CONSUMER PREFERENCES FOR DIGITAL MARKETING ATTRIBUTES IN GLUTEN-FREE PRODUCTS: A CASE STUDY OF COOKLY

Thania Usamah Balweel[1*], Ujang Sumarwan[1], Irni Rahmayani Johan[2]

[1]School of Business, IPB University
SB IPB Building, Pajajaran Road, Bogor 16128, Indonesia
[2]Department of Family and Consumer Sciences, Faculty of Human Ecology, IPB University
Jl. Kamper Kampus IPB Dramaga, Bogor, West Java, 16680, Indonesia

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Abstract:

Background: Cookly, a gluten-free bread MSME, faces challenges in navigating the competitive healthy food market, requiring data-driven digital strategies to capture the growing urban demand for healthy lifestyles.
Purpose: This study aims to identify consumer characteristics, analyze preferences toward digital marketing attributes, and formulate relevant strategies to enhance competitiveness in the gluten-free product market.
Design/methodology/approach: The research employed a quantitative approach using a survey of 100 respondents selected through purposive and snowball sampling in the Greater Jakarta area (Jabodetabek). Data were analyzed using descriptive statistics and conjoint analysis to identify the most influential digital marketing attributes in consumer purchasing decisions.
Findings/Result: The findings reveal that potential consumers are predominantly women aged 18–25, highly educated, with average monthly online food expenditures above IDR 1,000,000. Conjoint analysis results indicate that social media is the most critical attribute (Importance Value: 28.10%), with TikTok (+0.199) and Instagram (+0.136) as the most preferred platforms. This is followed by Social Proof (21.30%), where user-generated content and reviews are essential, and Digital Promotion (20.40%), with a strong preference for voucher-based incentives. The model showed high predictive validity (Pearson's R = 0.973).
Conclusion: The recommended strategy focuses on interactive campaigns on TikTok and Instagram to leverage high platform preference, strengthening social proof through UGC, and implementing voucher-based promotions. These tactics are integrated into a TOFU–MOFU–BOFU framework to systematically attract and convert the audience.
Originality/value: This study advances consumer-driven digital marketing research in niche healthy food MSMEs by combining utility-based conjoint evidence with content funnel strategy, providing actionable prioritization of platforms, social proof, and promotional tactics.

Keywords: conjoint analysis, consumer preferences, content strategy, digital marketing, gluten-free

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[*] Corresponding author:
Email: usamahthania@apps.ipb.ac.id

INTRODUCTION

Background (Reason for the Study): Changes in modern lifestyles have driven increased demand for healthy foods, natural ingredients, and minimally processed products. Growing consumer awareness of the impact of food on health, both in the short and long term, has made people more selective in choosing food products. The Health Inertia Asia Pacific 2021 survey by Herbalife Nutrition found that 75% of Indonesians are now more attentive to healthy eating patterns, with similar trends reported in Vietnam (78%) and the Philippines (73%). Global data from Mondelēz International (2024) further indicates that 96% of consumers consider nutritional content when choosing food, while 73% prefer products made from natural rather than processed ingredients. These findings reflect a major behavioral shift that opens significant opportunities for the healthy food industry.

Gluten-free products have transitioned from medical necessities into global lifestyle staples (Galanakis, 2019), with a market projected to reach USD 13.67 billion by 2030 (9.8% CAGR) (Grand View Research, 2023). In Indonesia, however, adoption remains limited to a niche segment of health-conscious youth, constrained by price disparities and negative perceptions of taste (Nielsen, 2022; Demirkesen & Ozkaya, 2020). In the digital landscape, social media is pivotal; McKinsey (2023) notes that digital strategies can accelerate sales conversion by 70%, while Statista (2024) finds that 57% of Indonesian consumers are more likely to purchase healthy food after viewing digital content on social media. While digital marketing elements are known to significantly affect consumer preferences (Hermanda, Sumarwan, & Tinaprilla, 2019), their application in systematically transitioning products from a "medical niche" to a "lifestyle staple" remains conceptually underexplored. This study addresses this gap by utilizing conjoint analysis to offer a framework for market repositioning. Unlike previous studies on general digital adoption, this research uniquely quantifies consumer trade-offs in integrating healthy food into digital behavior. The novelty lies in developing a scalable digital strategy model for MSMEs to transform product identity from a medical requirement into an urban lifestyle necessity, providing a new perspective on niche-market digital transformation.

Cookly, a local MSME in the gluten-free bread sector, is a relevant case study because it plans to re-enter the market after a period of operational inactivity and requires a more integrated digital strategy. Although Cookly has received positive feedback on taste and price (Balweel, 2023), gluten-free products in Indonesia are still commonly perceived as a medical-only necessity, which constrains broader adoption and limits lifestyle positioning among urban consumers. Therefore, this study aims to develop a consumer-driven strategy to strengthen Cookly's positioning as an everyday healthy choice. To ensure analytical precision and practical relevance, the scope is bounded to the Jabodetabek region, serving as both Cookly's primary market reach and a major hub for digital consumption and healthy-lifestyle trends. This study applies conjoint analysis to quantify consumer preference trade-offs across digital marketing attributes, providing an empirical basis for prioritizing effective tactics aligned with observed consumer behavior.

Based on this background, the objectives of this study are to: (1) Identify audience characteristics to determine the most potential market segments for digital marketing of gluten-free products; (2) Analyze consumer preferences to identify the combination of digital marketing attributes that most influence purchase intention; and (3) Formulate relevant, effective, and consumer preference-based digital marketing strategies to enhance competitiveness and expand Cookly's market reach. The results of this study are expected to contribute both theoretically and managerially. Theoretically, this research is expected to enrich the literature on digital consumer behavior within niche healthy food markets, particularly in understanding the relative importance of different digital marketing attributes. Managerially, the findings are expected to provide a strategic reference for MSMEs to prioritize the most effective digital elements to optimize marketing resource allocation with greater precision. Furthermore, this study demonstrates the relevance of applied marketing research in niche markets.

METHODS

This research was conducted in the Greater Jakarta Area (Jabodetabek), which includes Jakarta, Bogor, Depok, Tangerang, and Bekasi between July to August 2025. This location was purposively selected due to the characteristics of Cookly's products as fresh perishable

goods, which require a short supply chain to maintain quality. The validity of this location is further supported by World Bank (2025) data, which notes that more than half of the national digital infrastructure capacity (57% of existing capacity) is concentrated in Jabodetabek. In line with this digital readiness, data collection was carried out through an online survey distributed to respondents matching the defined research criteria.

The study used both primary and secondary data. Primary data were obtained from online questionnaires designed using the conjoint analysis approach, while secondary data were collected from literature sources such as journals, books, scientific publications, industry reports, and other references related to consumer behavior and digital marketing.

The target population comprises social media users interested in healthy food products. To support Cookly's market expansion strategy, this study focuses on two distinct segments: (1) the niche market (individuals with gluten intolerance or specific medical needs) and (2) the broader general market (health-conscious individuals adopting a healthy lifestyle). Consequently, a non-probability sampling technique was employed to effectively reach these specific psychographic profiles. Purposive sampling was utilized to screen respondents based on strict criteria, specifically active social media usage and dietary habits, and dietary habits to ensure data relevance. Furthermore, snowball sampling was strategically applied to expand market reach beyond the core niche group into the wider general market through referral chains. The final sample consisted of 100 respondents, adhering to Orme's (1998) recommendation that a minimum sample of 100 is sufficient to obtain stable and statistically valid utility estimates in conjoint analysis.

Data were analyzed in two stages. First, descriptive analysis was performed to identify consumer characteristics and develop preliminary marketing strategies. Second, conjoint analysis was applied to measure the relative importance and utility values of digital marketing attributes, identifying which combinations most influence purchase decisions. The quantitative analysis was conducted using IBM SPSS Statistics version 24, with the selection of attributes and levels determined based on previous studies and literature reviews. The conjoint analysis procedure was carried out through several systematic stages as follows:

Determining the attributes and their levels

The attributes and their levels were defined through an extensive literature review and prior research related to digital marketing and consumer preferences. These attributes represent key variables influencing online purchasing behavior. The complete list is presented in Table 1.

Table 1. Description of attributes and attribute levels used in the conjoint analysis

Hypotheses	Attribute	Level	Description
1	Type of Content	1	Product Information
		2	Education & Tips
		3	Interactive Content
2	Digital Promotion	1	Flash Sale (Direct Discount)
		2	Cashback
		3	Coupon/Voucher
3	Social Media Platform	1	Instagram
		2	Tiktok
		3	Youtube
4	Digital Ad Frequency	1	Ads appear occasionally
		2	Ads appear frequently
5	Social Proof	1	User Generated Content (UGC)
		2	Product Reviews (Ratings)
		3	Influencer Recommendation

Stimulus Planning

The stimuli were designed using the full profile method generated through SPSS version 24, producing 16 stimulus combinations. Each stimulus represented a distinct combination of the five attributes and their respective levels.

Stimulus Assessment

Respondents evaluated each stimulus using a five-point Likert scale to indicate their level of agreement/ preference toward the digital marketing attributes, where 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree.

The hypotheses were formulated to guide the analysis and test consumer preferences toward digital marketing attributes, as follows:
H1: There are differences in consumer preferences regarding types of digital content (product information, education & tips, interactive content).
H2: There are differences in consumer preferences regarding forms of digital promotions (flash sales, cashback, coupons or vouchers).
H3: There are differences in consumer preferences regarding types of social media (Instagram, TikTok, YouTube).
H4: There are differences in consumer preferences regarding the intensity of digital advertisements (occasionally, frequently).
H5: There are differences in consumer preferences regarding forms of social proof (user generated content, product reviews, influencer recommendations).

Cookly, as a gluten-free bread producer, faces both opportunities and challenges in expanding its market amid the growing healthy-lifestyle trend. To compete effectively, a digital marketing strategy aligned with consumer preferences is required. Conjoint analysis was used to identify the most influential marketing attributes, forming the basis for Cookly's digital marketing strategy formulation. The conceptual framework of this research is illustrated in Figure 1.

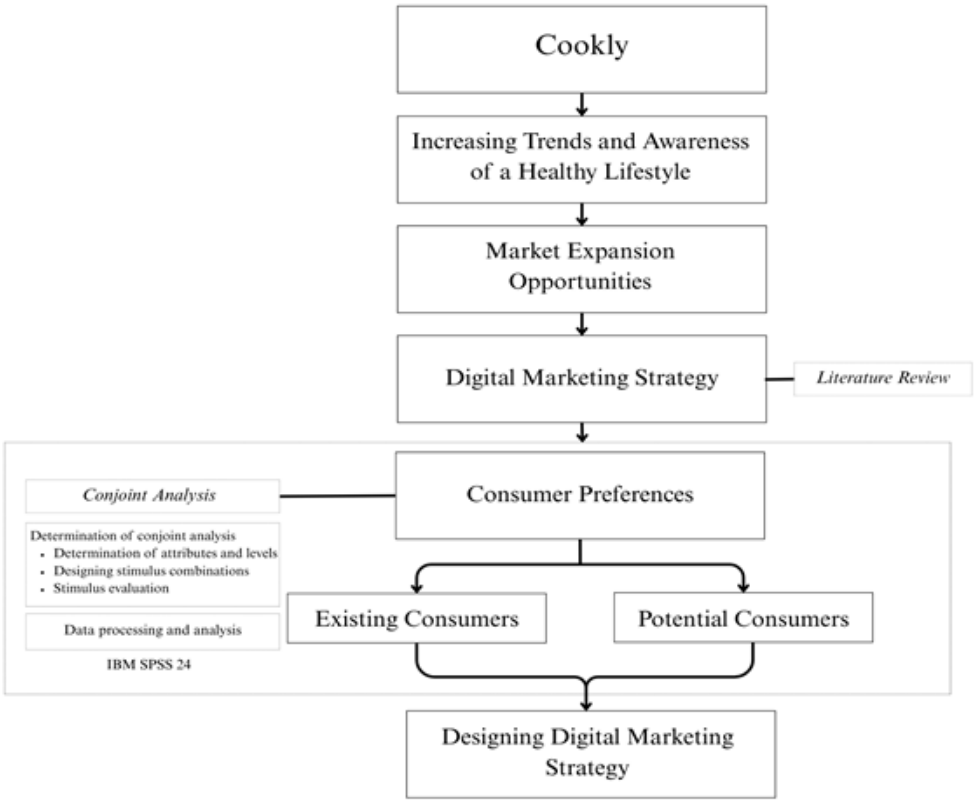

Figure 1. The research framework formulating Cookly's digital marketing strategy

RESULTS

Characteristics of Respondents

Descriptive analysis shows that the total number of respondents in this study was 100, consisting of 44% existing Cookly consumers and 56% potential consumers. Based on gender, the majority were female (62%), while male respondents accounted for 38%. This finding is consistent with Hermanda, Sumarwan, and Tinaprilla (2019), who found that female consumers tend to be more responsive to healthy food products, particularly when they are promoted through social media. In terms of age, the largest group was 18–25 years old (72%), followed by 26–35 years (17%), 36–45 years (8%), below 18 years (2%), and above 45 years (1%). These results confirm that the main consumer segment for gluten-free products is younger generations, particularly Generation Z and early millennials, who are highly exposed to digital content. Regarding marital status, most respondents were single (73%), while 27% were married.

Based on domicile, most respondents lived in Bogor (58%) and Jakarta (29%), while the rest were distributed across Depok (5%), Bekasi (5%), and Tangerang (3%). This distribution corresponds with Cookly's operational base in Bogor, where local consumers represent the core market, yet significant opportunities remain for expansion within the broader Jabodetabek region. With respect to education, most respondents held a diploma or bachelor's degree (69%), followed by senior high school graduates (18%) and postgraduates (13%). The relatively high level of education indicates that most respondents possess strong digital literacy, making them more receptive to online promotional content. Regarding occupation, the largest groups were students (40%) and employees (30%), while the remaining respondents were entrepreneurs (11%), self-employed (7%), housewives (6%), unemployed (2%), and others (4%). According to Sumarwan (2011), occupation influences consumption patterns, and this result supports the view that gluten-free consumers generally belong to groups with higher mobility and greater access to digital information.

From the perspective of digital consumption behavior, respondents displayed varying levels of monthly expenditure on online food purchases. The largest proportion (31%) belonged to the high-spending group, allocating more than IDR1,000,000 per month, followed by those spending IDR100,000–300,000 (29%), IDR301,000–500,000 (19%), IDR501,000–1,000,000 (16%), and below IDR100,000 (5%). These findings indicate that gluten-free consumers represent a market segment with relatively strong purchasing power, spanning the upper-middle class. In terms of purchasing frequency, 64% of respondents bought food online one to three times per week, followed by four to six times (20%), seven to ten times (11%), and more than ten times per week (5%). This pattern suggests that online food purchasing has become an integral part of the respondents' lifestyle.

For product information search behavior, TikTok emerged as the dominant platform (51%), followed by Instagram (42.2%) and YouTube (6.8%). This finding is consistent with We Are Social (2025), which ranks TikTok as the platform with the highest global average usage duration (34 hours and 56 minutes per user per month). The relevance of TikTok as a marketing medium is further supported by Meliawati, Gerald, and Aruman (2023), who found that TikTok content significantly enhances purchase intention, particularly when tailored to audience needs. Overall, these results demonstrate that the most potential market segment for Cookly consists of young urban women aged 18–25 years, who are highly educated, digitally active, and have strong online purchasing habits, primarily using TikTok and Instagram as their preferred platforms. These characteristics provide a solid foundation for developing Cookly's digital marketing strategy, emphasizing interactive, participatory, and lifestyle-oriented content that aligns with the growing health-conscious consumer trend.

Consumer Preferences for Cookly

This study measured consumer preferences for the digital marketing attributes of Cookly gluten-free products through the application of conjoint analysis. This method quantitatively reveals the importance value and utility estimate of various marketing elements to serve as the basis for designing more effective and data-driven strategies.

Importance Value of Attributes

The importance value reflects the relative contribution of each attribute to consumer preference formation. It is derived from the utility range of each attribute and normalized to a percentage scale (total = 100%).

According to Hair et al. (2014), a higher percentage value indicates a stronger influence on consumer decision-making. Table 2. Importance Values of Digital Marketing Attributes for Gluten-Free Products This table presents the importance values of the five digital marketing attributes that influence consumer purchase preferences for Cookly's gluten-free products.

The results in Table 2 show that social media was the most influential attribute (28.103%), This confirms that the selection of digital platforms is a dominant factor that determines the effectiveness of marketing strategies for healthy products, including gluten-free products. As stated by Strauss and Frost (2014), social media not only functions as a communication channel but also as a strategic tool in building sustainable relationships between brands and consumers. The second most important attribute was social proof (21.303), highlighting the role of reviews, ratings, user-generated content, and public recommendations in fostering trust and influencing purchase intentions. This aligns with Cialdini (2009), who emphasized that individuals tend to rely on others' opinions when faced with uncertainty in decision-making. Digital promotion ranked third (20.404%), suggesting that financial incentives such as vouchers, cashback, or discounts remain relevant for attracting attention, even if they are not the primary determinant of purchase intention. This finding implies that promotional elements, particularly discount-based mechanisms, should remain part of marketing plans, as they can accelerate purchase conversion.

The content-type attribute, which scored (18.131%) shows that content variety is highly regarded but has more of a supporting role. This indicates that educational, interactive, and informative elements in marketing content are supporting considerations for consumers, in line with the results of a study on the effectiveness of content in increasing consumer interest (Fan, 2023). Lastly, advertising frequency had the lowest importance (12.058%). This means that the frequency of ad exposure is not a major factor in influencing consumer preferences when making online purchase decisions.

The accuracy of the conjoint analysis model was found to be very high, with a Pearson's R correlation of 0.973 and Kendall's tau of 0.756 (both significant, $p < 0.001$). These results indicate that the model is highly reliable in predicting consumer preferences for digital marketing attributes in healthy products, including gluten-free products.

Utility Estimate of Attribute Levels

The utility estimates represent preference scores for each attribute level, where higher values denote stronger preferences and negative values denote less favorable options. Aggregate utility values from 100 respondents were analyzed to determine the most preferred combination of marketing elements, summarized in Table 3. This table shows the relative utility scores for each attribute level, indicating consumer preference intensity for each marketing option.

Table 2. Importance values of digital marketing attributes for gluten free products

Description	Significant	Value
Importance Values		
Content Type		18.131
Digital Promotion		20.404
Social media		28.103
Advertising Frequency		12.058
Social Proof		21.303
Correlations		
Pearson's R	0.000	0.973
Kendall's tau	0.000	0.756

Table 3. Utility estimates for each level of digital marketing attribute

Attribute	Attribute Level	Utility Estimate	Std. Error
Content Type	Product Information	0.002	0.028
	Education & Tips	-0.021	0.033
	Interactive Content	0.019*	0.033
Digital Promotion	Flash Sale	-0.012	0.028
	Cashback	-0.017	0.033
	Voucher	0.029*	0.033
Social media	Instagram	0.136	0.028
	TikTok	0.199*	0.033
	YouTube	-0.336	0.033
Advertising Frequency	Occasionally	-0.015	0.021
	Frequently	0.015*	0.021
Social Proof	User Generated Content	0.029*	0.028
	Reviews/Ratings	0.029*	0.033
	Influencer	-0.057	0.033
(Constant)		3.569	0.026

*Significant at the 95% confidence interval

Social Media (High Effect Size)

Social media is the attribute with the most significant utility value (gap = 0.535). TikTok (+0.199) and Instagram (+0.136) are the preferred levels among customers, while YouTube (−0.336) is significantly less favored. This finding can be analyzed through Media Richness Theory (Daft & Lengel, 1986), suggesting that for these customers, the "richness" of short-form formats is more effective in delivering sensory cues for lifestyle-driven products than the lengthy nature of YouTube.

Social Proof

For social proof, customers expressed the highest preference for user-generated content (UGC) and product reviews (+0.029), while influencers received a negative utility (−0.057). Based on Social Influence Theory (Cialdini, 2009), this illustrates that customers in this niche market prioritize authentic peer validation as a credible "source of truth" to mitigate perceived risks, placing greater trust in real user experiences than in promotions from public figures. Therefore, Cookly is advised to encourage customer testimonials and facilitate UGC creation through community-based campaigns to strengthen brand credibility.

Digital Promotion

The most preferred form of digital promotion is vouchers (0.029), while flash sales (−0.012) and cashback (−0.017) are less favored. This finding suggests that consumers prefer promotional formats that are practical, flexible, and provide tangible benefits without strict time constraints. Reflecting on Prospect Theory (Kahneman & Tversky, 1979), this indicates that for these customers, vouchers provide a flexible "guaranteed gain" that better suits the thoughtful and planned decision-making process characteristic of health-conscious purchasing, rather than the urgency created by flash sales.

Content Type

Content type significantly influences audience attention, with conjoint results showing a preference for interactive content (0.019) and product information (0.002), while educational content received a negative utility (−0.021). This preference for participatory engagement over one-way education reflects a shift in consumer behavior. According to Information Processing Theory (Petty & Cacioppo, 1986), this indicates that interactive delivery may reduce cognitive load for these customers, suggesting they prefer participatory engagement over receiving one-way pedagogical information.

Advertising Frequency (Low Effect Size)

Customers showed a slight preference for frequent advertisements (+0.015) over occasional ones (−0.015), though the narrow utility gap (0.030) indicates a low effect size. This suggests that while consistent exposure supports brand recall as posited by Effective Frequency Theory (Krugman, 1972), repetition alone is not a primary driver of preference for this group. For these customers, the intensity of ad exposure is secondary to more influential factors such as platform relevance and social proof.

A critical analysis of utility ranges reveals a stark disparity in effect sizes. The utility gap for social media (0.535) is approximately 17 times larger than that of Advertising Frequency (0.030). This massive difference indicates that consumers are highly sensitive to platform choice but largely indifferent to ad frequency. Consequently, strategic resource allocation must prioritize platform precision (TikTok/Instagram) over exposure intensity to achieve a substantial lift in consumer preference.

Attribute Importance Analysis

The results indicate that social media, particularly TikTok, is the most preferred platform among consumers, followed by Instagram, which is commonly used to find product information. This highlights the central role of social media in shaping consumer preferences and purchase decisions, especially among digitally active young consumers. The social proof attribute ranks second, with strong preferences for user-generated content (UGC) and product reviews, which are considered more credible than influencer promotions. This finding supports Jasri et al. (2022), who confirmed that UGC and online reviews act as trusted forms of social validation influencing purchase intention.

Digital promotion ranks third, where consumers favor vouchers or coupons that provide direct benefits. This aligns with Rianingtyas and Wardani (2019) and Haedar (2023), who found that incentive-based promotions effectively enhance engagement and drive purchase behavior. The content-type attribute ranks fourth, with a preference for interactive content such as challenges and quizzes that encourage participation. This supports Saura (2021), who noted that interactivity strengthens consumer engagement and brand connection. Lastly, advertising frequency ranks fifth, with consumers preferring consistent and relevant ads. This is consistent with Golub et al. (2022), who stated that regular and relevant advertising enhances brand perception and recall. The Kendall's tau value indicates a strong relationship a close relationship between consumer preferences and the results of the analysis, confirming that the conjoint analysis model used is both valid and reliable.

Cookly's Digital Marketing Strategy

Cookly's digital marketing strategy was formulated based on the results of the conjoint analysis, which identified the attributes most influential to consumer preferences. The analysis revealed that consumers prioritize TikTok and Instagram as the primary channels, value social proof through user-generated content (UGC) and reviews, respond positively to voucher based promotions, and prefer interactive and consistent advertising formats. Accordingly, the strategy integrates these preferences into five key components: content strategy, media distribution, quality control and evaluation, experimentation and data optimization, and implementation roadmap.

1. Content Strategy

Cookly's content strategy is formulated using the TOFU–MOFU–BOFU framework, which is derived from the AIDA model (Attention, Interest, Desire, Action) introduced by St. Elmo Lewis in 1898. This framework maps the consumer journey from the initial stage of awareness to the final purchase decision, making it highly relevant for designing a structured digital communication flow.

TOFU (Top of Funnel – Awareness)

The strategy aims to build brand affinity by organically integrating Cookly into the conversations and lifestyles of audiences on TikTok and Instagram. To achieve this, all content is designed using the Hook–Twist–Payoff narrative framework, which maximizes message appeal and retention. The ultimate goal is not merely to gain views, but to position Cookly as part of the cultural identity of urban youth, so they not only recognize the brand but also feel a sense of ownership. This strategy is executed through three main content pillars:

- Participatory and Relatable Content – focusing on light content that encourages active participation and shareability on TikTok and Instagram. Formats include health quizzes, interactive challenges, and point-of-view (POV) content that reflects the everyday lives of urban audiences, thereby building a natural and authentic connection.
- Cross-Industry Collaborations and Authentic Moments – aimed at expanding beyond the healthy food niche and building trust through authenticity. This involves creative collaborations with non-food figures and prioritizing authentic content such as spontaneous consumer reactions (first bite reaction). Practically, this is implemented through two initiatives: the cross-industry collaboration "The Urban Breakfast Club" with coffee shops to integrate Cookly into urban morning routines, and the recurring digital festival "The Gluten-Free Glow-Up Week" that combines interactive education, UGC activation, and thematic vouchers to encourage trial purchases. Through these initiatives, Cookly can be positioned as both a lifestyle brand and a thought leader.
- Moment Marketing – designed to ensure Cookly remains relevant and part of dynamic cultural conversations. Through agile activations, the content team proactively adapts popular phenomena from international concerts to viral trends into smart and playful brand narratives. This approach allows Cookly to naturally appear in trending conversations, strengthen relevance, and build closeness with urban youth.

MOFU (Middle of Funnel – Consideration): The strategy focuses on building trust through social proof. Cookly highlights consumer reviews and user-generated content (UGC) that authentically showcase real experiences. Additionally, the Cookly Test, a blind test inspired by the Pepsi Challenge, can be used to capture honest consumer reactions when comparing Cookly with other foods. In this way, the brand builds credibility without appearing overly promotional.

BOFU (Bottom of Funnel – Conversion): The strategy is directed toward driving transactions with relevant incentives, such as exclusive vouchers, promo codes embedded in content (hidden codes), or affordable healthy bundling programs. BOFU content features genuine testimonials and clear calls to action, along with direct integration into e-commerce platforms to ensure fast and seamless purchasing processes.

Across all stages, Cookly maintains a consistent brand voice that is fun, transparent, and relatable, positioning gluten-free food as part of an aspirational yet attainable urban lifestyle.

2. Distribution & Paid Media

Cookly can adopt an integrated distribution strategy based on the principle of "organic first, paid later", in which content is tested organically before being amplified through paid advertising ("Boost the Proven, Not the Random"). TikTok is positioned as the primary channel to reach new audiences with short and interactive content, while Instagram serves to maintain brand consistency and foster community engagement. Organic distribution is reinforced through UGC that delivers authentic credibility, while paid advertising is executed intensively yet remains acceptable to audiences due to its varied, relevant, and high-performing content base.

3. Quality control and Evaluation

Cookly can implement a Three-Layer Quality Control (3L-QC) system to ensure content effectiveness. The first layer is technical control, which guarantees the quality of visuals, audio, and format. The second layer is contextual control, which evaluates alignment with the funnel stages (TOFU, MOFU, BOFU) and consumer preferences. The third layer is strategic control, ensuring that each piece of content supports Cookly's positioning as a modern healthy food brand and aligns with long-term campaign objectives. Once content is published, continuous evaluation is carried out through a feedback loop based on key KPIs (watch time, engagement, CTR, voucher conversion), with weekly and monthly monitoring. Results are stored in a knowledge bank to inform iterative optimization.

4. Experimentation and Data Optimization

To maintain competitive advantage, Cookly is advised to adopt a continuous optimization framework that transforms marketing strategy into an adaptive, data driven cycle. This involves A/B testing of creative elements (hooks, CTAs, and visuals) as well as funnel analysis to identify and address weaknesses in the consumer journey. Each experiment is informed by existing insights into consumer behavior (preferences for social proof, interaction, and vouchers) to ensure relevance. By integrating this analysis–hypothesis–

validation cycle, Cookly can build a marketing engine that is agile, efficient, and consistently responsive to market dynamics.

5. Strategy Implementation Roadmap

Cookly's digital strategy implementation roadmap is designed in three sequential phases: awareness, engagement, and conversion structured based on the results of the conjoint analysis and consumer preferences. A summary of each phase is presented in Table 4.

Managerial Implications

The managerial implications derived from this study highlight that Cookly's digital marketing strategy should prioritize TikTok and Instagram as its main communication platforms. The marketing approach should emphasize natural, interactive, and social proof-based content, reflecting consumer preferences identified through the conjoint analysis. Each campaign is recommended to adopt the Hook–Twist–Payoff storytelling model, in which the opening three seconds serve as the hook to capture audience attention, the middle section delivers an authentic or surprising element (e.g., First Bite Reaction or The Cookly Test), and the closing segment includes a clear call to action to encourage awareness, trust, and conversion.

In practice, management can launch campaigns such as #CooklyHealthyChallenge to activate UGC participation, the Cookly Test to build credibility through blind testing, and exclusive, time-limited promotional vouchers to encourage transactions. All campaign activities should be coordinated through an editorial calendar, governed by a Three-Layer Quality Control (3L-QC) system (technical, contextual, strategic), and monthly data driven evaluations (watch time, engagement, conversion). Digital promotional strategies should prioritize vouchers and healthy bundling programs as the main purchase incentives. Campaign distribution is best managed following the principle of "organic first, paid later", ensuring that paid media efforts amplify only high-performing, organically validated content. Furthermore, the digital community should be treated as a strategic brand asset, managed through UGC moderation, loyalty initiatives such as Cookly Club, and interactive community campaigns to reinforce long-term engagement.

To ensure the sustainability of marketing performance, Cookly must cultivate an agile and data driven organizational culture. This involves the continuous use of A/B testing, the development of a knowledge repository for experimental insights, and the establishment of risk mitigation protocols (e.g., ad rotation, product quality control, and rapid response mechanisms to negative UGC). By institutionalizing these practices, Cookly's content ceases to function merely as a communication medium and instead becomes a strategic asset enhancing brand credibility, fostering consumer loyalty, and reinforcing Cookly's positioning as a modern healthy lifestyle brand.

Table 4. Cookly's strategic implementation roadmap

Phase	Timeline	Main Focus	Key Activities
Phase 1: Awareness Kick-off	Months 0–3	Building brand awareness	TikTok activation (challenges, POV, first bite reaction), embedding vouchers in content, and boosting top-performing organic posts
Phase 2: Engagement & Community	Months 4–6	Strengthening interaction and trust	UGC reviews, Cookly Test (blind test), healthy lifestyle tips, interactive campaigns (polls/quizzes), remarketing ads
Phase 3: Conversion & Scaling	Months 7–12	Market expansion and conversion	Healthy bundling programs, limited-offer campaigns, cross-lifestyle collaborations (fitness, wellness, office workers), e-commerce integration, and product development

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

This study concludes that Cookly's primary potential market consists of highly educated young urban consumers, predominantly female consumers aged 18–25 with significant purchasing power, characterized by average monthly online food expenditures exceeding IDR1,000,000. The high digital literacy and active lifestyles of this segment necessitate a structured digital marketing strategy that emphasizes platform relevance, content authenticity, and social validation.

Hierarchically, consumer preferences are driven by platform credibility and social validity rather than marketing intensity. Conjoint analysis identifies social media as the most determinant attribute, with TikTok and Instagram significantly outperforming YouTube. These findings indicate a structured consumer decision-making process in health product consumption, as evidenced by the high degree of trust in social proof through organic User-Generated Content (UGC) as a validation instrument, alongside a strong preference for vouchers providing tangible benefits. The shift toward two-way engagement via interactive content over impulsive, one-way educational material further confirms a transition toward more rational and participatory consumption patterns.

Critically, this study presents empirical evidence that diverges from several conventional digital marketing studies. In contrast to findings by Tantriana et al. (2022) and Meliawati et al. (2023), which identified influencers as a dominant factor, Cookly's customers exhibit negative utility toward this attribute. This discrepancy indicates that within the gluten-free category, consumers prioritize organic community validation over paid endorsements. These findings align with the frameworks of Hermanda et al. (2019) and Saura (2021), emphasizing that interactivity and organic credibility are pivotal in mitigating ad fatigue and strengthening competitive advantage in the healthy food market.

Based on these findings, Cookly's digital marketing strategy should prioritize TikTok and Instagram, utilizing natural formats such as POVs and interactive challenges. Social proof should be reinforced through community-driven campaigns like the "Cookly Test" and #CooklyHealthyChallenge, while conversion is driven by time-limited vouchers. This strategy should be implemented through a three-phase roadmap supported by a three-layer content quality control system and data-driven A/B testing. By adopting this agile approach, Cookly can align its digital presence with the increasingly critical and informed behavioral patterns of young urban consumers.

Recommendations

Cookly is advised to focus its digital marketing strategy on TikTok and Instagram as the primary channels, with natural, interactive, and social proof–based content (UGC and reviews). Each campaign should be designed using the Hook–Twist–Payoff storytelling structure to ensure messages are delivered effectively to consumers. Digital promotions in the form of exclusive, time-limited vouchers and healthy bundling should be maximized to drive conversions, with content distribution following the principle of organic first, paid later.

Cookly should treat its digital community as a strategic asset by developing loyalty programs such as the Cookly Club, interactive campaigns like #CooklyHealthyChallenge and Cookly Test, as well as data-driven evaluation mechanisms (A/B testing, knowledge bank). With an agile and data-driven approach, Cookly can maintain its relevance amid the rapidly evolving dynamics of digital trends.

Future research may expand the scope by comparing the effectiveness of digital strategies across e-commerce and social media platforms, and by exploring the impact of UGC-based campaigns on customer lifetime value. In addition, further studies may examine the integration of new technologies, such as AI for content personalization or AR/VR for interactive experiences, to optimize digital marketing for gluten-free products.

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