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Map of the Best Selling Health Products During the Covid-19 Pandemic Period on the Popular Marketplace in Indonesia

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Abstract

The Covid-19 pandemic has drastically changed consumer habits and behavior. Consumer preferences regarding health products they buy in the marketplace are increasingly shifting. Health products that became the best-selling products during the pandemic include masks, hand sanitizers, face shields, and vitamin C. This study aims to determine the criteria for each health product based on the attributes of health products in popular marketplaces in Indonesia. The research method used is descriptive quantitative, with a survey conducted on 100 respondents. The data is then analyzed using a multidimensional scaling approach to produce a map of the best-selling health products on popular marketplaces in Indonesia. The results show that the product with the most superior rating in various health attributes is the mask product, followed by vitamin C, face shield, and hand sanitizer. It can be seen from the various attributes involved, such as efficiency, effectiveness, health benefits, side effects, ingredients, caution, targeting accuracy, product reactions, and product durability. This study shows that the attribute value of a product can change along with changes in the environment and consumer needs.

Keywords

Covid-19, Multidimensional Scaling, Mapping, Health Products

1. Introduction

The Covid-19 pandemic has made many people worldwide more aware of their health (Barak & Mudgil, 2022). To increase immunity, sales of health products have increased since the

pandemic's beginning (Crawford et al., 2022). The Covid-19 era has created a new trend to market products online through various marketplace platforms (Akhmadi & Pratolo, 2021). It happens because there have been restrictions on circulation and stricter behavior on consumers due to fears of contracting the virus, so shopping activities in the marketplace are considered safer options (Gomes & Lopes, 2022). Similar to what happened in Indonesia, the increase in shopping in the marketplace during the pandemic has created competition until several marketplaces emerged that have become top leaders, such as Tokopedia, Bukalapak, and Shopee (Candra et al., 2022; Sari et al., 2022). In the third quarter of 2021, it is known that there have been high visits to the three marketplaces (Katadata, 2022). Of the ten popular marketplaces, Tokopedia, Shopee, and Bukalapak are in the top three in the number of visits during the third quarter of 2022. It is known that there were 147.8 million visits to the Tokopedia website, followed by Shopee with 127 million visits and in third place was occupied by Bukalapak with 29.2 million visits (Katadata, 2022). The high consumer interest in health products is one of the factors that cause the level of visits to the marketplace to increase (Crawford et al., 2022).

There are various recommendations for the use of health products during a pandemic. According to the World Health Organization (WHO), wearing face masks can significantly reduce the spread of the Covid-19 virus (Agarwal et al., 2023), which makes mask manufacturers produce masks on a large scale (Arora et al., 2022). A face shield can also protect the face area and mucous membranes, such as the eyes, nose, and mouth, from the spread of droplet infections (Khan & Parab, 2021). In addition, the recommendation to use hand sanitizers has led to high demand in Indonesia (Machmud & Minghat, 2020). It is different in the analysis using Google trends. It is observed that vitamin C products are one of the products that are sought after by the public to increase immunity (Amelia & Syakurah, 2020). Based on this, it can be seen that there are various requests for products such as masks, face shields, hand sanitizers, and vitamin C products that have increased during the Covid-19 pandemic.

Based on the background, this research aims to find out the map and positioning of health products purchased in popular marketplaces in Indonesia. The mapping will be carried out using the MDS (Multidimensional Scaling) approach. The result of MDS is a spatial map that provides spatial information about the relationship between different objects, where similar objects are located close together, while objects with different distances will be far apart (Leeuw, 2005). It can be used as a consideration for business actors to develop their businesses and provide information to consumers about health product maps. The results of this study are expected to contribute ideas about the business map of health products during the Covid-19 pandemic on popular marketplaces in Indonesia.

2. Literature Review

2.1 Health Product Attributes

In an effort to develop a product, it is necessary to pay attention to the benefits offered to consumers; this can be done by communicating and providing it through product attributes (Kotler & Keller, 2016). The product consists of several attributes; each attribute product has an inherent value and will be evaluated by consumers (Wang et al., 2022). Product evaluation by consumers can be used to understand how consumers' actual criteria are desired (Alpert, 1971).

In the decision-making process, consumers tend to prioritize one attribute over other attributes, also trying to maximize the function and usability of a product through a systematic and comprehensive analysis of each attribute (Lago et al., 2020; Al-Deehani, 2020; Ferdianto, 2022). In the realm of health, there are various product attributes that can be evaluated, three of which are Efficacy, Safety, and Performance (Tal, 2011).

The Efficacy attribute is reflected by several indicators that can be measured, one of which is the user's perception of the efficiency of the product when used in achieving health goals (Ionescu et al., 2022). In addition, it is also seen from the effectiveness of health products in overcoming a disease which is also an important thing in the pharmaceutical industry (Ralbovsky & Smith, 2023). In order for a product to be effective, the product must be able to perform according to its intended use (Tal, 2011). In addition, health benefits are an indicator that can be measured (Thomas et al., 2022).

In safety, awareness of user health needs to be reviewed. It can be seen in how someone is aware of the importance of warning signs for safety in using these products (Fukuda & Saito, 2021). In the safety attribute, safe products are not allowed to do what they should not do; this can be measured from the side effects on product users (Tal, 2011). In addition, the product can be seen from the safe ingredients (Ralbovsky & Smith, 2023; Sachar et al., 2022).

The third attribute used is performance. In quality, Kotler & Armstrong (2016) states that the accuracy of the product can measure a product in demonstrating its function. In addition, the product's good reaction to users also needs to be reviewed (Li et al., 2022). Another indicator that can also be measured in performance attributes is the product's durability when used (Rausch et al., 2021).

2.2 Consumer Preference

The main thing is consumer preference for healthy and quality products (Abdul Wahab et al., 2023). Consumers' understanding of health products can encourage consumers to use these products (Ong et al., 2022). Subjective perceptions drive this preference, and judgments are basically determined by consumers and depend on their needs and goals (Bernués et al., 2003). Information received by consumers through the media greatly influences consumer perceptions and behavior (de Araújo et al., 2022).

2.3 Positioning

In general, positioning has become one of the critical components in modern marketing management (Saqib, 2021). Marketers do positioning to find out consumer perceptions of relatively competitive products. It is, of course, also based on how consumers view their products' quality, attributes, values, prices, and image. Ultimately, this positioning depends on consumers viewing the product (Panwar & Patra, 2017). Perception mapping in product positioning strategies can provide business recommendations and is a powerful tool in marketing (Gigauri, 2019).

3. Methods

Based on the type, the research uses a quantitative descriptive method. The approach used MDS as a data analysis method to produce visual images of health products selling well in popular marketplaces in Indonesia. MDS can directly describe the dimensions of product assessment visually regarding the similarity of best-selling health products. In determining preference attributes, a literature review is carried out on what things can be measured from various health products. There are 3 preference attributes regarding health products obtained (Tal, 2011), namely: the first attribute is efficacy which consists of efficiency, effectiveness, and benefits to health. The second attribute is safety which consists of side effects, ingredients, and caution, and the third is performance attribute which consists of product accuracy on target, product reaction, and product resistance. The attributes used were then used as the basis for preparing the questionnaire, which was distributed to 100 respondents using a non-probability sampling technique, precisely using the type of purposive sampling. This study's population are consumers who purchased or used health products such as masks, hand sanitizers, face shields, and vitamin C during the Covid-19 pandemic period in 3 popular marketplaces in Indonesia, namely Shopee, Tokopedia, and Bukalapak. The questionnaires are arranged in a conditional ranking order, where the questionnaire provides answer choices regarding the comparison of the four health products. In turn, respondents are required to rank all possibilities from very similar to very dissimilar to the attributes in the questionnaire.

The data collected from the respondents is then analyzed using preference mapping with an internal preference mapping type. This method is based on Multidimensional Data Preference Analysis and Principal Component Analysis conducted on preference data with products in rows (observations) and consumers in columns (variables). The data is in the form of a rating filled in by consumers for each product. Preference mapping consists of two dimensions, namely, the dimensions of observation and variables. In MDS, the proximity value between one object and another from the input data will then be converted into a multidimensional distance of the Euclidean plane. The distance between the objects presented results from a calculation based on the Euclidean distance measure. The following table is a profile of respondents based on gender, age, and profession:

Table 1. Respondent Profile

Questions	Respondent	Frequency
Gender	Male	32
	Female	68
Age	≤ 19	17
	20-24	34
	25-29	31
	≥ 30	18
Work	Student	38
	Government Employees	9
	Employees BUMN	5
	Private Employees	28
	Etc	20

Based on data regarding the profile of respondents, women dominate as many as 68 people. Then students are also known to be the dominating occupation, where most of the respondents are from generation Z with an age range of 20 to 29 years, the sample used is considered to be representative of the consumer population who has shopped for four health products in the marketplace. It is because consumers who shop online in Indonesia are currently dominated by women more than men (Karnadi, 2022). In addition, Gen Z has a dominant role in developing online transactions during the Covid-19 pandemic (Aseng & Pandeiro, 2022).

4. Result and Discussion

Analyze the position mapping of a unique product attribute using Euclidean distance from the position of each health product. The Euclidean distance score describes the ranking of a product on the attribute. If the value is lower, it will get a higher rank, and vice versa; if the value is higher, it will get a lower rank. The Euclidean distance for health product attributes is presented in table 2. Based on the output of data processing using IBM SPSS Statistics 26 software in table 2, it can be seen that mask products dominate in getting the lowest Euclidean score on each health product attribute. The example on the efficiency attribute (1.3777), effectiveness attribute (0.4656), ingredient attribute (0.6032), caution attribute (1.4216), right on target attribute (0.9017), and product reaction attribute (0.4395), meaning that the mask product has highest ranking on each attribute than the other three products. The following table 2 presents the Euclidean distance of health products to product attributes:

Table 2. Euclidean Distance of Health Products to Attributes

Attribute	Health Product Name			
	Mask	Face Shield	Hand Sanitiser	Vitamin C
Efficiency	1.3777	2.8304	1.9579	2.8274
Effectiveness	0.4656	2.6813	2.8689	1.8437
Health Benefits	0.9811	3.1968	4.2831	0.843
Side effects	2.7496	2.9285	4.7266	0.9674
Ingredient	0.6032	2.3665	3.7598	2.7510
Caution	1.4216	1.4461	3.8240	1.4403
Right on Target	0.9017	1.7470	3.1450	1.7023
Product Reaction	0.4395	2.5710	3.715	1.0361
Product Durability	1.8621	0.7805	3.4210	2.2141

Source: SPSS 2022 processing results

Based on the coordinate values in table 2, the mapping of respondents' perceptions of health products is visualized in Figure 1.

The perception mapping of this research is presented in a two-dimensional image showing the similarities and dissimilarities between one product and another based on distance. The image provides clues about the relationship between the similarity of each group of health products with the attributes of health products based on user perceptions. This analysis is carried out using the Euclidean distance position formula with related products. Based on the principle that the closer the Euclidean distance to the related health product, the better the health product is based on these attributes. For example, based on Figure 2, the face shield product has a position that is close to

the product's durability attribute. It shows the dominant advantage of the face shield product on product durability. In contrast, the mask, hand sanitizer, and vitamin C products are not close to the product durability attribute. For clarity, the position of the four health products based on all attributes can be seen in Table 3.

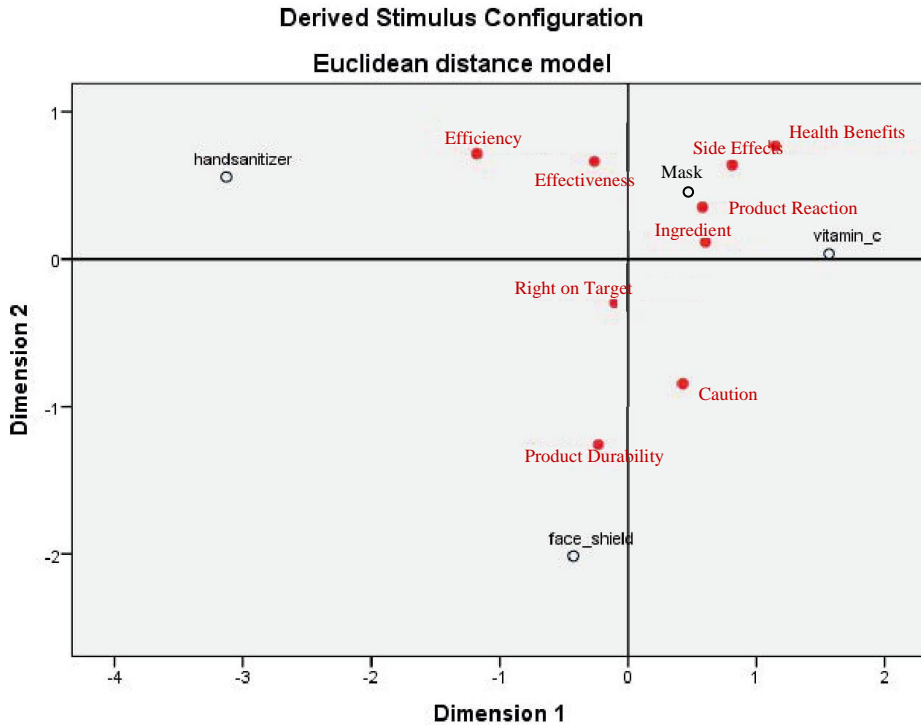


Figure 1. Health Product Perceptual Map

During a pandemic, the use of face masks for respiratory protection has become increasingly important for controlling illness and death from exposure to particulate pollutants and toxic pathogens (Arora et al., 2022). The COVID-19 outbreak has created renewed interest in the research and manufacture of face masks on a large scale. Table 3, which presents the product's position based on the overall attribute, shows that the mask product dominates in the first rank of the attributes studied. Of the nine attributes involved, 6 of which are occupied by the mask product in the first rank, namely on the attributes of efficiency, effectiveness, ingredient, caution, right on target, and product reaction. Mohammadi et al. (2022) stated that in order to reduce the impact of the spread of the Covid-19 virus, apart from social distancing, the use of masks was considered to have good performance. It is in line with the results of research on performance attributes in terms of effectiveness and efficiency. The efficiency of the use of mask products ranks first. In general, all types of masks can reduce virus exposure. However, this effect also depends on ingredient attributes, where differences in ingredients can affect filtration effectiveness (Arora et al., 2022) so that users can easily distinguish what mask specifications should be used.

Table 3. Product positioning based on overall attributes

Attribute	Health Product Name			
	Mask	Face shield	Hand sanitizer	Vitamin C
Efficiency	1	4	3	2
Effectiveness	1	3	4	2
Health Benefits	2	3	4	1
Side effects	2	3	4	1
Ingredient	1	2	4	3
Caution	1	3	4	2
Right on Target	1	3	4	2
Product Reaction	1	3	4	2
Product Durability	2	1	4	3

Furthermore, Arora et al. (2022) also explained that there are various types of masks as well as differences in their functions and uses. In the popular marketplace for best-selling products, various masks sold have product descriptions and product specifications for masks; this places masks in the first rank in attributes caution. Then based on the right attribute of the target, the mask also ranks; first, this is in line with the recommendations of the world health organization (WHO), which states that using a face mask can significantly reduce the spread of the Covid-19 virus (Agarwal et al., 2023). Besides that, the government often socializes the use of good and correct masks (Ministry of Health, 2021; WHO, 2020).

Face shields are products that are also in demand to complement masks to maximize prevention. Face shield products only get the first rank in the product durability attribute. Ramirez Varela et al. (2022), in their research, found that the use of a face shield while using a mask did not have a significant difference in results when compared to using only a mask, so the face shield, in this case, is used as a complementary product to prevent exposure to areas of the face that are not covered by the mask. Therefore, masks are still the main choice for consumers to use. Face shield is also durable so that they can be used many times. However, a good face-shield product can be seen from various elements other than durability, namely the ability to adjust the tension of the fastener, transfer of load-bearing from the temples, anti-fogging, ventilation, and freedom of movement (Kurtz et al., 2022).

Firouzi et al. (2022) stated that vitamin C has health benefits in increasing immunity during a pandemic. On the attribute of health benefits, vitamin C ranks first. With the right dosage, vitamin C can provide good side effects, ranking first on the side effect attribute. However, excessive doses of vitamin C can cause excess oxalate, which is bad for health, so it needs to be used as needed to get good side effects for the body.

Hand sanitizer products are in the final rank on all attributes except for the efficiency attribute, which ranks third under masks and vitamin C. This shows the level of demand and priority in use (CNBC, 2020). Although the demand for hand sanitizers has increased in Indonesia and prices have changed, this is still considered stable. Within a reasonable level, the number of companies that sell this product does not affect price stability. In contrast to the scarcity that occurs in masks, this is due to high demand and scarcity, resulting in soaring prices. A similar thing happens to vitamin C products; the selling price can go up many times. According to the Decree of the Minister of Health of the Republic of Indonesia concerning Health Protocols in preventing the Covid-19 virus, it is recommended that various places and public facilities be able to provide

hand sanitizers at entrances, elevator doors, dining areas, and various other strategic locations. In contrast, masks and vitamin C or face shields are not recommended to be provided.

5. Conclusion and Recommendations

Based on the results of the research that has been done, some conclusions can be drawn from this research. There are differences in each attribute on the health product map. In general, the most superior health product on various attributes is the mask product. Meanwhile, based on the positioning map, mask products are superior to other health products in efficiency, effectiveness, ingredients, caution, right on target, and product reactions. Vitamin C products excel in health benefits and side effects, and face shield products excel in product durability attributes. At the same time, hand sanitizer products are considered to have the lowest ratings in almost all attributes.

Based on the conclusions of the research results that have been described, then the implications are compiled for producers to be able to pay attention and increase consumer needs based on attributes such as efficiency, effectiveness, health benefits, side effects, ingredients, caution, right on target, product reactions and product durability. In addition, sellers of health products in the marketplace are advised to be able to pay attention to and increase consumer needs based on several health products that consumers most choose in the consumer perception map, such as masks and vitamin C, which get the highest ranking on the consumer perception map of health product attributes. So that sellers can correctly choose health products that must be prioritized during the covid-19 pandemic.

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