

## THE ANALYSIS OF CONSUMER PURCHASE INTENTION TOWARDS COSMETIC PRODUCTS BASED ON PRODUCT ORIGIN

*ANALISIS MINAT BELI KONSUMEN TERHADAP PRODUK KOSMETIK BERDASARKAN KEASLIAN PRODUK*

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**Abstract:** In this modern era, the use of cosmetic products has become the things that are important starting from infancy to old age. Then consumers offered with so many different kinds of cosmetic products, which come from different brands. In order to have, beautiful skin, healthy hair and good-looking appearance. The objectives of this research are to identify which country-of-origin people prefer the most for cosmetic products and to identify which criterion is the most influential in selecting cosmetic products. To accomplish the objectives, data were collected in Manado through questionnaire. This quantitative descriptive research was using Analytical Hierarchy Process. Sample size is 60 women who have intention to buy cosmetic products. As the result of this research, the United States cosmetic products is the most preferred country-of-origin by the consumer since United States always has the biggest score, followed by South Korea and Indonesia. Based on overall result, price is the most preferred among six criteria for selecting cosmetic products followed consecutively by brand, promotion, quality, packaging and the last is availability. This research suggests, South Korea and Indonesia need to improve the performance considering the criteria that have been analyzed. Then among the criteria, price has important role so retailers and producers have to pay more attention toward this factor.

**Keywords:** *consumer purchase intention, country-of-origin, analytical hierarchy process*

**Abstrak:** Di era modern ini, penggunaan produk kosmetik telah menjadi hal yang penting mulai dari bayi hingga usia tua. Kemudian konsumen ditawarkan dengan sangat banyak jenis produk kosmetik yang berasal dari merek yang berbeda. Dalam rangka untuk memiliki kulit indah, rambut sehat dan penampilan menarik. Tujuan dari penelitian ini adalah untuk mengidentifikasi negara asal mana yang lebih dipilih orang untuk produk kosmetik dan untuk mengidentifikasi kriteria yang paling berpengaruh dalam memilih produk kosmetik. Untuk mencapai tujuan, data dikumpulkan di Manado melalui kuesioner. Penelitian kuantitatif deskriptif ini menggunakan Analisis Hierarki Proses. Ukuran sampel adalah 60 wanita yang memiliki niat untuk membeli produk kosmetik. Sebagai hasil dari penelitian ini, produk kosmetik Amerika Serikat adalah negara asal yang paling disukai oleh konsumen karena Amerika Serikat selalu memiliki skor terbesar, diikuti oleh Korea Selatan dan Indonesia. Berdasarkan hasil keseluruhan, harga merupakan yang paling disukai di antara enam kriteria untuk memilih produk kosmetik diikuti berturut-turut oleh merek, promosi, kualitas, kemasan dan yang terakhir adalah ketersediaan. Penelitian ini menunjukkan, Korea Selatan dan Indonesia perlu meningkatkan kinerja dengan mempertimbangkan kriteria yang telah dianalisis. Kemudian di antara kriteria, harga memiliki peranan penting sehingga pengecer dan produsen harus lebih memperhatikan terhadap faktor ini.

**Kata kunci:** *minat beli konsumen, negara asal, analisis hirarki proses*

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## INTRODUCTION

### Research Background

The development of science in the field of technology and social culture has influenced the attitude of someone's life. The progress that happened has brought the human to meet the needs, which are primary, secondary, and also tertiary. In this modern era, the use of cosmetic products has become the things that are important starting from infancy to old age. The trend of using cosmetic products spread not only to adult consumers but also to teenagers. It is becoming a trend for most people to use cosmetic in their daily life regardless of which generation groups they belong to (Mansor et al, 2010). As we know the brand namely Too Faced, Urban Decay, Covergirl, Revlon, Olay are originally from United States that have been globalized across the world. Today, Revlon Inc. is one of the leading cosmetics companies in the United States. It was originally formed as a nail polish manufacturing company in 1932. Today Revlon produces hair, nail and facial products. Company reports from 1995 showed company sales at \$1.94 billion, with 7,000 employees (Hunt et al, 2011).

South Korea is one of the countries, which produce cosmetic products. They are promoting the country through unusual that is cosmetics. Even today South Korea became the destination country to conduct a facelift that has been done by several Indonesian artists. Cosmetic products that come from South Korea are called K-Beauty. Some Korean brands also have opened stores that we can see at shopping centers in major cities in Indonesia. In the last few years, producers from Indonesia aggressively innovate. In order to compete with the brand that first dominate the cosmetics market in the country. Lately there are some products that are claimed have the quality to compete with imported cosmetics.

Lopaciuk and Łoboda (2013) conclude the demand for cosmetics will keep growing, fueled mostly by the emerging markets of Asia and Latin America, what will contribute to creation of new products, shape new spending patterns and perhaps even establish new beauty canons. Furthermore, people in Manado tend to pay more attention to their style. From researcher's experience, there are some types of cosmetics products have been used commonly in Manado, which are skin care products (skin lotion, milky lotion, moisture cream, etc.) make up products (foundation, lipstick, eyebrow, eyeliner, etc.) hair care products (shampoo, conditioner, etc.) and fragrance products (perfume, deodorant etc.). People in Manado can find it easily almost in every department store. The problem of this research are to identify which country-of-origin people prefer the most for cosmetic products and to identify which criterion is the most influential in selecting cosmetic products. The criteria of this research are price, promotion, brand, packaging, quality, availability which are adopted from several previous researches. This research is conducted in order to analyze consumer purchase intention based on product origin.

### Research Objectives

There are some objectives that would be achieved through this research, they are:

1. To identify which country-of-origin people prefer the most for cosmetic products.
2. To identify which criterion is the most influential in selecting cosmetic products.

## THEORETICAL FRAMEWORK

### Marketing

Kotabe & Helsen (2004:12) defined "marketing is essentially a creative corporate activity involving the planning and execution of the conception, pricing, promotion, and distribution of ideas, products, and services in exchange that not only satisfies customers' current needs but also anticipates and creates their future needs at a profit." While Moore & Pareek (2006) said "marketing is the intermediary between the customer and the business. The marketing department strives to profoundly understand the customer to develop a product or service which the customer will want." Marketing is all about way of how a company introduces their product to the market and connects with the customer. To satisfy and fulfill the needs and wants of consumer, company have to build a good relationship with consumer first also understand them. That means that a company should create as attractive as possible to attract the consumer.

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**Consumer Behavior**

The study of consumer behavior intended for marketers can predict and understand the situation within a certain time. According to Hawkins, et al. (2004:7) consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, service, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. Consumer behavior does not only consist of a single event but are instead comprised of several processes that come from consumers to fulfill and satisfy the needs and wants.

**Culture in Consumer Behavior**

Basically culture is the most fundamental factor in determining consumer behavior and also a determinant of someone's desires. For example, a change in the culture will occur when someone from the village moved to the urban area then as time goes by the someone's behavior will change following habits that generally occurs in urban life. According to Wallendorf & Reilly in Mowen & Minor (1998) cited by Setiadi (2013:261) definition of culture is a set of behavior patterns that are socially flowed symbolically through the language and other ways on members of a particular community. As explained by Setiadi (2013:261) culture completes people with a sense of identity and understanding of an acceptable behavior in society. Some of the attitudes and behaviors are more important influenced by culture as follows: (1) sense of self and space; (2) communication and language; (3) apparel and appearance; (4) food and eating habits; (5) time and sense of time; (6) relationships; (7) values and norms; (8) beliefs and attitudes; (9) the process of mental and learning; (10) the habit of work and practice. The things above are selected and performed unconsciously by consumer because it has been united in their daily habits. What they feel, the language used, the food they eat, manner of dress is a concrete manifestation of a culture.

**Consumer Purchase Intention**

Crosno et al. (2009), cited by Ghalandari and Norouzi (2012) purchase intention is the probability that customers in a certain purchasing situation choose a certain brand of a product category. Another definition of consumer purchase intention by Haque et al (2015) cites (Hawkins & Mothersbaugh, 2010) that purchase intention is the antecedents that stimulate and drive consumers' purchases of products and services. Intention will arise after the person's feel the need that must be fulfilled. Consumer usually influenced by environmental and market stimuli such as price, promotion, cultural and political situations (Tudor & Zheng, 2014). In addition, consumers will be interrupted by internal impulse and external environment during purchasing process and once the consumers decide to purchase the product in certain store, they will be driven by their intention (Jaafar et al., 2012). The consumer purchase intention can be influenced from any side. Basically it depends on the quality of marketing program that made by the marketers to generate purchase intention of the consumers themselves.

**Country – of – origin**

Definition of country – of – origin from Nagashima (1970) stated that the country of origin as “the picture, the representation, and the stereotype that businessmen and consumers attach to products from a specific country. This image is created by such variables as representative products, national characteristics, economic and political background, history and tradition”. Consumers tend to use country of origin stereotype in the buying decision process. While Rezvani et al. (2013) conclude country of origin is one of the extrinsic cues; in addition, there is no doubt that country of origin has considerable influence on the purchase intention process.

**Price**

Price plays a fundamental role in a product instead influencing the buyer in making a decision. As stated by Jakpar and Na (2012) a product price is one of the main decision methods for both customer and also retailers as now the market is very competitive, price has made its position and role in differentiate in designing marketing and business strategies. Likewise said by Palade (2011) price is the only marketing mix variable which leads to profits, the others are generating only expenses and investments. Price does not only as an element of financial sacrifice but as well as a determination of product quality (Monroe, 2003).

**Promotion**

Kotler et al. (2011) defined promotion means activities that communicate the merits of the product and persuade target customer to buy it. Promotion refers to the activity of marketing as well as selling in order to give some information and push the demand of product or service with influencing customer to buy. For example car dealer will use salespeople to convince or persuade potential buyers that those cars are the best for them. In fact, according to Low & Mohr (2000) manufacturers continue to spend a large amount from their communication budget on sales promotion. It has to create a bond between product and customer only by looking at it. Because with this tool, marketer should make the target market to feel enough that they need or want the product. Initially, promotion is one of the key factors in the marketing mix. The purpose of promotion are to give information about the product or service to the market; to gain new customer and maintain the loyal customer; to increase sales; and to creates the product image.

**Brand**

Generally, the brand is a name, symbol, mark, design or a combination of them to be used as the identity of an individual, organization or company on products and services owned to differentiate with other competitor's product. Brand has a very important role in creating loyal customers and retaining companies' market share (Akbariyeh, 2015). Brand is also expected to positively influence customers' internal reference prices.

**Product Packaging**

Packaging can be interpreted in general is part of the outer that wrapping a product in order to protect the product from weather, shocks and collisions to other things but now it became an effective tool for marketing. Every kind of objects that wrap around an object in it may be called with packaging, as far as it does protect the contents. To show image and outlook contents of a product, the packaging is usually shaped or designed in a way the messages will be delivered and can be accepted by the user properly. In today's market, companies compete each other to attract more customers by using many techniques include packaging. According to Schoell (1985) packaging has both positive and negative impact on your product either it can improve your product image or it can be a cause of your product failure.

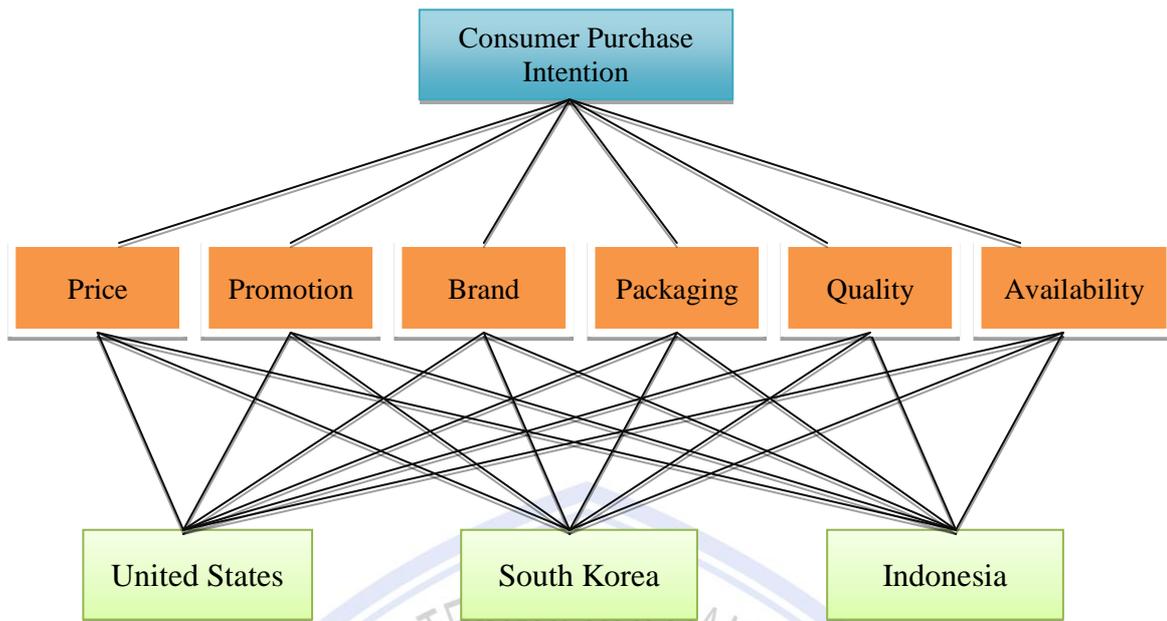
**Product Availability**

Steinhart et al. (2013) stated that when the product is available to purchase, the consumer typically finds it as a good thing (in most cases, this is the default state), and when it not available, there are potentially negative consequences. Companies must be able to distribute the product well so that consumers can obtain products easily. In other words, the availability of the product is consistent and efficient tips to give consumers what is desired and expected by consumers with readily accepted by consumers.

**Product Quality**

Kotler and Armstrong (2012), definition of product quality is the ability of a product to perform its functions; it includes the product's overall durability, reliability, precision, ease of operation and repair, and other valued attributes. The product quality is often associated with the price of products. Whereby when the product's price is high, the quality of product offered is also high, vice versa also applies. If a product fulfills the customer's expectations, the customer will be pleased and consider that the product is of acceptable or even high quality (Jahanshahi et al., 2011).

**Conceptual Framework**



**Figure 1. Conceptual Framework**

*Source: Data Processed, 2016*

## RESEARCH METHOD

### Type of Research

This research was conducted by using quantitative descriptive method to identify the consumer purchase intention based on product origin. The method was used for this study is Analytical Hierarchy Process (AHP).

### Place and Time of Research

This research is taken place in Manado and data are collected between May to July 2016.

### Population and Sample

Population is the generalization region, which consists of the objects/subjects that have particular qualities and characteristics that are applied by researchers to learn and then pulled a conclusion (Sugiyono 2014:80). The population of this research is the women in Manado who have intention to buy cosmetic products. Sekaran and Bougie (2009) defined sample is a subset of the population. This research was used purposive sampling method and the sample size is 60 respondents.

### Data Collection Method

This research is conducted by using two sources of data in order to make an acceptable result, which are researcher acquired the data from questionnaires' results and the secondary data are taken from books, journals, and any relevant literature.

### Operational Definition of Research Variables

1. Consumer Purchase Intention (Y) refers to the previous phase before the consumer decides to buy cosmetics. Intention usually will be arise after the consumer feels she need it and it must be fulfilled.
2. Cosmetic products selection criteria (X) mean the factors of cosmetic products that influence people to buy.
3. Alternatives: (1) United States; (2) South Korea; (3) Indonesia.

### Data Analysis Method

The developer of AHP, Thomas L. Saaty (2012) described the Analytical Hierarchy Process is a basic approach to decision making. The definition of AHP according to Saaty is a theory of measurement used to find the ratio scale with a comparison between factors and essentially AHP related to the development process of human opinion when faced with solving a problem with the measurement process.

The AHP generates a weight for each evaluation criterion according to the decision maker's pairwise comparisons of the criteria. The higher the weight, the more important the corresponding criterion will be. Next, for a fixed criterion, the AHP assigns a score to each option according to the decision maker's pairwise comparisons of the options based on that criterion. The higher the score, the better the performance of the option with respect to the considered criterion will be. Finally, the AHP combines the criteria weights and the options scores, thus determining a global score for each option, and a consequent ranking. The global score for a given option is a weighted sum of the scores obtained with respect to all the criteria. A scale adapted from Saaty is shown below.

**Table 1. Scale of Analytical Hierarchy Process**

Score	Definition
1	Equal importance
3	Somewhat more important
5	Much more important
7	Very much more important
9	Absolutely more important
2,4,6,8	Intermediate values

Source: Data Processed, 2016

The basic procedure to carry out the AHP consists of the following steps:

1. Structuring a decision problem and selection of criteria
2. Priority setting of the criteria by pairwise comparison (weighting)
3. Pairwise comparison of options on each criterion (scoring)
4. Obtaining an overall relative score for each option

## RESULT AND DISCUSSION

### Result

**Table 2. Result of The Overall Criteria**

Price	Promotion	Brand	Packaging	Quality	Availability
0.359677	0.163593	0.181137	0.104549	0.137718	0.053325

Source: Data Processed, 2016

This table above displays, the highest score is price (0.3596). It can be seen that price is the factor that influenced the most peoples' intention to buy cosmetic. The second highest influence shown by brand (0.1811), followed by promotion (0.1635) in third position. Then the remains are quality (0.1377), packaging (0.1045), and availability (0.0533) as the lowest important criteria. In general, the degree of consistency is satisfactory (acceptable) if consistency ratio  $\leq 0.10$  and the overall inconsistency of this result is 0.07. It means the data in this result is valid and consistent.

**Table 3. The AHP Result of Consumer Purchase Intention Towards Cosmetic Products Based on Product Origin**

United States	South Korea	Indonesia
0.51488	0.36563	0.11949

*Source: Data Processed, 2016.*

In this result, it shown that United States is the most preferred country–of–origin for cosmetic products as indicated by its score (0.51488), followed consecutively by South Korea (0.36563), and Indonesia (0.11949). Then the overall inconsistency of this result is 0.04 that means the data in this result is valid and consistent.

## Discussion

### Pairwise Comparison for The Main Criteria Analysis

In this research, there are six criteria analyzed in selecting cosmetic products, which are price, promotion, brand, packaging, quality, and availability. The result shows that price is the highest score, meaning that most consumers in Manado prefer this criterion than the other. Followed consecutively by brand, promotion, quality, packaging, and availability.

The reason why most people chose price is because the consumers tend to choose products that have affordable prices. Cosmetic is not a primary need so consumers do not want to spend too much money on the things they can live without. For instance, lipstick products. Lipstick that has glossy finishing tends to have more affordable prices compared to the matte ones, even though there are some products that have higher prices. But most lipstick brands sell the glossy finishing at the lowest price. Consumers in Manado who favor price over quality will choose the glossy ones instead of the matte ones, because they don't care about the long –wearing, as long as it gives colors to their lips, and it is sold at affordable price. Same things also occur to other cosmetic products. Most consumers only know that Product A is cheaper than Product B, without finding out the reason why B's price is higher than A's, and prefer the one that they think has more affordable price.

The second place is brand. Even though having an affordable price is important, still, consumers also prefer to buy products from well-known brands. Cosmetic products that have high brand awareness will influence the consumer purchase intention. So even though most consumers look at the price first before anything else, and even if the price is affordable, if the brand is unknown or consumers are aware that there are others that they think are more worth to spend their money on, then their choice will be on those other brands.

Next one is promotion. Consumers in Manado tend to love discount, especially if it is given by well-known brands. With discount, it means that consumers will get to experience the privileged of getting the products by paying less than the actual price. Promotion can also be in a form of “buy... get...”. So, if consumers can buy cosmetics products that usually have high prices, at lower prices, the consumers will take the chances, since promotion is also related to selling products at affordable prices. Information about the products can be easily obtained through the counters that are mostly located within department stores, or in malls, and also supermarkets. Each counter usually has sales girls that can provide the consumers further information about cosmetic products.

Mostly, people would likely to prefer the quality of the products to anything. But in this case, quality has a low score, which placed at fourth place. Back again, it is related to price. As the researcher has explained before, consumers will look to the price first, then the quality of the products. As long as the cosmetics can beautify their faces and skins, then they will not really question about which one that contains the best ingredients. For consumers in Manado, the cosmetics are all the same since the final result will not show any significant difference. There is packaging at the fifth place. This is one of the criteria that have been considered as a not quite important criterion that influence the consumer purchase intention. Consumers tend to favor what's inside, not what's outside. The part that the consumers spend their money on is the product, not the packaging. No matter how good the packaging is, if the cosmetic products do not meet the consumers' expectation, then they will decide not to buy the products.

And last criterion is availability. There are a lot of cosmetic products in Manado. Most of them are available in department stores, where one counter is located next to another counter. If a cosmetic product that a consumer is looking for is not available, then they will have other alternatives, which are cosmetic products that available at that time, meaning that they will look for other products that have similar specification with the one they want. In other words, they will purchase the products based on the availability, which is what products that are available at that time.

### **Pairwise Comparison Criteria of Cosmetic Products Country-of-Origin**

Pairwise comparison criteria of cosmetic products country-of-origin show individual country performance on each criterion developed on Analytical Hierarchy Process (AHP). Result of data analysis based on the criteria shows that the most preferred cosmetic products of consumer in Manado are the ones from United States. The second highest is South Korea and the least preferred is Indonesia. The reason why United States is the highest preferred by consumers is because United States dominates five out of six criteria. These criteria are promotion, brand, packaging, quality, and availability meaning that United States is considered the best in those five criteria. From those criteria the second most preferred cosmetic are from South Korea. In every criterion, Indonesia cosmetic products have the lowest score.

Consumers in Manado think that United States and South Korea cosmetic products are more worth spending money on compared to other products from Indonesia. United States and South Korea cosmetic products often give discounts to consumer, resulting in the price changing, from higher prices, to lower, affordable prices. If the prices are affordable, then it is equivalent to consumers' purchasing power. So, for Indonesia which less preferable by consumer needs to compress more their price to gain consumer's attention, and yet make more value cosmetic products.

United States cosmetic products have the highest score in promotion, based on the data collected. The information about the products can be obtained easily, since the counters have sales girls that will answer consumers' questions about the products. Products can be obtained in counters within department stores, mall, and supermarkets. While South Korea products are usually using Korean language in the back label of the product, which hard to gain information compared to United States. So, South Korea needs to adding information in English or adjusting the destination country language. Consumer experienced that Indonesia cosmetic products are rare in giving promotion like discount whereas it is one of the important things to attract more consumers.

United States cosmetic brands exist in Indonesia for decades; long before South Korea products were imported to Indonesia. United States brands are known for having global reputation and having been longer in Indonesia cosmetics market. It generates high brand equity that leads the consumers to favor the brands more than they do to South Korea's cosmetics products. South Korea and Indonesia have to work harder for their reputation first that needs a longer time to gain consumer's trust.

For having high brand equity, consumers assume that the United States cosmetic brands packaging is also safe, that there is no need for them to question the hygiene of the products. Some of the products' packaging is also more practice compared to the ones from other countries. For example, the packaging of Covergirl's foundation. Consumers can use the foundation by pumping the lid. While South Korea products mostly are traditional way, which is squeezing the packaging. Same thing applied for Indonesia products. South Korea and Indonesia needs to introduce their factory to show how hygiene they do the packaging section and what material it is from, for example. Furthermore, both of South Korea and Indonesia have to try to make more practice packaging.

United States cosmetic brands also win on the quality criterion. In researcher's opinion, both United States and South Korea products have good quality. But the result shows that most consumers United States are superior in this one. It is because United States brands generate more brand awareness in consumers' mind. And like already explained before, United States brands have global reputation. The ones that have that kind reputation are assumed to have good quality as well. For South Korea and Indonesia cosmetic products, they need to improve in the quality field, which is to produce the real high quality cosmetic product and has license

from BPOM (Badan Pengawasan Obat dan Makanan). There are a lot of United States cosmetic products available in Manado, such as in department stores, malls, and supermarkets even through online shop. So the availability is definitely the best. South Korea products also started to grow in Manado, but the growth is not as fast as United States products, and the United States products have more variant products which suitable for any type of skins and whether mature or sexy style, or cute style. In the other hand, South Korea and Indonesia are less preferable. For South Korea, they need to produce more variant that are suitable for darker skin and Indonesia need to do a quick catch up with the cosmetic product trend that is happening right now although Indonesia cosmetic products are easy to find.

## CONCLUSION AND RECOMMENDATION

### Conclusion

Based on the analysis and discussion, the conclusion can be formulated:

1. The United States cosmetic products is the most preferred country–of–origin by the consumer since United States always has the biggest score, followed by South Korea and Indonesia.
2. Based on the overall result, price is the most preferred among six criteria for selecting cosmetic products followed consecutively by brand, promotion, quality, packaging and the last is availability.

### Recommendation

Based on the findings and conclusion of this research, the recommendation will be as follow:

1. South Korea and Indonesia must improve their performance considering the criteria which are become their weaknesses because United States cosmetic products dominates the best performance in all priority criteria that make cosmetic products able to attract more consumer.
2. Price has important role in selecting cosmetic products. It becomes the most dominant criterion that considered by the respondents that influenced their intention in choosing cosmetic products. Therefore, every producers and retailers in Manado have to pay attention toward this factor. Consumer will seek for an affordable price when they want to buy cosmetic products. For producers and retailers of cosmetic products, good price is crucial part in order to keep their consumer.

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