

**RELATIONSHIP BETWEEN CONSUMER INVOLVEMENT
AND BRAND PERCEIVED QUALITY ON FEMALE
COSMETIC CONSUMERS AND PURCHASE INTENTION OF
THE FOREIGN BRAND COSMETICS
(STUDY IN FEMALE COSMETIC CONSUMERS IN
JAKARTA)**

Tribowo Prakoso¹
BINUS Business School

Rini Setiowati²
BINUS Business School

ABSTRACT

Cosmetic is a product of consumer goods that have a high level of competition. Brand on a product becomes an important identity that has always known to exist by the consumer.

With the ease of foreign brands to be accepted in Indonesia is a substantial opportunity for the cosmetics company, specially foreign brands and are ready to compete with a variety of Indonesian a traditional cosmetic is earlier known and has value to consumers of Indonesian women.

Eventually expected to provide useful information for companies in designing marketing promotions, even more so when the product is a cosmetic that is part and parcel of the woman.

Keywords: Cosmetic, Customer Involvement, Foreign Brand.

INTRODUCTION

Background

Cosmetic known to civilization since centuries - ago. In the 19th century, the use of cosmetics began to get attention, in addition to beauty as well for health.

¹ Alumni of BINUS Business School

² Faculty of BINUS Business School (rsetiowati@binus.edu)

Cosmetics product is a substance or preparation to be used on the various superficial parts of human body (epidermis, capillary systems, lips, etc) or tooth, mouth. In order to clean them, to perfume them, to modify them, to modify their aspect or to remove the corporal odors they must not harm the human health when they are used under normal conditions (French Law of the 10th July, 1975, article L. 658).

Foreign Brand Cosmetic

The theory of foreign brand is brands that are sold and consumed in the domestic market and in other countries can be clarified as a non-local origin brand (Batra, *et al*, 2000). But Tjiptono assess these theories has weaknesses. Suppose there are some local brands that are exported to many countries (ex: indomie sold about 30 countries) can be grouped into non-local origin brands. The term origin means "the point which starts something" (Oxford Advanced Learners Dictionary of Current Home, 2000). This means that the origin is the place of origin.

PROBLEM STATEMENT

A consumer may purchase, use, and dispose of a product, but different people may perform these functions.

In the selection of cosmetic products that consumers see the interest from his personal point of thought according to her profile.

LITERATURE STUDY

Consumer Behavior

Consumer behavior is the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs or desires (Solomon, Bamossy, Askegaard, 2002: 5). In addition, consumption plays an important role in social, psychological economic, political and cultural aspects of life. According to Solomon, Bamossy and Askegaard (2002), each of us is a self-contained receptor for information such as advertising messages, products, other people persuading, etc. from outside world, and reflections of ourselves. As a marketer, it is necessary to get the

knowledge of consumer behavior and consider how to use information to influence customers.

Consumer Involvement

The Consumer involvement originated from ego involvement, which is based on ones association with an issue or object. There is two involvement levels. First is High Involvement Thus consumers' research high involvement purchases such as luxury with the high price of products so the consumer will research to eliminate the risk Also, with high involvement purchases, there is brand loyalty. With low involvement purchases, there is little risk if any at all consumers do not research or put forth a major decision making effort when buying these products other people persuading, etc. from outside world, and reflections of ourselves. As a marketer, it is necessary to get the knowledge of consumer behavior and consider how to use information to influence customers.

Table 1: Consumer Involvement (Kapferer and Laurent's)

Consumer Involvement Dimension	Description
Interest	Refers to the interest and importance in a product category.
Pleasure	is the enjoyment derived from the product purchase.
Sign	is the character, personality and identity communicated through the product class or brand.
Risk Importance	is the importance placed on the outcome of a miss purchase. It represents how the consumer will feel if he / she purchases the wrong product, for example, upset, irritated or annoyed.
Probability of Error	feelings of uncertainty, based on the likelihood of a miss purchase.

Brand

Product of cosmetics brand in a very important role. Through this brand consumers recognize a product. Because the brand in a product has a image and distinctly different from their competitors.

PROJECT METHODOLOGY

The data collected to know issues, then in order to find solutions to the issues. Therefore we interact with the relevant management and working level of the relevant area of customer using the foreign brand of cosmetics in Jakarta the following manners:

1. Conduct questionnaire
2. Direct interview
3. Communicated via BBM, Facebook and email
4. Literature study through journals, books and online media

DATA COLLECTION AND ANALYSIS

Analysis Model and Methodology

The analysis model and method applied by the authors in this study. According to the Foreign Brand Cosmetics Consumers in Indonesia, the authors divide the problem solving process into two parts: Qualitative analysis and Quantitative Analysis.

Reliability Test Instrument

In addition to a valid measuring tool used in scientific research should also be reliable. Reliability has various other names such as trust, reliability, stability and so forth.

Simple Linear Regression

Researchers used Simple Linear regression analysis to predict how the state of two variable has a relationship using a straight line. The t-test assesses whether the means of two groups are statistically different from each other.

Factor Analysis

Factor analysis technique was used to analyze the indicators that are on the Consumer Involvement variable that consists of 5 (five)

dimensions: Interest, Sign, Pleasure, Risk of Importance and Probability of Error. And variable of Perceived Brand Quality and Purchase Intention.

Analysis of Variance (ANOVA)

ANOVA was used to see differences of views on foreign cosmetics brands on each cluster of consumer involvement. ANOVA was also used to see the difference Perceived Brand Quality and Purchase Intention between the cluster and the Low Involvement High Involvement. Sample size in studies using analysis of variance should exceed the most limit on each group (Hair, 1995)Based on Wu's study (2001), to see the difference in characteristics between the two clusters, ie clusters High and Low Involvement viewed on the content preferences of a foreign cosmetics brands, used analysis of variance (ANOVA)

CONCLUSION AND RECOMMENDATION

Developing the Brand Strategy

From the quantitative view, consumer involvement of foreign brands can give insight into the quality of the foreign cosmetics brands. And give the influence to re-purchase the product.

Is the value of foreign cosmetic brands are not in accordance with the characteristics of consumers in Indonesia that provides safe and comfortable as well as benefiting them. This could be a good marketing strategy as a marketing strategy to obtain information useful in establishing foreign cosmetics brands.

Communication Strategy

For that communication activities through advertising or advertising can help them to provide good information in providing a good quality image of a foreign brand cosmetic. Here can be used as a medium for communication in terms of care and introducing new products.

To boost interest in consumer purchasing foreign brands of cosmetic products will be more focused on consumer involvement.

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