Customer Behavior Analysis on Cosmetic Product Purchase

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Abstract
This study aims to analyze the relationship of conformity with the formation of brand loyalty using brand experience and brand love. This causal study uses a questionnaire as a data collection tool and is distributed to 270 online respondents who have been contacted through social media groups and with the concept of snowball. The sample selection used purposive sampling technique with the criteria that all respondents had used the Make Over, as well as celebrity products on their product advertisements. Data analysis was performed using the Partial Least Square (PLS) model. Testing of measuring instruments as indicators used is valid and can be consistent. The results of hypothesis testing show that self congruence, brand experience, and brand love have an influence on the cosmetic brand loyalty Make Over. Variable brand love has the strongest influence on brand loyalty.

Keywords: self-congruity; brand experience; brand love; brand loyalty; cosmetics

1. Introduction
The beauty industry is currently growing very rapidly, it is shown that the global beauty care industry is estimated to reach about $ 265 billion by 2017 (Lucintel, 2012). The beauty products market in Indonesia is very potential, since the sales figures in the market continue to increase from time to time. The cosmetics brand in the Indonesian market itself has been flooded with many brands from abroad as well, so domestic cosmetic brands must be able to compete to compete for consumers. The phenomenon in the cosmetics market in Indonesia today, it turns out that Indonesian consumers prefer to buy foreign-made cosmetics products than local products (Nielson, 2016). In Indonesia, there is a company that captures these opportunities and creates products using a global brand approach, but in fact, this product is the original domestic production, which is PT. Paragon Technology and Innovation who creates a new product line brand namely MAKE OVER. Beauty is not just about selling and consumption, but also creating a story and experience for its customers. Scott (2015) says "Makeup can mean a lot of different things to a lot of different women. For many, makeup is a way to invoke one's self." Addition to showing a better self-image, the reason why cosmetics cannot be separated from the women especially because the use of cosmetics can increase their physical attractiveness and improve or modify their defective self-image (Guthrie, Hye-Shin, & Jung, 2008). This is interesting because, in the cosmetic object, the role of self-congruity can be the determinant factor of a person having the intention of buying behavior (Sirgy and Su, 2000). In other words, people prefer products or brands whose psychological characteristics fit their own characteristics (Liu et al, 2012). Brands that are capable of delivering it, are believed to encourage the creation of subjective experiences (Sirgy et al., 2000). If a brand can generate or create an experience in the minds of consumers and stored in the consumer's memory, this can lead to satisfaction and brand loyalty because it is believed an experience may be the basis for information processing and conclusions that result in brand-related associations (Keller 1993). In addition to the role of experience, the role of brand love can arise also when driven by self-consistency and self-esteem motives (Albert, Merunka and Valette-Florence, 2008). That is, self-congruity is an early process of consumers love the brand, it supports the discovery by Albert et al., (2013) that confirm the love brand scale then predicted and will lead to three positive behaviors, namely trust, positive word-of-mouth and brand loyalty. Apart from these phenomena, this is interesting to examine considering there is a gap that occurs where the global brand products and local brands can still compete pretty tight in mastering the cosmetics market in Indonesia, so
researchers want to examine the extent of the effect of influence between self-congruity, brand experience, brand love, and brand loyalty by using the object of local brand cosmetics that do the global brand approach that is brand MAKE OVER.

2. Problem Statement
Based on the introduction then the problem statement can be formulated as follow:
What factors affected the consumer behavior on purchasing cosmetic product?

3. Research Questions
These are the research questions:
1. Does self-congruity directly influence brand loyalty?
2. Does self-congruity indirectly influence brand loyalty through brand experience and brand love?
3. Does brand experience influence brand loyalty?
4. Does brand experience influence brand love?
5. Does brand love influence brand loyalty?

4. Purpose of Study
The purpose of this study is to investigate and to analyze the customer behavior on cosmetic product.

5. Conceptual Model
Sixt (2013) conducted a self-congruity study using a tourist object and explained that when consumers feel in conformity with tourist destination images, they tend to have satisfying experiences and share their experiences in social media through consumer-generated content. The study also explains that when a person feels self-compatible between a tourist attraction and himself, they tend to choose the object of the tour and they want to feel the experience there. Other research (Vernuccio et al., 2015) examines coherently with the context of an online network-based community, with the aim of understanding how a managerial approach tailored to online social interaction/experience can leverage the formation of social identities to enhance emotional brand performance. Future research was conducted by Lee and Jeong (2014) which aims to investigate online brand experience, based on congruity aspect as its theoretical background. The former theory of congruity (Osgood & Tannenbaum, 1955) explains that customers morally have good attitudes and behaviors as they hold beliefs (similar) to objects or events.

H1: Self Congruity is associated with Brand Experience

The results of Albert et al. (2008) also confirm the results of previous studies by Ahuvia (1993) in which self-congruity also emerges as part of brand love. However, comparisons with the Ahuvia (1993) study are not straightforward because the study includes a love affair associated with a number of objects including places, ideas, pieces of music and brands. It is possible that some dimensions of love are only activated for certain types of objects (Ahuvia, 1993). Brand love and self-congruity are two of Carroll and Ahuvia's (2006) empirical study dimensions. Furthermore, the study shows that for brand love to happen, the integration of brands into the identity of consumers is very important. Thus, it can be said that higher self-congruency will result in a stronger emotional bond (Aaker, 1997, Sirgy, 1986). Other research (Vernuccio et al., 2015) also examines how understanding social-interactive engagement and social identity affects brand love in online network-based
communities and especially on Facebook-brand fan pages and the results are positively significant.

**H2: Self Congruity is associated with Brand Love**

Fournier (1998) explains that there is a link between brand love and brand experience because love relationships, such as friendly relationships, can last for decades and involve a lot of effective, cognitive, and behavioral reactions. From this experience, someone will relate to the brand and can love the brand. Furthermore, Batra et al (2012) use a grounded theory approach to investigate the nature and consequences of brand love and says that research on brand love needs to be built on an understanding of how consumers actually experience or experience the phenomenon present in the brand. In accordance with research on interpersonal love (Fehr, 2006), Batra et al (2012) find that brand love, as a consumer experience, goes beyond brand attachment (Thomson et al., 2005), including different cognitions, emotions, and behaviors (Batra et al., 2012). Almedia and Nique (2005) conducted an empirical study, which indicated that the level of passion (during the consumption experience) had the ability to grow from low (satisfied) to high (happy). This suggests that if passion increases proportionately along with satisfaction, brand experience may actually be an antecedent of the ideal form of consumer pleasure - brand love. Brand Experience consists of several dimensions, which can be generated by brand-related stimuli, potentially forming emotional bonds on stronger brands (Brakus et al., 2009).

**H3: Brand Experience is associated with Brand Love**

There is an increasing interest in adopting self-congruity in the study of brand loyalty (Sirgy, 1986; Kressmann et al., 2006; Liu et al., 2012). Additional research on the effects of social influences and self-congruity across channels can also provide valuable insights. Self-image congruence theory suggests that consumers prefer products and brands that they consider to be used or owned by people they can associate with and that correspond to their identities. Consumers may also be interested in the brands used by reference groups they aspire to become members of. Sirgy (1986) claimed that the actual self-effect is often more important than other types of self, such as self-ideal, self-social, or ideal social self. However, because of the strong symbolic value associated with a luxury brand, the ideal or self-social effect may be more important for a luxury brand than a non-luxury brand. In the study of their luxury products, Liu et al (2012) found a positive influence of self-congruity on brand loyalty based on the identification of consumers with luxury brands. The study by Kressmann et al (2006) suggests a conceptual model that shows that self-congruity positively affects brand loyalty directly and indirectly through functional relationships, product involvement, and quality of brand relationships.

**H4: Self Congruity is associated with Brand Loyalty**

The results of the relationship between brand experience and brand Loyalty are reinforced by the results of the study according to Jung et al (2012), where their research examining brand experience - brand relationship quality (trust, commitment) has a positive influence on brand loyalty formation. Through this study, they suggest that brand experience is crucial to building brand relationships and brand loyalty. This relationship is also reinforced by research conducted by Oliver (1997), his research makes a conclusion when a long-term experience occurs in the minds of consumers in a long time, over time, stored in consumer memory, will affect customer satisfaction and loyalty. In addition, because of the experience of stimulation results in pleasant results, consumers want to repeat this experience. That is, the brand experience will affect not only the past but directed to the assessment of satisfaction and also in the future will be directed to customer loyalty.

**H5: Brand Experience is associated with Brand Loyalty**

According to Oliver (1999), brand loyalty has different levels of cognitive loyalty, effective loyalty, conative loyalty and action/behavioral loyalty. Cognitive loyalty is based on
the knowledge gained about alternative brand information. Affective loyalty is based on the emotional desire for the brand. Conative loyalty is a strong intention to buy back the brand. Cognitive loyalty, effective loyalty, and conative loyalty are developed in one's mind, but not actualized. Loyalty action will occur when external barriers (Oliver, 1999) do not exist. The obstacle refers to the various situational forces and marketing efforts of competitors. Therefore, it can be concluded that brand love will at least lead to conative loyalty, if not do loyalty actions. Conative loyalty refers to the strong intention to be faithful to the brand (Oliver, 1999). Oliver also stated that sometimes conative loyalty does not turn into loyalty action because of some obstacles. It implies that if there are no obstacles then conative loyalty will lead to the act of loyalty. In literature that recently emerged in the era of researchers in the 2000s, brand love predicts brand acceptance, brand loyalty, involvement in positive word-of-mouth (WOM) and resistance to negative information (Carroll & Ahuvia, 2006; Batra et Wallace et al., 2012, Wallace et al., 2014). As a result, brand love emerges as a major result in brand management, playing a strategic role as a means of building sustainable brand-consumer relationships that may offer profitable marketing opportunities (Kohli et al., 2014). Albert et al (2008) conducted further research where the scale of brand love then predicted will also lead to three positive behaviors, namely trust, positive word-of-mouth, and loyalty.

**H6 : Brand Love is associated with Brand Loyalty**

Schembri and others (2010) argues that every individual has an inherent desire to communicate himself using symbols embedded in his daily life. In addition, the experience and love of a brand have a strong relationship, where a positive experience can generate a sense of love for the brand and allow someone to be loyal (Batra, Ahuvia, & Bagozzi, 2012; Kohli et al., 2014). Some previous studies say that to express self-concept, it takes experience first, even the love of something, so that when someone expresses himself and positive results, then someone will be loyal and faithful to use it in everyday life. (Brakus et al., 2009; Kressmann et al., 2006; Sirgy et al., 2000). Thus, in the present study, the researcher would like to try to develop the relationship of previous theories and see if there is a relationship between these variables when combined.

**Figure 1 Conceptual Model with Hypothesis**

![Conceptual Model with Hypothesis](image)

6. Research Methods

This causal study used a questionnaire with Likert scale as its method and distributed to 270 respondents calculated using measurements from Hair and others (2011). The population of this study is the user of cosmetic MAKE OVER in Surabaya, Indonesia.
Selection of this research sample using purposive sampling technique with criteria determined by the researcher, there are:
1. MAKE OVER cosmetic user and use MAKE OVER consistently for at least a year at the time the data collection commences on September 1, 2017, to October 10, 2017.
2. Female and aged between 20-30 years,
3. Ever shop at the venue MAKE OVER,

Figure 2 Path Model

In the structural model, its predictive relevance can be assessed from Geisser and Stone's Q-square criteria (Geisser, 1974; Stone, 1974). The value of R-Square in Brand Experience variable is 0.277, meaning that the percentage of Brand Experience data diversity that can be explained by Self Congruity is 27.7%, in other words, it can be concluded that Self Congruity can affect 27.7% Brand Experience from MAKE OVER in Surabaya. The value of R-Square in Brand Love variable is 0.493, meaning that the percentage of Brand Love data diversity which can be explained by Self Congruity and Brand Experience is 49.3%, in other words it can be concluded that Self Congruity and Brand Experience can influence 49.3% % Brand Love MAKE OVER consumers in Surabaya. The value of R-Square on Brand Loyalty variable is 0.726, it means that the percentage of data Brand Loyalty that can be explained by Self Congruity, Brand Experience, and Brand Love is 72.6%, in other words it can be concluded that Self Congruity, Brand Experience, and Brand Love can affect 72.6% Brand MAKE OVER Brand Loyalty in Surabaya. From the calculation results, it is known that the value of Q2 is 0.900, where this value is greater than zero, indicating that the structural model developed in this study has a good prediction accuracy. It can be interpreted also that the structural model developed in this study can predict well by 90% Brand Loyalty of MAKE OVER consumer in Surabaya.

7. Conclusion

Average results have shown quite high results, where MAKE OVER has been able to provide a good experience and make consumers have emotional ties, but actually still be optimized again because the average results have not shown the maximum results. To
optimize it, MAKE OVER should focus more on brand love establishment because of the strongest brand love influence on brand loyalty, so it is advisable to have special member card according to routine MAKE OVER purchasing with some terms. One of the conditions that can be applied is to create a minimum spending limit to get a special member card. In the questionnaire results, the majority of respondents indicated that the spending to buy cosmetics per month is around IDR 250,000 – IDR 500,000, so the minimum spending limit for getting a special member card is around IDR 750,000 (taken from the consideration of twice the average consumer spending). The advantage that consumers feel is getting free full makeup by MAKE OVER once in a month free of choice when consumers want to attend important events. This is expected to encourage consumers every month to continue to increase their consumption in cosmetics MAKE OVER. With the passage of special member card, in addition to increasing brand love with its consumers later, it is also expected to improve the habits and frequency of consumer visits to shopping at the venue MAKE OVER. In answering the phenomenon that occurred in Indonesia which shows the existence of ambiguity about the origin of MAKE OVER products that still occur among consumers, this could be an opportunity for MAKE OVER to create consumer image or perception so that MAKE OVER has a cosmetic image from abroad/global brand. This is beneficial because the phenomenon shows that people are more interested in global brands than local brands. A realizable, important managerial conduct based on this result is to establish a venue MAKE OVER abroad.

REFERENCES


