 36.4% were fairly familiar, and 45.5% had only heard about Sayurbox.

These results indicate that although Sayurbox is not a new brand, its market penetration remains limited. Therefore, a stronger and more consistent digital branding effort is required through continuous content and promotional strategies to enhance brand awareness and market presence (Az-Zahra et al., 2022).

A majority of respondents (63.6%) agreed that online grocery shopping represents a practical solution, while 18.2% strongly agreed. This reflects a positive acceptance of the online grocery e-commerce model. According to Wulandari & Widyastuti (2023), *"the adoption of online shopping increases when consumers perceive that such services provide convenience and save time."* This finding reinforces the idea that perceived usefulness is a critical factor influencing e-commerce adoption. The survey revealed that 45.5% of respondents were *highly influenced* by educational content, while 54.5% were *moderately influenced*. This means that all respondents (100%) responded positively to informative content such as health tips and farmer stories. Educational and human-centered content in digital marketing plays a vital role in fostering emotional closeness and consumer trust (Fitraharizki & Rahayu, 2023).

Such findings highlight the importance of value based storytelling in promoting agricultural products online. Consumers tend to

form stronger emotional attachments to brands that emphasize authenticity, local empowerment, and health-conscious lifestyles.

The most appealing types of content, according to respondents, were health and product education tips (45.5%), followed by discount and promotional content (36.4%). These results emphasize the need for educational content with tangible economic benefits. Digital content that combines useful information with direct economic incentives tends to create more sustainable consumer loyalty. It also aligns with the concept of *content utility*, where the perceived relevance and benefit of content drive engagement and retention.

A total of 72.7% of respondents considered promotions to be a *very important* factor in influencing their purchase decisions, while 27.3% deemed them *fairly important*. This underscores the crucial role of promotional strategies in shaping consumer loyalty. The findings are consistent with Kusuma (2024), who noted that well-designed promotional strategies, such as discount programs and free delivery, can effectively encourage repeat purchases.

Promotions serve not only as short-term purchase triggers but also as a bridge toward fostering habitual buying behavior when paired with consistent product quality and service reliability. Although only 18.2% of respondents had used Sayurbox, 63.6% of them reported that they had done so only once. This finding points to a gap between awareness and customer retention. Limited firsthand experience with the service can hinder the development of consumer loyalty.

Additionally, 60% of respondents reported that they did not yet feel the need for Sayurbox's services, while 30% stated that they were unaware of its offerings. This suggests the necessity for enhanced brand education and audience segmentation. Sayurbox needs to implement more proactive educational and engagement strategies to reach potential users who may not yet perceive its relevance.

Finally, 36.4% of respondents stated that digital promotions play a *very significant role* in increasing trust, while 63.6% indicated that they play a *moderate role*. These results show that promotions serve not only as a transactional tool but also as a trust-building mechanism.

In the digital marketplace, transparent and consistent promotional communication can reinforce brand credibility. This aligns with the notion that trust-based marketing where offers are genuine, transparent, and aligned with brand values strengthens both emotional and behavioral loyalty.

## Discussion

The questionnaire findings indicate that content based digital marketing and promotional strategies remain pivotal in shaping consumer loyalty, particularly within the Sayurbox platform. Both content effectiveness and digital promotion contribute distinct yet complementary impacts on the way consumers perceive and engage with the brand. The results revealed that respondents preferred educational content, such as *healthy lifestyle tips* and *stories about local farmers*. This finding highlights that consumers value non-commercial, informative interactions in digital spaces. Such strategies effectively create emotional engagement that is difficult for competitors to replicate. Educational content also enhances brand credibility and strengthens consumers' intent to purchase.

Sayurbox has implemented this approach through storytelling campaigns about local farmers and healthy living initiatives, yet the company needs to strengthen content distribution through more dynamic social media engagement to reach unfamiliar audiences. A majority of respondents (54.5%) stated that Sayurbox "*strongly needs*" to increase its creative content activity on social media, 18.2% said "*needs*," and 27.3% remained neutral. These responses reflect a high level of expectation among users for stronger visual communication and more immersive storytelling.

In this context, creative content production should be viewed not merely as a complementary effort but as a strategic necessity in sustaining brand relevance and consumer engagement. Promotional incentives such as discounts, free shipping, and cashback were found to have a significant influence on consumer purchasing decisions. While Sayurbox has implemented these strategies effectively, its customer retention efforts remain inconsistent. Promotional activities should not be limited to temporary tactics but rather be integrated into a

long term loyalty program, such as membership benefits and a reward system.

As Maghfiroh & Rahmawati (2024) argue, consumer loyalty is established when promotional strategies are not only attractive but also sustainable, providing both value and satisfaction in the shopping experience. The key challenge faced by Sayurbox lies in the low level of repeat usage despite relatively high awareness. Many respondents indicated that they either did not feel the need to use Sayurbox or were not fully aware of the platform's services. This points to the necessity of a need-based marketing approach, where promotional efforts are aligned with consumers' lifestyle demands and purchasing motivations. Building trust among new users should be a primary focus, supported by localized communication strategies that resonate with consumer behavior and culture.

A total of 63.6% of respondents expressed a *neutral stance* regarding the likelihood of using Sayurbox again in the near future, while 36.4% indicated they were *likely* to do so. No respondents selected "very likely" or "unlikely," suggesting the presence of a latent passive user segment that can still be nurtured. These findings imply that Sayurbox must enhance user engagement intensity through personalized follow-up efforts, retargeting campaigns, and post-purchase experiences that reinforce consumer attachment to the brand. Consistent engagement and relationship marketing can transform passive customers into loyal advocates.

Out of all respondents, 54.5% reported that they had recommended online fresh food shopping platforms to others, while 45.5% had not. Although users generally expressed satisfaction with their experience, not all were motivated to become active promoters. This indicates that while initial satisfaction exists, true customer loyalty manifested through strong word-of-mouth has not yet been fully achieved. Strengthening advocacy behavior requires sustained satisfaction derived from consistent product quality, reliability, and emotional connection to the brand narrative.

A significant majority (81.9%) of respondents agreed or strongly agreed that digital content and promotional strategies enhance loyalty

toward the platform, while only 18.2% remained neutral and none disagreed. This finding reinforces the critical role of strategic communication in cultivating long-term relationships with customers.

It also highlights that synergizing educational storytelling with promotional incentives produces a stronger psychological impact than relying solely on one-dimensional marketing messages. Among all respondents, product quality (72.7%) emerged as the primary factor motivating repeat purchases, while price and promotion were cited by only 27.3%. This result suggests that although promotional activities are effective for initial acquisition, long-term loyalty fundamentally depends on consistent product excellence.

Furthermore, 72.8% of respondents expressed being *interested* or *very interested* in platforms that carry a social mission, such as supporting local farmers. This underscores the effectiveness of human-centered and sustainability-oriented content in fostering emotional loyalty. When a brand demonstrates a broader purpose beyond commercial gain, it deepens consumer trust and builds a sense of shared identity.

In summary, the findings affirm that educational content and sustained digital promotions are integral to shaping loyalty and purchase behavior in online grocery platforms like Sayurbox. However, product quality and authenticity remain the ultimate determinants of whether customers will return and advocate for the brand.

To sustain growth, Sayurbox should adopt a holistic marketing strategy that integrates informative storytelling, consistent engagement, transparent promotional programs, and purpose-driven branding. Such an approach aligns with contemporary digital consumer behavior, where emotional connection and perceived value drive long-term loyalty.

## Conclusions

This study concludes that content-based digital marketing and promotional strategies play a crucial role in building and enhancing consumer loyalty on the Sayurbox platform. Educational content presented through health tips, stories of local farmers, and product education has proven effective in fostering

emotional closeness and trust in the brand. Respondents demonstrated a high level of interest in content that provides non commercial value, indicating that humanistic and informative approaches are more effective than conventional promotional tactics.

On the other hand, promotional offers such as discounts, free shipping, and cashback strongly influence initial purchase decisions, yet long-term loyalty is predominantly determined by product quality and user experience. The findings reveal that while many consumers are familiar with Sayurbox, most have never or only once used the platform. This indicates a gap between brand awareness and actual usage, which must be bridged through more intensive communication strategies that are relevant to local needs.

Furthermore, promotional strategies should not be limited to short-term campaigns but should be integrated into sustainable loyalty programs, such as membership systems and reward schemes. Such an approach fosters long-term, mutually beneficial relationships between consumers and the platform. In this context, Sayurbox is encouraged to implement retargeting campaigns and intensify its presence on social media to reactivate passive users and expand its active customer base.

Overall, the study highlights that integrating educational content with strategic, continuous promotion can significantly strengthen consumer loyalty, enhance brand trust, and sustain competitiveness in the growing digital marketplace.

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