

Factor Analysis of Consumer Involvement Profiles on Cosmetic Products in Indonesia

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Abstract

This article provides information about the profile of consumer involvement in cosmetic products in Indonesia. The data sources in this article are women with a minimum age of 17 years who are able to buy and use cosmetics as part of their daily activities and follow the development of cosmetic products. The data was collected using a consumer involvement scale modified from previous research. The data was collected was 362 respondents. Data is processed further using statistical techniques, that is arithmetic means, and factor analysis. The results showed that the factors of consumer involvement grouped into four dimensions, namely dimension 1 is a pleasure factor, dimension two is a function factor, dimension three is a sign factor, and dimension four is a value factor.

Keywords: Consumer involvement profiles, Cosmetic products

Introduction

Today, cosmetics variations are very much in terms of color and vitamin content contained in it makes consumers need a lot of consideration and may need the help of others or maybe beauty advisers provided by companies in choosing cosmetics that fit the needs of consumers. The availability of beauty advisers allow consumers to consult thereby encouraging consumers to get involved further in choosing the right cosmetic products. Therefore, it needs to be understood about the involvement of consumers in choosing products, especially in the selection of cosmetics. According to Engel et al (1995), involvement is the level of perceived personal interest or interest generated by a stimulus in a specific situation. The concept of consumer involvement is very meaningful to understand and explain consumer behavior. Consumer involvement was first popularized in the marketing environment by Krugman in 1965 and aroused great interest in the business world. Michaelidou & Dibb (2008) stated the importance of considering aspects of consumer involvement in the field of marketing. The involvement factor is an important factor in designing advertising strategies (Kapferer & Laurent, 1985;1993). Tkaczyk (2017) states that the factor of consumer involvement also has relevance to communication in marketing.

Involvement will be influential if an object (goods, services, ideas) is obtained as something that can help in achieving important needs, goals, and values (Engel et al, 1995). If the purpose of the purchase is as a gift for someone else, like his fiancée, then consumer involvement automatically increases. Furthermore, the personality of the consumer determines involvement in several ways, namely why different consumers can have different reactions to the same product, situation, and communication (Mowen, 2002). Ardianto (2000), in his research, tested the validity and reliability of the measurement variables of consumer involvement. These variables consist of five factors that influence consumer involvement, namely interest, hedonic factors, function factors, symbol factors, and value factors.

The interesting factor in consumer involvement is a relationship of affection or attitude that affects loyalty to a product. The hedonic value of a product class is an emotional appeal, the ability of a product to provide attractiveness, pleasure, and effects to consumers. The function factor is defined as motivation in finding products that can solve problems related to consumer consumption. The symbol factor is the desire to look for products that can meet internal needs for personal improvement, role roles, group members or identification of the ego. The last is the value factor as something that is considered important as a result of a purchase, whether the purchase has a bad impact that is not in accordance with consumer expectations (Ardianto, 2000).

The research provides consumer involvement information on cosmetic products. Therefore, marketers can understand the profile of consumer involvement in determining cosmetic purchases. With the addition of data regarding consumer involvement in this article, it is expected that marketers will get a dynamic consumer picture and considerations used by marketers in designing marketing communications. By knowing the data of consumer involvement in choosing cosmetics, marketers can increase the activity of consumer involvement in accordance with the type of consumer, as well as materials in determining segmentation and targeting.

Consumer involvement and its factors

According to Willkie (1990), the involvement of consumers in the decision-making process can be defined as the strength in which a person experiences activities related to consumption. Consumer involvement also includes two main things that become a basic component of motivation, namely strength and direction. Mowen (2002) defines that consumer involvement is a personal perceived importance and consumer interest in the acquisition, consumption, and disposition of goods, services, or ideas. With increasing involvement, consumers have greater motivation to pay attention, understand, and elaborate information about purchases.

There are two types of consumer involvement in the decision making the process, namely (Wilkie, 1994) high involvement which demands that a high level of power is raised against consumers and that power is directed towards certain consumer activities. Someone is very involved tends to think more or feel more. Low involvement occurs when consumers do not have the power to think or feel. Consumers will think harder about decisions made in high involvement situations. Consumers also prefer to carry out extensive decision processes and move through each stage of the decision carefully. The concept of involvement must be understood not only in information processing but also in variations from other consumer topics (Mowen, 2002). For example, the level of consumer involvement has important implications in memory processes, decision-making processes, formulation of attitudes and changes, and word of mouth communication. Assael (1998) distinguishes four types of consumer buying behavior based on the level of buyer involvement and the level of brand differentiation.

A complex buying behavior consists of a three-step process. First, buyers develop confidence in the product. Second, he builds an attitude about the product. Third, he makes careful purchasing choices. Consumers are involved in complex buying behavior if they are very involved in purchasing and are aware of the big differences between brands. Complex buying behavior is common when products are expensive, rarely purchased, risky, and very self-expressing. Consumers generally do not know much about product categories. Factors that can increase consumer involvement in purchases include the importance of self-expression ie products that help people to express their self-concepts to others. The importance of hedonism is products that can be fun, interesting, exciting, enchanting, and exciting. Practical relevance, that is basic or useful products or useful reasons. The risk of purchasing products that create uncertainty because of a bad choice will disappoint consumers.

Research Methods

The data used in this study are primary, specifically consumer involvement data and consumer profiles based on age and occupation. The data presented are quantitative which are collected using a questionnaire. The questionnaire contains two parts, the first part about consumer profiles, namely age and occupation, the second part contains the scale of consumer involvement in the form of pleasure factors, functions, sign and values with a scale of 1-5. The nonprobability sampling technique used is purposive sampling, namely women with a minimum age of 17 years who are able to decide on purchases and use cosmetics as part of their daily activities and follow the development of cosmetic products. Thus, respondents are expected to have involvement in the process of selecting cosmetic products. The data is taken directly by researchers in Yogyakarta-Indonesia, based on the consideration that Yogyakarta is a city that has a heterogeneous community structure and many migrants, especially students from various regions, representing character complexity in Indonesia.

Data was collected using a consumer involvement scale modified from previous research [1-4]. The data collected was 362 respondents. Data was validated with loading factors ranging from 0.584 to 0.808 and had reliability with Alpha values ranging from 0.7243 to 0.8215 greater than Cronbach’s Alpha 0.7. Data is processed further using the statistical technique, that is arithmetic means, and factor analysis.

Data Analysis and Results

The following results of data analysis using arithmetics means and factor analysis.

Table 1
Arithmetics means of consumer involvement based on occupation.

Occupation		Factor			
		Pleasure	Function	Sign	Value
Housewife	Mean	3,1354	3,5000	3,0416	3,0625
	Total	56	56	56	56
	Standard Deviation	4,4154	2,65832	1,96214	2,09364
Public officer	Mean	3,8300	3,660	3,2222	2,8333
	Total	74	74	74	74
	Standard Deviation	4,5825	1,000	0,57735	2,51661
Enterpriser	Mean	3,3030	3,031	3,1000	3,2272
	Total	78	78	78	78
	Standard Deviation	4,0452	2,73695	1,94936	1,75292
Student	Mean	3,2785	3,3698	2,9804	3,6986
	Total	73	73	73	73
	Standard Deviation	4,6159	2,2703	2,4808	1,7138
Private employees	Mean	3,2600	3,6260	2,8260	3,7600
	Total	81	81	81	81
	Standard Deviation	4,1841	1,9646	2,0025	2,1817

Sources Field Survey, 2018.

The table above shows the average consumer engagement based on work. Means results indicate that consumers with all jobs have high involvement in all factors, but for civil servant jobs have low involvement in the value factor with means 5.667. Based on this analysis it can be seen that consumers who work as civil servants have low involvement in the process of selecting cosmetics on the value factor. In addition, female students and private employees are also known to have low involvement in the symbol factor with means 8.9404 and 8.4800. As for other professions, consumers have high involvement in the process of selecting cosmetics for all factors.

Table 2
Arithmetics means of consumer involvement based on ages.

Ages		Factor			
		Pleasure	Function	Sign	Value
< 20 years	Mean	3,2444	3,2222	3,2000	3,6333
	Total	58	58	58	58
	Standard Deviation	3,9436	2,3804	2,2296	1,8695
20–25 years	Mean	3,3854	3,3541	2,9427	3,7109
	Total	84	84	84	84
	Standard Deviation	4,3163	2,2245	2,2786	1,7348
26-30 years	Mean	3,0357	3,5476	2,8928	3,6485
	Total	78	78	78	78
	Standard Deviation	5,1161	2,2478	2,5683	1,8228
31-40 years	Mean	3,4242	3,7575	2,8485	3,5909
	Total	81	81	81	81
	Standard Deviation	4,2746	2,5334	2,0181	2,4420
> 40 years	Mean	3,0833	3,4375	2,9666	2,3500
	Total	61	61	61	61
	Standard Deviation	3,4721	2,2822	1,3703	1,4181

Sources Field Survey, 2018.

The table above presents the average age of consumer engagement. The means that consumers according to their age have different involvement. Consumers under the age of 20 years have a high involvement for all factors of involvement. Consumers aged 20-25 years, 26-30 years, and 31-40 years have low involvement only on symbolic factors with means 8,828, 8,679 and 8,546. Whereas consumers over the age of 40 have low involvement in symbolic and value factors with means 8,900 and 4,700. Age differences determine differences in consumer involvement, including those related to product types.

Table 3
Rotated component matrix.

Factor	Component			
	1	2	3	4
Pleasure 1	0,814			
Pleasure 2	0,806			
Pleasure 3	0,780			
Pleasure 4	0,775			
Pleasure 5	0,736			
Pleasure 6	0,701			
Sign 1		0,780		
Sign 2		0,759		
Sign 3		0,696		
Value 1			0,861	
Value 2			0,860	
Function 1				0,815
Function 2				0,791
Function 3				0,630

Sources Field Survey, 2018.

The data form the four factors of consumer involvement in cosmetic products, each factor is:

- Factor 1: Pleasure
- Factor 2: Sign
- Factor 3: Value
- Factor 4: Function

This is in accordance with the opinion of Mowen (2002) that the most important factor influencing the level of consumer involvement is the type of product under consideration, in this case, cosmetics being considered as a woman's daily needs. Cosmetics become part of the fun aspect where the search for product information is part of consumer pleasure. Cosmetics are considered as a sign for a group of women who are part of beauty products. The female symbol as a symbol of beauty is attached to cosmetic products. In general, consumer involvement increases if the product or service considered is socially acceptable and has value. Cosmetics are also considered as a function of beautifying women so this factor is also a major part of consumer involvement.

Conclusions and suggestions

The results of the rotation factor produce four dimensions, namely for dimension 1 is a pleasure factor, dimension two is a function factor, dimension three is a symbol factor, and dimension four is a value factor. The results showed that consumer involvement in overall cosmetics selection was high. This shows that consumers in choosing cosmetic products consider the factors that influence consumer involvement. From the results of the study note that partially namely the pleasure and function factors, consumers have high involvement in the selection of cosmetic products both in terms of age and occupation. As for the function and value factors, consumers do not as a whole have a high involvement.

The results showed that consumers in feeling something important as a result of a purchase, whether the purchase has a bad impact that is not in accordance with consumer expectations are different in terms of age and income. Thus marketers in marketing their cosmetic products are expected to adjust to age and occupation. To increase consumer involvement, marketers can provide communication and services that are appropriate and in accordance with the type of consumers, namely by advertising cosmetics products in teen magazines for cosmetics with young women and adult magazines for cosmetics with adult segments and mothers' magazines. Based on differences in consumer involvement in the value factor both in terms of age and occupation, marketers can use strategies that can increase consumer expectations for better value or in accordance with consumer expectations. Values can be increased from various product perspectives such as product packaging, product content, and colors of cosmetic products. Therefore, in terms of age, producers can classify the colors of cosmetics that fit the character of teenagers, adults, and parents so that they can more easily choose the color and type of cosmetics.

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