

**CONSUMER DECISION MAKING OF FEMININE SANITARY PRODUCTS IN MANADO****PENGAMBILAN KEPUTUSAN PELANGGAN TENTANG PEMBALUT DI MANADO**

**By:**  
**Anggun N. Matheos**  
**Sifrid Sony Pangemanan**  
**Merinda Pandowo**

<sup>123</sup>*International Business Administration, Management Program  
Faculty of Economics and Business,  
University of Sam Ratulangi Manado*

**E-mail:** <sup>1</sup>[anggun.matheos@gmail.com](mailto:anggun.matheos@gmail.com)

<sup>2</sup>[sspangemanan@gmail.com](mailto:sspangemanan@gmail.com)

<sup>3</sup>[iinpan@yahoo.com](mailto:iinpan@yahoo.com)

**Abstract:** The development of the business world in the era of globalization is going rapidly, which contributes in economic growth nationwide. In line with it makes the better level of income and the buying power the community grew to meet the need and desire of the will goods or services. The purpose in this study is to identify of consumer decision making of feminine sanitary product in Manado. Decision making is one of the most important function of the managers in any kind of organization. Among difference managers' decision strategic decision – making is a complex process that must be understood completely before it can be practiced effectively. Qualitative research is a broad methodological approach that en compasses many research method. Base on the data that collected 11 from 19 informant using product Charm as their feminine sanitary product. Most of them like to try another product but keep choose the older one. They choose what they feel comfortable to use. The manufacturer are paying more attention to the desires of the consumer so that the consumer be loyal to one brand, in other words the need for differentiation of products with a wide range of functional and usability needed by consumers.

**Keyword:** *consumer decision making, consumer behavior, feminine sanitary product*

**Abstrak:** *Perkembangan dunia usaha di era globalisasi semakin pesat, yang berkontribusi dalam pertumbuhan ekonomi nasional. Sejalan dengan itu, membuat daya pendapatan dan daya beli semakin meningkat untuk memenuhi kebutuhan dan kedediaan akan barang atau jasa. Tujuan dari penelitian ini adalah ntuk mengidentifikasi pengambilan keputusan konsumen terhadap produk pembalut di manado. Pengambilan keputusan adalah salah satu fungsi terpenting manajer dalam segala bentuk organisasi. Diantara keputusan manager yang berbeda, pengambilan keputusan strategis adalah proses yang kompleks yang harus dipahami sepenuhnya sebelum dapat dipraktekkan secara efektif. Penelitian kualitative adalah pendekatan metodologis yang luas yang mencakup banyak metode penelitian. Berdasarkan dari data yang telah dikumpulkan 11 dari 19 informan menggunakan produk Charm sebagai pembalut mereka. Kebanyakan deari mereka suka mencba produk lain tapi tetap kembali pada pilihan semula. Mereka memilih apa yang mereka rasa nyaman untuk digunakan. Pabrikan ini lebih memperhatikan keinginan konsumen sehingga konsumen yang setia akan tetap setia dan membeli produk ini.*

**Kata kunci:** *pengambilan keputusan konsumen, perilaku konsumen, pembalut.*

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## INTRODUCTION

### Research Background

The development of the business world in the era of globalization is going rapidly, which contributes in economic growth nationwide. In line with it makes the better level of income and the buying power the community grew to meet the need and desire of the will goods or services. Product quality is one of the determinant of the level of satisfaction consumer after purchase and the use of a product. As one of the being alive of God's creation that is gentle, compassionate and sensitive, woman are very picky in determining the product that will be used, they will spend a lot of time to find a product that really in accordance with his wishes. Woman also have the needs of a product is more diverse than men, such as the use of product ranging from product beauty, health, clothing, accessories to feminine sanitary product, which the bandage is a product of private consumption for the woman. Female sanitary napkins are a must-have item of every woman in productive age. No wonder, they will always need it and consequently buy for it every month due to their monthly period. This then gives huge opportunity to female sanitary producers to sell their products and thrive the marketing industry. The fact that there are huge numbers of women in productive age in Indonesia makes sanitary female napkins industry grows significantly.

The costumer decision making is a decision making process that the consumer will be thing about and determination of what will the consumer bought or not do the decision of the making process. The decision was obtained from previous activities. Consumer have been very critical and selective with the product the use, so company has to seeing the consumer decision who can satisfy the consumer and generate quality products so that consumers have plenty of alternatives options offered by marketers. Manado is chosen for taking sample of study in consideration that it is a modern developing city whose female citizens come from different backgrounds, activities, jobs, ages, status and etc. That for sure enable this study to find out more various reason of decision-making from those varied citizens. The qualitative method is chosen because it is believed to better elaborate the factors by interviewing the respondent directly to find out the factors that influence them when deciding on buying the feminine products. The title of the study is then **"The Study of Consumer Decision Making of Feminine Sanitary Products in Manado"**.

### Research Problem

Qualitative methods that are applied to conduct this study are expected to enable researcher to formulate the factors that influence female citizens of Manado city in deciding which feminine sanitary products to buy. Thus the question to be solved and answered during this research is;

How does women apply decision making process in buying feminine sanitary products'?

### Research Objectives

Based on the problem described above, the objective of this Sanitary Research is;  
To analyze the woman decision making in buying feminine sanitary products.

### Research Usefulness

Based on the problem describe about the usefulness of the data. There are two type of usefulness to analyze consumer decision for feminine sanitary products.

### Practical Benefits

This research as a reference for the company to take a decision and further to generate profits and knowing how big the influence of the consumer for take a decision for the quality of the product toward the purchasing decision.

### Theoretical Benefits

The usefulness of this research is aimed at those companies which results are expected to be used as the basic objective in making decisions as well as a guide to determine the steps to be undertaken by the company in the future.

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## THEORETICAL FRAMEWORK

### Consumer Behavior

Consumer behavior is the actions of individuals who are directly involved in the business of acquiring and using goods economic services including decision-making process that precedes and determines action- these actions. States consumer behavior can be defined as the process of decision making and activities of individuals are physically involved in evaluating, acquiring, using or can use the goods and services, while Zaltman and Wallendorf (1979) describes that consumer behavior is actions, processes, and social relations are carried out by individuals, groups, and organizations to obtain, use a product or another as a result of his experience with the products, services, and other sources. Consumer buying decision process made by stages starting from understanding the problem, find information, evaluate decision alternatives to the behavior after the purchase. After these stages through which the new buyer to make a decision about the type of product, brand, seller, time of purchase, and the amount of the purchase.

### Purchasing Decisions

Purchasing decisions is the selection of a decision as an act of two or more alternative option (Sumarwan, 2004; 289). Consumer decision making process of integration that combines the knowledge to evaluate the behavior of two or more alternatives and choose one of them. Results of this integration process is a choice (choice), presented cognitively as a desire to behave (BI). To understand the consumer purchase decision-making, must first understand the properties of consumer engagement with products or services. Understanding the level of consumer involvement on a product or service means that marketers are trying to identify the things that cause a person to feel to be involved or not in the purchase of a product or service.

### Quality Products

The concept of products related to the product's reputation as the perception of the quality of products / services related to the product name. The quality of the product is anything that has value in the target market (target market) where its ability to provide benefits and satisfaction, including this case is the object, services, organizations, places, people, and ideas.

### Demographic factors

Three demographic factors that influence consumer purchase decision will be considered for this study they are: age, Income, genders.

Consumer behavior change came from through ages. The older the person the more purchasing experience they have than the younger one. Older people consider diversified option through the experience they have developed. While younger ones with less experience rely on brand and price. Thus young generation is easily to be influenced by brand image.

Gender differentiates consumption behavior. Women and men perform different roles in every household; they have different demands for certain products as well as they behave differently in the process of consumption. Women look for information; they want to take consideration of all their options. Marketing strategies differentiates gender buying behavior thus female are more emotional and easily be attracted by advertisements compared to male. Another study also shows female are the one who have more PLBS shopping experience than males. Opposing this "Global PL-Trande" (2010) noted gender has no influence on the buying behavior.

Income is superior determinant of purchasing behavior (Dorota, 2013) .The level of income affect the life style and attitude of a consumer. A person with high income purchase expensive product and these with low income prefer to buy product with lower price. Higher Income level's purchasing behavior has a negative relationship with PLBs. whereas the lower Income levels have negative relation related to purchasing PLBs products (Paul, Trun, and Alan, 1996).

### Previous Research

Factors affecting consumer decision in the selection of a coffee brand. In this qualitative method the result can be affecting in what consumer decide to buy. This previous research explain about the relationship between social, personal and psychological factors and the decision making. The result of the study has indications that social, personal and psychological factors have effect on a consumer's decision-making process when selecting a coffee brand. However, the result was not totally reliable due to the fact that credible correlation was missing. The purpose of this research was to study how different factors of consumer behavior effect on decision-

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making during coffee brand selection. Consumer behavior consists of four factors: cultural, social, personal and psychological. In this study the focus was limited only to social, personal and psychological factors. The thesis was divided into a theory part and empirical part. The theoretical part discusses the basics of factors affecting purchase decision, decision-making process and brands. The empirical part of the thesis includes a survey that was carried out through the Internet. Data were collected by a self-administered questionnaire. A link to the questionnaire was published on Facebook and shared among people. The quantitative research method was applied in this study. The result of the study has indications that social, personal and psychological factors have effect on a consumer's decision-making process when selecting a coffee brand. However, the result was not totally reliable due to the fact that credible correlation was missing.

Factors that Influence Consumer Purchasing decisions of private label food products. It was collected qualitatively by interviews and quantitatively by online survey. The result of the study identified five factors that influence consumer's purchase decision of low-price private labels brand are brand, brand related activities (advertisement and words of mouth) perception, attitudes, purchase intention and demographic factors. Its prove brand and related factors are not significant factor that influence purchase intention. However, for food products. However if the product are dissatisfied with the product, they perceive risk and that has negative impact on their purchase decision. The study also showed female buy more low-price private label compare to male and those who earn low-income also buy more low-price private label compare to ones with higher incomes.

## RESEARCH METHOD

### Type of research

Qualitative research is a broad methodological approach that encompasses many research method. Qualitative research may vary with the disciplinary background, such as a psychologist seeking to gather an in-depth understanding of human behavior and the reasons that govern such behavior. Quantitative method can be used to seek empirical support for such research hypotheses.

### Case Study

Baxter and Jack, 2008 stated that Qualitative case study methodology provides tools for researchers to study complex phenomena within their contexts. It allows the researcher to explore individuals or organizations, simple through complex interventions, relationships, communities, or programs and supports the deconstruction and the subsequent reconstruction of various phenomena.

### Descriptive Research Type

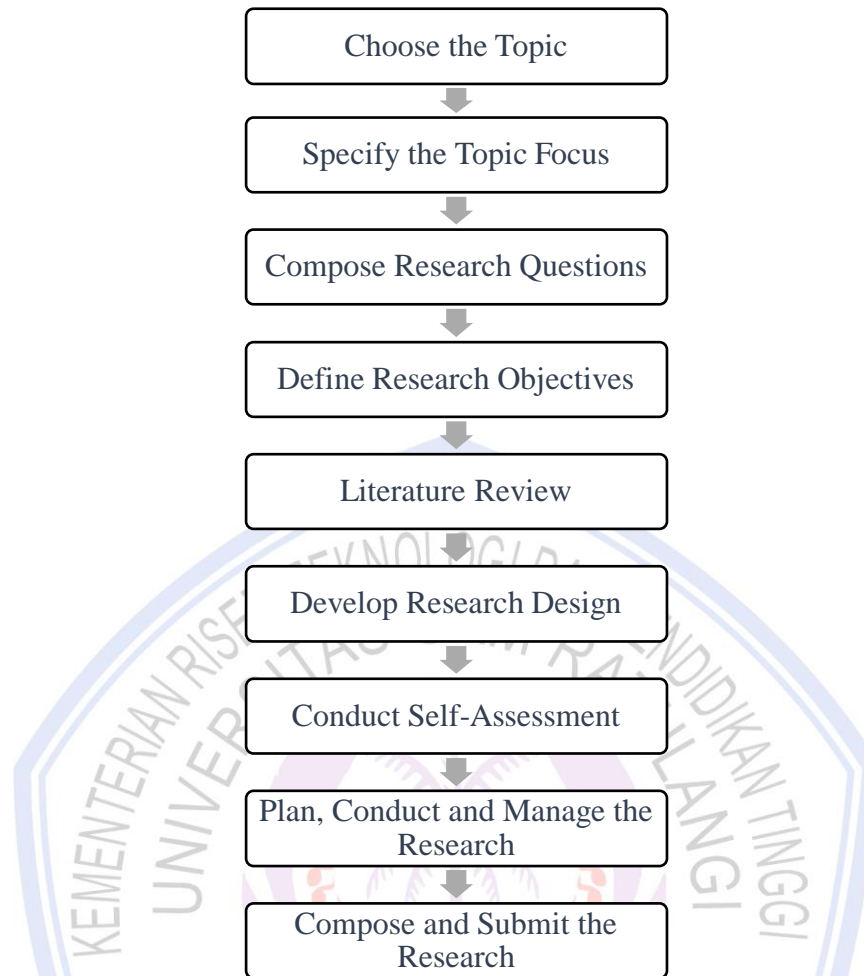
The purpose of this research is understand the factors on Consumer Decision Making Process in Feminine Sanitary Products in Manado. After some scientific processes, the information found in the research can be described. Observational approach is also used in this research.

### Place and Time of Research

The study is conducted in Manado during July – September, 2017. The location of the study is Manado city with the samples are women in productive ages as many as the researcher can reach to collect more various information to then be used for making elaboration and conclusion.

### Research Procedures

The research procedure is an orderly and systematic procedure, and this procedure may be presented from the first step of problem definition through the final step of the writing – up of the final report. However, it is also essentially circular in the sense that each preceding and succeeding step feeds on each other. This is the 10 step to conduct qualitative research:



**Figure 1: 10 Steps to Conduct Qualitative Research**

*Source: Chenail (2011:1715-1721)*

There the meaning of each 10 step that conduct qualitative research:

1. Think carefully and choose the topic based on the self-preferences. It is really important for the researchers because it will be really helpful for the researchers to conduct the research when the researchers have an interest and passion throughout the research process.
2. Compose the statements about the topic why the research is important to be examined.
3. Describe the specification of the topic focus. Be more focus on and explore the interest area by consider the choices available.
4. Compose the research questions. The research questions based on the topic focus that the researchers needed to answer and discuss.
5. Define the goals and the objectives of the research. It must focus on the original purpose of the research and its potential and also the objectives the researchers needs to achieve.
6. Review several literatures that related or studied similar topic. The literatures may help the researchers to have knowledge about the topic and as a reference for the conducting research.
7. Develop the research design that best suited for the research. The research design helps the researchers to perform systematically throughout the research process.
8. Conduct the self-assessment about the strengths the researchers have and needs in order to complete the research.
9. Make a plan, conduct and also manage the research. This step including the action plan the researchers need to develop, maintain the research activities and pay attention to the relational pattern.

10. Compose and submit the research. This include revise step before the research submitted or presented.

### Social Situation

Social situation can be considered as the population. According to Spadley (1980) in Sugiyono (2010) stated that social situation consists of 3 elements those are: *Place, Actors, and Activity* which have synergic interaction. The population of this research is online shoppers from Manado. According to Sugiyono (2010) purposive sampling is sample choosing technique by consideration and certain purpose. Snowball is sample choosing technique, from the small amount in the first, and then it becomes bigger. In this sampling method informants use their social networks to refer the researcher to other people who could potentially participate in or contribute to the study. Respondent of this research refers to 10 people university student who currently tend to purchase things from the internet and then they send to their relatives.

### Data Collection Method

There are three main data collection method in survey research, those are interviewing, administering questionnaires, and observing people. Qualitative data are generally collected using some type of unstructured interviews or observation.

There are 2 types of data source which are primary data and secondary data:

#### Primary Data

Primary data refer to information obtained first-hand by the researcher on the variables of interest for the specific purpose of the study. The primary data of this research is obtained by Interview with the selected informants and through observation.

#### Secondary Data

Data are data that have already been gathered by researchers, data published statistical and other journals, and information available from any published or unpublished source available either within or outside of organization, all of which might be useful to the researcher. Defined secondary data is data used for research that was not gathered directly and purposively for the project under consideration. In this research the secondary data is obtained from textbooks, articles, and internet. The secondary data for this research were obtained from theory in several economic text books especially marketing, several journals as the literature review, and information from internet. Text books help the researcher to have a better understanding about the theory being studied in this research.

## RESULT AND DISCUSSION

This is the result data of the informant for knowing how much informant spending per month and what kind of product that they use for knowing the influences of consumer decision making of the sanitary product.

**Table 1. Data of Informants**

Name	Age	Occupation	Cost per month	Product
1	25	PNS	IDR 100.000	Softex
2	24	University Student	IDR 50.000	Charm
3	26	SPV Contraction	IDR 25.000	Charm
4	22	Nurse	IDR 50.000	V-Class
5	20	University Student	IDR 30.000	Charm
6	30	Housewife	IDR 50.000	Kotex
7	26	Unemployed	IDR 50.000	Charm
8	28	PNS	IDR 50.000	Laurier
9	26	Unemployed	IDR 20.000	Charm
10	17	High school student	IDR 20.000	Charm
11	23	Unemployed	IDR 100.000	Natesh
12	30	Meweteng	IDR 50.000	Laurier

Name	Age	Occupation	Cost per month	Product
13	18	University Student	IDR 50.000	Charm/Laurier
14	25	Employee	IDR 100.000	Charm
15	33	Hotel Employee	IDR 150.000	Natesh
16	23	University Student	IDR 30.000	Charm
17	22	University Student	IDR 15.000	Charm
18	29	Employee	IDR 100.000	Charm
19	25	MUA	IDR 50.000	Laurier

Source: Data Processed, 2017

Base on the data that collected 11 from 19 informant using product Charm as their feminine sanitary product. Most of them like to try another product but keep choose the older one. They choose what they feel comfortable to use. The respondent always consider about the healthiness about the feminine sanitary that they use. Two respondent in this case like to use 'Natesh' as their feminine sanitary based on the healthiness and not looking for the price. For them the price is equal with the healthiness they got. Based on the data that collected most of the respondent do not want to try another feminine sanitary product because they afraid if they got the feminine sanitary product which has a dangerous material and make irritation to their feminist. Based on the data the respondent satisfying with an expensive feminine sanitary product. But they just try the expensive products ones and keep choose the older product for their need.

### Reliability of the Research

The reliabilities if the research had been tested by providing key codes by the researcher for the purpose of gathering data. After gathering data from respondent's interviews, there are three key codes in that had been criterion of their researcher in order to measure the data and to have accurate. There are consumer decision making, purchase decision, customer satisfaction. These is basically personality in a whole.

### Discussion

Consumer decision making is the manner or path by which a consumer moved through the decision making stages depend on several factors, including the level of involvement and extent of variety seeking. Low-involvement consumer decision making is the expectancy – value model assumes a high level of consumer involvement, or engagement and active processing the consumer undertakes in responding to a marketing stimulus. Consumer must want to evaluate a brand in detail, have the necessary brand and product or service knowledge in memory and have sufficient time and a proper setting. Based on the findings, it is found that feminine sanitary product is such as important part of every woman's life. They purchased it in spite of them like it or not. Average the respondent feel comfortable with that product and after they consider a lot they using it and don't want to change to another product.

Researcher can see clearly on how the respondent react to the buying process. There are two factors that can influence purchase intent and purchase decisions. Based on the theory of purchasing decision on the data has been searching before this respondent using the eliminate-by-aspect heuristic to compared the feminine sanitary product. The informant use this theory to reduce the number of brand that more comfortable. This result disproves the first hypothesis set for this study that the respondent has effect on the decision making process. It is interesting that consumers receive the information in advertising and seminar. Customer satisfaction is the feeling of the pleasure. Based on the theory the respondent is comparing the feminine sanitary product perceived performance to expectation. The respondent feel comfy with the feminine sanitary product they use and don't want to choose another product. The respondent consider about the healthiness about the feminine sanitary product.

## CONCLUSION AND RECOMMENDATION

### Conclusion

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have the necessary brand and product or services knowledge in memory and have sufficient time and a proper setting.

### Recommendation

Based on the result, discussion, conclusion of this research, here are some recommendations proposed for several parties.

1. The manufacturer are paying more attention to the desires of the consumer so that the consumer be loyal to one brand, in other words the need for differentiation of products with a wide range of functional and usability needed by consumers.
2. Consumer preferences level of feminine sanitary products look in the price and the brand more than concern with the benefit of the product itself.

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