COMPARISON ANALYSIS OF ORIGINAL AND COUNTERFEIT COSMETICS BASED ON PERCEIVED QUALITY CASE STUDY ON STUDENTS OF SAM RATULANGI UNIVERSITY

ANALISA PERBANDINGAN DARI KOSMETIK ASLI DAN PALSU BERDASARKAN KUALITAS YANG DIRASA STUDI KASUS PADA MAHASISWA UNIVERSITAS SAMRATULANGI

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Abstract: Cosmetic is one type of product that often has prestigious prices tied with quality to attract consumers, which (as often is seen with high-priced products) arouses the interests of counterfeiters to copy the originals. Cosmetic can reflect certain life-styles. Cosmetic also can creates different perceived values depending on the consumer. The research aims to find out if there is significant difference in original and counterfeit product based on perceived quality of Sam Ratulangi University. This research conducted by a quantitative method to support the hypothesis. The respondent of this study was using 100 respondents of students in the university. This study was carried out in Samratulangi University. The research adopts comparative research were issued to gather data from the customer to measure their assessment about the original counterfeit cosmetics in the university and their perceived quality. Based on the result of this research, the study found that there are significant diffrence in original and counterfeit. Cosmetics quality perspective of original quality is better than counterfeit quality.

Keywords : *marketing, counterfeit cosmetics, perceived quality*.

Abstrak: *Kosmetik adalah salah satu jenis produk yang sering memiliki harga prestisius diikat dengan kualitas untuk menarik konsumen (seperti yang sering terlihat pada produk dengan harga tinggi), membangkitkan keinginan para pemalsu untuk meniru aslinya. Parfum juga dapat mencerminkan gaya hidup tertentu. Parfum menciptakan nilai yang dirasakan berbeda yang sangant bergantung pada kepribadian konsumen. Penelitian ini bertujuan untuk mengetahui apakah ada perbedaan yang signifikan pada produk asli dan palsu berdasarkan persepsi kualitas Universitas Sam Ratulangi. Penelitian ini dilakukan dengan metode kuantitatif untuk mendukung hipotesis. Responden dalam penelitian ini menggunakan 100 responden siswa di universitas. Penelitian ini dilakukan di Universitas Samratulangi. Penelitian ini mengadopsi penelitian komparatif kosmetik palsu di universitas dan kualitas yang mereka rasakan. Berdasarkan hasil penelitian ini, penelitian menemukan ada perbedaan yang signifikan antara yang asli dan yang palsu. Perspektif kualitas kosmetik asli lebih baik dari pada kualitas kosmetik palsu.*

Kata Kunci : *pemasaran, kosmetik palsu, persepsi kualitas.*

INTRODUCTION

Research Background

Cosmetic is one type of product that often has prestigious prices tied with quality to attract consumers, which (as often is seen with high-priced products) arouses the interests of counterfeiters to imitate the originals. Based on that view, cosmetic creates different perceived values depending on the consumer. It is important to know whether consumers perceive original cosmetic as higher quality than counterfeit cosmetic or whether they do not perceive original cosmetic as higher quality than counterfeit cosmetic, because if consumers do consider original perfume to have higher quality than counterfeit perfume, then there is potential market for original perfume. However, if consumers do not consider original cosmetic to have higher quality than counterfeit perfume then there is no practical market for original cosmetic.

Original cosmetics costs more than counterfeit cosmetics for many reasons. Original cosmetics companies have costs for researching good ingredient combinations, researching into allergy likelihood of ingredients (and picking less risk ingredients), researching into customer wants and tastes, marketing costs, etc. Where as counterfeiters require only to try to imitate the original-much lower cost, even if the counterfeit's quality is close to the same as the original.

The study of customer value continues to become significantly more important in both research and practice. Analysis and critical evaluation of the different trends and approaches found to date in this research field, encompassing the development of perceived and desired customer value research, the relationships between the Customer Value (CV) construct and other central marketing constructs, and the linkage between CV and the company interpretation of the value of the customer, like customer lifetime value (CLV). Although customer value has become the object of much investigation only during the last couple of years, the value concept has always been the fundamental basis for all marketing activity (Holbrook, 1994:22).

Delivering superior value to customers is an ongoing concern of management in many business markets today, and the value concept is considered one of the most popular constructs among business managers and academia. Market share and ultimately corporate profitability depend heavily on perceived customer value to the extent of stating that value can be considered the fundamental basis for all marketing activities. Zeithaml has suggested that perceived value can be regarded as a consumer's overall assessment of the utility of a product (or service) based on perceptions of what is received and what is given. She referred to this assessment as a comparison of a product or service's 'get' and 'give' components. The most common such definition of value is the ratio or trade-off between quality and price. (Zeithaml, 1988)

Creating and delivering customer value is seen as a cornerstone of marketing and competitive strategy and relationship management Competitive Marketing Strategy (CMS) has relationship marketing (RM) as one of the key functionality in enhancing business performance. RM is defined as the identification, establishment, maintenance, enhancement, modification and termination of relationships with customers- to create value for customers and profit for organization by a series of relational exchanges that have both a history and a future. The role of RM in CMS includes: guide moments of truth, improve profitability, build partnering, address 'Customer Better', buy in of customer attention, protect emotional well-being, understand consumer psyche, build trust with customer. All these roles are observed empirically in the hotel industry, with some hotels placing emphasis on their extraordinary operations and services to engage with the customer.

What do consumers mean by quality and value? How are perceptions of quality and value formed? Are they similar across consumers and products? How do consumers relate quality, price, and value in their deliberations about products and services? This research is an attempt to provide answers to these questions by: defining the concepts of price, quality, and value from the consumer's perspective, relating the concepts in a model, and developing propositions about the concepts, examining the available evidence in support of the propositions, and suggesting areas where re-search is needed. To accomplish these objectives, a review of previous research was augmented by an exploratory investigation of quality and value in the product category of cosmetics.

Research Objectives

       To ascertain whether significant difference does exist in consumers' perceived quality between counterfeit perfume and original perfume.

THEORITICAL FRAMEWORK

Marketing

       Kotler and Keller (2009; 287) defined marketing as a process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals. That is, marketing is the process that companies use in order to sell products and services to gain profit. It includes such things as market research, advertising, sales, delivering of products, etc.

Marketing Research

       Marketing research is research done to aid organizations in solving problems, realizing opportunities, and making decisions in order to benefit the organization. It often deals with consumer behavior and consumer perception, as what consumers think is important to the market. Malhotra (2007:7) defined it as the systematic and objective identification, collection, analysis, dissemination, and use of information for the purpose of improving decision making related to the identification and solution of problems and opportunities in marketing.

Consumer Behavior

       In order to develop products and market them in an appealing way to their target audience, businesses must understand their consumers and potential consumers. The taste and perspective of different people on different products and services vary---some positive and some negative. Consumer behavior studies the phenomena of how various stimuli as thoughts, culture, and peer pressure affect people's reasons and means to purchase various products and services. Why (the reason), when (the time), and how (the means) is what consumer behavior (the field of study) aims to study and understand. Actual consumer behavior is the behavior which consumers have toward products and services while purchasing (or not purchasing) them. A mix of many different things affects the behavior of consumers, including psychological, social, economical, anthropological situations, and their environment. For marketers to recognize the actions that consumers will take, it is important to study consumer behavior. Marketers have done a great many things to try to fully understand consumer behavior, and continue to study because consumer behavior changes constantly (and often rapidly). It is more easily understood with definitions of consumer behavior and its theories by experts on the subject. Bello (2008:2) explained, The term consumer behavior is defined as the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of product and services that they expect will satisfy their needs. Consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items. This includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase and the impact of such evaluation on future, and how they dispose of it.

       The purchasing decisions of consumers are based on various factors, comparing products and choosing which product is most fitting and they are most comfortable with. Solomon (2011:34) added that consumer behavior may be affected by skillful marketing, which enhances the motivation and even behavior of consumers; for example, by giving products and services more attractive designs. Reid and Bojanic (2009:87) also points out that there are two main factors influencing consumer behavior: external factors and internal factors. External factors including: culture, socioeconomic level, social and belonging needs in other words, peer-pressure. Internal factors such as: self esteem, experience, personality, self-image, and safety needs.

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Consumer Perception

Two different people may interpret the same thing they experience differently. How creatures receive and process (or interpret) stimuli is the description of perception, as is seen in this definition of perception: The process by which an individual selects, organizes, and interprets information inputs to create a meaningful picture of the world. (Kotler and Keller, 2009:788)

Quality perception of consumers is said to be an essential and measured determinant for product choice. It is for this reason that the understanding exists of consumer perception influencing customers' amount of satisfaction, and in so doing also influencing their purchasing and application choices. Consumer application and purchase of any product greatly is dependent upon what their perception is of said product. Perception may be developed (in favor or against said product) by how effectively (or ineffectively) said product is marketed. Organizations recognize that getting customer's attention and making positive impressions is important, and so may even change the color and shape of a product (among many other things) based on their data of consumer perception.

Perceived Quality

Perceived quality, as defined by Aaker (1991:85-86), can be defined as the customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives. Perceived quality is, first, a perception by customers. It thus differs from several related concepts, such as actual or objective quality (the extent to which the product or service delivers superior service), product-based quality (the nature and quantity of ingredients), and manufacturing quality (conformance to specification, the zero defect goal).

Perceived quality is intangible. It is feeling or perception about the product or service what the consumer thinks the quality of the product or service is. It doesn't have to reflect the actual quality; it is simply the perception of the consumer.

Previous Research

Bian and Moutinho (2011), hold the positions that consumers have more favorable perceptions of original products than of counterfeit products, with exceptions of financial risk and security concerns; that significant perception differences concerning counterfeit products were identified between counterfeit product owners and non-owners; that, in contrast, counterfeit product ownership had no significant effect on consumers' evaluations of original products; that several perception dimensions appeared to be significantly influential on counterfeit behavioral intention, with brand personality playing the dominant role; and that evidence of an interaction effect of counterfeit ownership with consumers' perceptions of counterfeit products on counterfeit product purchase intention did not exist.

Research Hypothesis

Based on the theoretical frame work, this research conduct hypothesis as follows:

H_0 : There is no significant different of consumers perceived quality between cheap cosmetics and expensive cosmetics.

H_1 : There is significant different of consumers perceived quality between cheap cosmetics and expensive cosmetics.

RESEARCH METHOD

Type of Research

This research is a comparative research to investigate original and counterfeit cosmetics based on perceived quality. Comparative analysis is the item-by-item comparison of two or more comparable alternatives, processes, products, qualifications, sets of data, systems, or the like. In accounting, for example, changes in a financial statement's items over several accounting periods may be presented together to detect the emerging trends in the company's operations and results.

Time and Place of Research

This research will be conducted in Manado start from the beginning of August 2016.

Research Procedure

The research has steps of procedure of as follow ; making questionnaire based on indicators, delivering questionnaires, data ollect, data tabulation, data processing, data analysis.

Population and Sample

Population is generalizeed to the object/subject which have a certain quantity and characteristic that is required by researcher to studying and to gain conclusion (Sugiyono, 2005; 55). The population in this research is all cosmetics consumers of University Sam Ratulangi Manado. And the sample of this research is cosmetics consumers of University Sam Ratulangi Manado, as many as 100 respondents. The sampling design is convenience sampling that is considered as the best way of getting some basic information quickly and efficient.

The sample of this research is perfume consumers in Manado, as many as 100 respondents. The sampling design is convenience sampling which is considered as the best way of gathering basic information quickly and efficiently. Convenience sampling is collecting information from members of the population who are conveniently available to provide it (Sekaran & Bougie, 2010:276).

Data Collection Method

This research used several methods to collect data, namely questionnaires and library studies. Questionnaires were distributed to consumers of perfume in Manado, respectively 100 sheets. While calculating weight rating customer questionnaires using a Likert scale. The Likert scale was associated with a statement about one's attitude towards something. Whereas library studies is a data collection method whereby relevant literature was studied to acquire a theoretical overview of the perceived quality of perfume concept.

Operational Definitions and Measurement of Research Variables

The general explanation of variables in this current research that areanalyzed, are stated as follows; Perceived Quality is the customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives. Measurement of the variables is an integral part of research and an important aspect of research design. By using the Likert scale, respondents will not have problems in understanding and filling out the questionnaire, and it is easy for the researcher to measure, interpreting and analyze. Variable will be measured on five points of scale with 1 as the lowest and 5 as the highest. Typically, each scale item has five response categories, ranging from "strongly disagree" to "strongly agree".

Data Analysis Method
        This given section will be explained about the overall analysis methods that are used in this current research, either the fundamental testing of the obtained data and the main analysis method of the tabulated data for proving hypotheses in this research.

Independent Samples T-test
        A t-test is any statistical hypothesis test in which the test statistic follows a student's *t* distribution, if the null hypothesis is supported. It is most commonly applied when the test statistic would follow a normal distribution if the value of a scalling term in the test statistic were known. When the scaling term is unknown and is replaced by an estimated based on the data, the test statistic follows a Student's *t* distribution. This t-test is used to analyze the perceived quality of original and counterfeit cosmetics at Sam Ratulangi University.

Pearson Product Moment Correlation
        In Bivariate Correlations, the relationship between two variables is measured. The degree of relationship (how closely they are related) could be either positive or negative. The maximum number could be either +1 (positive) or -1 (negative). This number is the correlation coefficient. A zero correlation indicates no relationship.

Reliability test and Validiy test
        The main usage of the Reliability test is to make sure that the used measurement tool (questionnaire) is really consistent in measuring some cases, even though the observation has been conducted frequently at the same object. The validity test is the degree to which a test procedure accurately measures what it was designed to measure.

RESULT AND DISCUSSION

Results
General Information of Respondents
        From the questionnaires were 100 respondents. 100% were between the ages of 0 – 20 years old. 64% were female, and 36% were male. 100% were students.

Validity and Reliability Test
        The validity test results show that all the indicators of independent variables in questions X1.1 – X1.8 are valid because the correlation value for each is above 0.3.
        The Reliability results show that the instrument is acceptable because Cronbach's Alpha coefficient has a value of 0.688; it proves that the data is up to standard and can move forward to the next step. The Validity result shows that the validity for each variable are good where the values are above the minimum level of 0.60. It means that all independent variables are above the minimum level and the results are reliable, as shown in the table below.

Table 1. Reliability Statistics

Cronbach's Alpha	N of items
.688	4

Source: SPSS 19, 2016

Normality Assumption

Normality test data is a common thing to do before a statistical method. Purpose test for normality is to determine whether the distribution of the data follow a normal distribution or close to, the distribution of data with normal distribution pattern (data distribution is not skewed to the left or right).

Analysis:

Ho : The population is normally distributed

Ha : The population is not normally distributed

The criteria of decision making is based on the probability

If the probability value > 0.05 then Ho is received

If the probability value ≤ 0.05 then Ho is rejected

As seen from the table below, Ha is true.

Table 2. One-Sample Kolmogorov-Smirnov Test

		X1.3	X1.4	X1.5	X1.6
N		200	200	200	200
Normal Parameters[a,b]	Mean	3.0800	3.0700	3.0550	3.2450
	Std. Deviation	1.21283	1.15836	1.18702	1.07272
Most Extreme Differences	Absolute	.191	.164	.178	.205
	Positive	.191	.164	.178	.205
	Negative	-.123	-.149	-.152	-.144
Kolmogorov-Smirnov Z		2.705	2.321	2.524	2.904
Asymp. Sig. (2-tailed)		.790	.201	.853	.861

a. Test distribution is Normal.

b. Calculated from data.

Source: SPSS 19, 2016

T-test

T-test is used to determine the partial effect of each independent variable to dependent variable. T-test value is obtained by comparing value of tcount with ttable. If tcount is higher than ttable, Ho is rejected and Ha is accepted.

Independent Sample t-test for Gender, divided between the group Original and Counterfeit of cosmetic e Quality.

Table 3. Group Statistic

	Group	N	Mean	Std. Deviation	Std. Error Mean	
X1.1	Original	100	3.7700	1.09963	.10996	
	Counter feit	100	2.3900	.88643	.08864	
X1.2	Original	100	3.5300	1.11423	.11142	
	Counter feit	100	2.6100	1.01399	.10140	
X1.3	Original	100	3.6600	1.15662	.11566	
	Counter feit	100	2.4500	.86894	.08689	
X1.4	Original	100	3.6300	.97084	.09708	
	Counter feit	100	2.8600	1.03494	.10349	

Source: SPSS 19, 2016

Discussion

Based on the data analysis above about the compare means with independent sample t-test of consumer perception of pricing between original and counterfeit of cosmetics quality, the result shows that there are a mean different between original and counterfeit cosmetics quality and it's supported by level of significant. Means that original and counterfeit of cosmetics quality have a significantly different and based on the compare mean and t value is positive, original of cosmetics quality is better than counterfeit of cosmetics quality.

Many imitation cosmetics have exactly the same brand's name, almost identical labels, packaging, and very similar forms. It's really not that easy since counterfeiters have become masters of their crime with the aid of modern digital imaging and printing techniques. They are capable of producing almost identical replicas of all the major leading cosmetic brands on the market today. Consumer may never really know, until they experience the actual product which may be close to but not exactly as it should be. Consumers discover that the cosmetic does not last as long.

Respondents have more positive perception of original cosmetic because it reflects from the quality itself. Respondents feel that the scent that comes from original cosmetic has more power and longer durability. Some of the respondents have the perception that original cosmetic will increase their self confidence and performance in public, while counterfeit cosmetic couldn't do that (as they perceive it). Counterfeit cosmetic has more negative perception from respondents because respondents aren't satisfied with the quality.

The other side that the price bounded with high quality of cosmetics is one of additional factor why respondent have more positive perception of original cosmetics rather than counterfeit one. Price some time determines the prestige of a product as long as coming together with high quality. Respondent might satisfy because they can effort to purchase a original cosmetics with a luxury price bounded together with quality.

I.Wuwungan.,S.S.Pangemanan.,J.R.Tumiwa.,Comparison Analysis…

CONCLUSION AND RECOMMENDATIONS

Conclusion

There is a significant difference in cosmetics quality perspective between original and counterfeit. Cosmetics quality perspective of original quality is better than counterfeit quality.

The importance of this finding is that it shows there is potential market for original cosmetic in Manado. Knowing that consumers' perception of original perfume is better than that of counterfeit cosmetic aids researchers in seeing the potential market for original cosmetic in Manado, because it shows that there is fairly good probability that consumers will buy the original when they have opportunity to do so. It implies that original cosmetic with its higher price can still compete fairly well against counterfeit cosmetics.

Recommendations

1.Company should care about the consumer cosmetics quality perception and about original and counterfeit cosmetics quality, since there is a significant difference in cosmetics quality perspective between original and counterfeit. Cosmetics quality perspective of original quality is better than counterfeit quality.

2.In present day, original and counterfeit cosmetic packaging on the market from a variety of well-known brands for now is difficult to distinguish between oroginal and counterfeit. Consumers should be more careful and wiser in choosing cosmetics on the market as though it might have looked similar in packaging, label, and etc. But absolutely the quality of original product is better than the counterfeit product.

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