iBuss Management Vol. 5, No. 1, (2017) 55-69

# The Impact of Marketing Mix, Consumer's Characteristics, and Psychological Factors to Consumer's Purchase Intention on Brand "W" in Surabaya

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## ABSTRACT

This research is conducted to find out the impact of marketing mix, customer's characteristics, and psychological factors toward consumers' purchase intention in cosmetic industry. The object of this research is Brand "W", the biggest player in Halal cosmetic market in Asia Pacific. This research will focus on marketing activities conducted by Brand "W" to arouse consumers' purchase intention. However, unlike other researches, this research will not only use marketing theory, but also consumer behavior theory to complement and strengthen the research's accuracy. From marketing theory, marketing mix are used with the attributes of product, price, promotion, and place. From consumer behavior theory, consumer's characteristics (i.e. cultural, social, and personal influences) and psychological influences are used.

Multiple regression analysis is used to analyze the response from 138 respondents. The sampling method used is probability sampling, especially simple random sampling. From the analysis, marketing mix, consumer's characteristics, and psychological factors have simultaneous significant impact toward consumer's purchase intention on Brand "W". However, partially, only product, culture influences, and psychological influences have significant impact toward consumer's purchase intention on Brand "W".

**Keywords:** cosmetics, marketing mix, consumer behavior, purchase intention

## *ABSTRAK*

*Studi ini dilakukan untuk mengetahui pengaruh bauran pemasaran, karakteristik konsumen, dan psikologi konsumen terhadap minat beli konsumen di industri kosmetik. Objek studi ini adalah Brand "W", pemain terbesar di pasar kosmetik Halal di Asia Pasifik. Studi ini akan fokus pada aktivitas pemasaran yang dilakukan Brand "W" untuk meningkatkan minat beli konsumen. Berbeda dengan studi lainnya, studi ini tidak hanya mencakup teori pemasaran, tetapi juga dilengkapi dengan teori perilaku konsumen untuk memperkuat akurasi studi ini. Teori pemasaran yang digunakan adalah teori bauran pemasaran dengan menggunakan produk, harga, tempat, dan promosi sebagai elemen-nya. Untuk teori perilaku konsumen, elemen karakteristik konsumen (pengaruh budaya, sosial, dan pribadi) dan pengaruh psikologi akan digunakan dalam studi ini.*

*Metode analisis regresi berganda digunakan untuk menganalisis jawaban dari 138 responden. Metode sampling yang digunakan adalah probability sampling, terutama simple random sampling. Dari hasil analisis, bauran pemasaran, karakteristik konsumen, dan psikologi konsumen mempunyai pengaruh yang simultan terhadap minat beli konsumen pada kosmetik Brand "W". Namun, secara parsial, hanya produk, pengaruh budaya, dan pengaruh psikologi yang mempunyai pengaruh terhadap minat beli konsumen pada Brand "W".*

***Kata Kunci:*** *kosmetik, bauran pemasaran, perilaku konsumen, minat beli*

## INTRODUCTION

Indonesia is a very prominent market for cosmetic industry due to its high population and abundant raw material (Rahayu, 2016). In fact, cosmetic industry is even put as one of the priority industries to act as the prime mover of Indonesian economy based on Government Regulation No. 14 of 2015 on National Industrial Development Master Plan (RIPIN) for the year 2015 to 2035 (Rahayu, 2016).

In the first quarter of 2016, Indonesian cosmetic industry, which covers all products used externally to cleanse, perfume, alter appearance and/or improve body odor, and maintain body (BPOM, 2012), was growing at the rate of 7% to 9% (Tempo, 2016). Furthermore, the

investment value in cosmetic industry will grow at CAGR (Compound Annual Growth Rate) 9% from 2013 to 2018, which means cosmetic industry in Indonesia would grow even bigger in the future. Not to mention that Indonesia is the country with highest CAGR for cosmetic industry among other Asian countries (Figure 1).

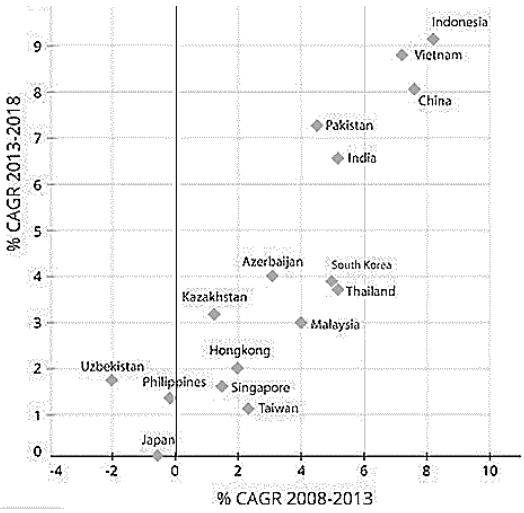


**Figure 1. Historic vs forecasted growth in core Asian markets 2008-2018**

Source: Inside Retail Asia (2016)

However, such growth has also created a tighter competition in the industry. By June 2016, 760 cosmetic companies were reported competing in Indonesian market. Ironically, local brands are not the major shareholders of the market. According to the report, 70% of the market is owned by imported cosmetics from international brands, while around 20% is obtained by local brands (U.S. Commercial Service, 2015). This is very unfortunate since local brands clearly do not benefit from the highly enticing Indonesian cosmetic industry.

To turn the table around, this research will focus on purchase intention toward local brands, specifically, Brand "W". "W" is a local cosmetic brand which is known for its wide range of Halal skin care and cosmetics. According to Future Market Insights, Brand "W" is the biggest player in Halal cosmetic market in Asia Pacific (Hanifan, 2016). Future prediction by Future Market Insights also indicates that Indonesian Halal cosmetics market may anticipate 9.9% CAGR from 2015 to 2020 (Cosmoprof Asia, 2016). Such rate of return is even higher than the CAGR of Indonesian cosmetic market in general (Figure 1), proving the bright potential of the industry. All of these show that there is a big opportunity for Brand "W" to grow further in the industry and strengthen local cosmetic industry.

However, this prospect is nothing without actual sales. According to Ghosh (1990), one of the effective tools to predict purchasing process is through purchase intention (in Jaafar, Lalp, & Mohamed, n.d., p. 75). Therefore, Brand "W" needs to focus on encouraging consumer's purchase intention to generate sales.

One of the ways to create or encourage purchase intention is through marketing (Santoso & Sungkari, 2013; Huang & Foosiri, n.d.). According to American Marketing Association (2013), "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for consumers, clients, partners, and society at large" (para. 1). Thus, marketing activity will help to encourage purchase intention since marketing allows people to be aware of the products produced. In order to do so, effective marketing strategy is needed.

Marketing strategy is created so that companies could allocate and manage its marketing resources effectively to achieve profit objectives in the long run (Mongay, 2006). To create an effective marketing strategy, product, price, place, and promotion need to be considered. These are the 4Ps of marketing mix, controllable variables that will help to create effective marketing strategies (Bootwala, Mali, & Lawrence, 2009).

Unfortunately, understanding the 4Ps of marketing mix is no longer enough since there have been critics surrounding the success of 4Ps. Popovic (2006), Lauterborn (1990), Chai (2009), and Constantinides (2006) agree that 4Ps focus too much on the marketing activity rather than consumer itself. Therefore, in this research, consumer behavior will also be taken into consideration.

Consumer behavior is the study of how individual or group choose, buy, use, and dispose the product or service to satisfy their needs (Solomon, 2013). The study of consumer behavior will help marketers understand not only about the products consumer would buy, but also the reasons behind the purchase (Aaker, Kumar, & Day, 2004). Understanding it would help companies to market their products in the right time, to the right people, and in the right way.

Kotler and Keller (2016) identify several consumer characteristics and psychological factors that can influence the consumer behavior. The consumer characteristics are further developed into cultural, social, and personal influences. The three influences along with psychological influence may affect consumer's purchase intention (Chang, 2011; Achmad, 2012; Puspitarini, 2013). Seeing how consumer's characteristics and psychological factors could also influence purchase intention, it is important to study the relationship further.

The research will be conducted in Surabaya. Compared to other cities, Surabaya is the city with highest willingness to spend for personal hygiene products, which include cosmetic products (Figure 2).

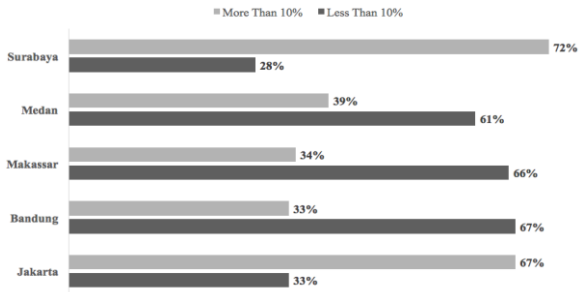


**Figure 2 Monthly household expenditure for personal hygiene by city**

Source: Deloitte (2015)

Hence, this research is designed to answer two questions as follows:

1. Do marketing mix elements, consumer's characteristics, and psychological factors simultaneously have significant impact toward consumers' purchase intention on Brand "W" in Surabaya?
2. Which attributes among marketing mix, consumer's characteristics, and psychological factors that significantly impact purchase intention on Brand "W" in Surabaya?

## LITERATURE REVIEW

### Purchase Intention

According to Dodds, Monroe, and Grewal (1991), and Shao, Baker, and Wagner (2004), purchase intention is the result of subjective judgment made by an individual after evaluating a product or a service. This shows that purchase intention discusses about consumer's willingness to consider to buy, future intention to buy, as well as decision to repurchase (Rahman, Haque, & Khan, 2012). According to Ajzen (1991), intentions are assumed to capture the motivational factor that influence a behavior. It determines how hard people are willing to try to perform the behavior. Therefore, it can be concluded that purchase intention is individual's subjective judgment of a product that would affect individual's purchasing behavior.

According to Ferdinand (2002) in Hidayat, Elita, and Setiaman (2012), this subjective judgment can be measured by transactional intention (intention to buy a product.), preferential intention (main preference of a certain product that can hardly be replaced), referential intention (tendency to recommend a product to others), and explorative intention (behavior to find positive information about a product).

### Marketing Mix

Marketing mix is a set of marketing tools to help marketers in translating its marketing strategies into practices (Bennett, 1997). Marketing mix is claimed to be firstly suggested by Borden (1964). Borden's marketing mix includes twelve elements. The twelve elements were later on regrouped by McCarthy (1964), into product, price, place, and promotion commonly known as "The 4Ps of Marketing Mix" (in Chai, 2009, p. 1).

However, there are many criticisms on 4Ps and many critics tried to extend the marketing mix by adding new elements (Chai, 2009). One of the most well-known development is the 7Ps of marketing mix. This theory was proposed by Booms and Bitner (1981) and it includes three new Ps, which are people, process, and physical evidence. However, Buttle (1989) argues that the three new Ps can be incorporated to the existing 4Ps. People can be incorporated into product and/or promotion elements, while physical evidence and process may be incorporated as a part of product elements (in Rafiq & Ahmed, 1995). Furthermore, Booms and Bitner (1981) initially created 7Ps for service sector.

Due to these reasons, the researchers will stick to the original 4Ps in this research. Moreover, Kotler (2013) says in an interview that the 4Ps of marketing mix is still the king out of any other development of marketing mix (in Mahajan, 2013).

Blackwell, Miniard, and Engel (2006) define product as the "total bundled benefits that a consumer receives in an exchange process" (in Morel & Kwakye, 2012, para. 1). According to Kotler and Armstrong (2016), product has seven elements namely variety, quality, design, features, brand name, packaging, and services.

Product variety is defined as "the range of different models/types offered within a single product line or category" (Kim, 2006, para. 1). Companies realize that each consumer has different product preferences, different quality valuations, different budget constraints, and so on. To satisfy those diverse consumers, high product variety is thus created (Kim, 2006).

Product quality refers to the characteristics of a product or service's ability to fulfill customers' needs. Product quality is differentiated into performance quality and conformance quality. Performance quality refers to a product's ability to perform its function (Kotler & Armstrong, 2016). Meanwhile, conformance quality refers to the ability of a product to meet the pre-established standards set by companies (Chavez & Seow, 2012). Since consumers cannot know the pre-established standards for each product, consumers cannot judge the conformance quality of each product. Therefore, conformance quality will not be used in this research.

Design is the appearance of a product. Unlike packaging, which is about designing the box of the product, design is about the product itself. In order for a product to have a good design, companies need to take consideration of the usefulness (Kotler & Armstrong, 2016).

Product features refer to the aspects provided to add functionality to a product (Kumar, K. P., Kumar, G. S., Aruna, & Srinivas, 2015). According to Kotler and Armstrong (2016), product feature can be seen as a competitive advantage that differentiates a product from the competitors'.

Brand name is an identification of a product or service that differentiates one seller from another. Brand is an important part of a product and good branding will add value to the product in the eyes of consumers (Kotler & Armstrong, 2016).

In addition to having good product design, a product needs a good packaging to increase consumers' recognition of a brand. Packaging refers to the design of the container or wrapper of the product (Kotler & Armstrong, 2016).

Service is a part of product and is like a built-in feature to a product. According to Kotler and Armstrong (2016), service should be done periodically to assess consumer's service satisfaction. However, Brand "W" do not assess its service periodically. The service is only done by Brand "W" employees in every store through face-to-face interaction. Since the service provided by Brand "W" is more suitable

with personal selling element, service will be measured through personal selling under promotional attribute.

Price is closely related to money. Kotler and Armstrong (2016), define price as the sum of money used or the sum of value that consumers are willing to sacrifice in exchange for a product or service. Stanton (1998) uses four indicators of price, namely: price competitiveness, affordability, price to quality and price to benefit (in Yusup, 2011). Price competitiveness is about the competitive pricing of the producer while affordability is about consumers' purchasing power of a product (Stanton, 1998 in Yusup, 2011). The scholar also explained that price to quality is the appropriateness of price relative to its quality while price to benefit is about the appropriateness of price of product relative to its benefit.

Kotler and Armstrong (2016) define promotion as communication channel to promote produc

3t's value proposition to consumers and persuade them to act on the market offering. Lovelock (2010) claims that promotion could alter consumer's belief, image, and attention toward the brand/products which can influence purchase intention (in Khraim, 2011).

In general, promotion activities can be divided into eight, called marketing communication tools. The definitions for each tool will be explained in Table 1.

**Table 1. Marketing Communications Tools**

| Tool | Definition |
|---|---|
| Advertising | Paid form of communication to promote goods or services with the usage of print media, broadcast media, network media, electronic media, and display media. |
| Sales promotion | Short-term incentives given by sellers to encourage customers to try the products or services. |
| Events & experiences | Activities such as sports, arts, entertainment, cause-events sponsored by the company to interact with consumers. |
| Public relations & publicity | Activities to enhance the company's image or its product communication. The target can be internal party (employees) as well as external party (consumers). |
| Online & social media marketing | Marketing through online activities with the purpose of attracting consumers. |
| Mobile marketing | Marketing activities which use consumer's mobile phones and tablets. |
| Direct & database marketing | Marketing activities using e-mail, telephone, or internet to communicate directly with consumers. |
| Personal selling | Activities which include face-to-face interaction between seller and purchaser. |

Source: Kotler and Keller (2016), Wiley (2009)

This research will use all marketing communications tools above, except for event & experiences and mobile marketing, since Brand "W" does not implement these communication tools in Surabaya.

Creswell (2009) defines place as a territory with combination of location, locale, and sense of place. Location here refers to the distance as well as ease to reach the place. Locale refers to the setting of the place. It covers the tangible surrounding of the place (i.e. parks, the building itself and other building around it, etc.). Sense of place talks about each individual's feeling toward the place which could be triggered by store's design and atmosphere.

**Consumer's Characteristics and Psychological Factors**

According to Kotler and Armstrong (2016), consumer behavior is influenced by consumer's characteristics and psychological conditions, which are further broken down into cultural influences, social influences, personal influences, and psychological influences.

Cultural factors that influence individuals consist of culture, subculture, and social class. Culture is the set of values, norms, and attitudes that shape human behavior as they are inherited from one generation to the next generation (Samovar, Porter, & McDaniel, 2010). Along the way, these values, norms, and attitudes become habits. Furthermore, culture is a dynamic thing. It evolves based on individuals' interaction to society and cultural environment which will affect his/her own personal culture (Rani, 2014). A clear example of this is the change of Indonesians taste and preferences to become more "Westernized" due to globalization (Patil & Bakkappa, 2012).

Subculture is a result of interaction with people or groups with similar value, experience, and lifestyle (Yakup & Jablonsk, 2012). There are many sources of subculture. One of them is religion (Patil & Bakkappa, 2012). Consumer's religious belief is used in this research since it is closely related with Brand "W" image of selling Halal products.

Social class divides people into different classes in which each member shares similar values, interest, and behavior. Social class cannot be measured with a single factor. Instead, social class is the merger of occupation, income, education, wealth, and other variables (Kotler & Armstrong, 2016).

Social influence discusses about the change of individual's perception, attitude, and behavior as a result of individual's interaction with other individual or group who are seen as similar, desirable, or expert in that field (Rashotte, 2007). Most commonly, individual's behavior is influenced by groups, family, and role and status. (Nagarkoti, 2014)

Groups are the results of more than one individuals who interact together to achieve mutual goals. Group can influence its member as well as non-member (Nagarkoti, 2014). Members can be influenced to follow group norms in order to feel accepted. However, groups can also influence others who are not a member of the groups. For example, opinion from professionals or experts will influence the behavior of others toward a certain product.

Family is different than group since being a member of a family does not come with insecurity to feel belong. The close interaction among family members influences the members' needs and wants as well as their purchasing behavior (Nagarkoti, 2014).

Last but not least is roles and status. Roles are defined as certain behaviors expected to be done from an individual by the society. Each role has a status or pride associated to it (Kotler & Armstrong, 2016). With different roles and status,

consumers are expected to behave in a certain way according to his/her roles and status (Rani, 2014).

Personal influences are internal characteristics specific to a person and may not relate to other persons (Khuong & Duyen, 2016). Individual's personal characteristics are different based on lifestyle, economic situation and occupation, age and life cycle, and personality and self-concept (Yakup & Jablonsk, 2012).

First is lifestyle. Lifestyle can be described as individual's chosen way to live based on his/her interest and belief (Rani, 2014). With different lifestyles, individuals will behave differently toward a certain product or stimulus.

Second is economic situation and occupation. Economic situation talks about the amount of disposable income of a consumer. The higher the disposable income, the more likely a person is willing to purchase expensive products (Nagarkoti, 2014). Jain (2010) says that consumers will also take his/her occupation as a consideration before making a purchase (in Nagarkoti, 2014).

Third is age and life-cycle. As an individual grows older, their taste and preferences would change (Nagarkoti, 2014). According to Kotler and Keller (2016), there are two types of life-cycle that affect consumption. First is family life-cycle which is broken down into young singles, young married with or without children, middle age with or without children, and older age married or unmarried. Second is psychological life-cycle stages which is about the phases or transformation each person goes through in life (Kotler & Keller, 2016). These critical life events or transitions he/she experience will influence his/her purchasing behavior. Life-cycle is mostly only the concern of service providers like banks, lawyers, marriage, and employment (Kotler & Keller, 2016). Therefore, it is unlikely for life-cycle to have any impact in purchase intention in cosmetics, thus life-cycle will not be used.

Forth is personality and self-concept. Kotler, Armstrong, Wong, and Saunders (2005) define personality as individual's psychological characteristics that make him/her consistently react or behave in a certain way to its environment (in Nagarkoti, 2014, p. 19). Furthermore, Rosenberg (1979) defines self-concept as how an individual see him/herself (in Nagarkoti, 2014, p. 20).

Psychological influences are very important in influencing consumers (Durmaz, 2014). According to Kotler and Armstrong (2016), psychological factors consist of motivation, perception, learning, and beliefs and attitude.

First is motivation. Trehan (2009) defines motivation as internal factors that guide or encourage individual to do a certain behavior to achieve goal (in Durmaz, 2014). The basic driver of motivation is need and the goal of the behavior is to satisfy need. According to Maslow and Lowery (1998), there are seven level of needs (in Huitt, 2007). Table 2 offers the explanation for each level of needs. Brand "W" satisfiy aesthetic needs which is the needs to represent himself/herself in a creatively, beautifully, and artistically pleasing ways.

**Table 2. Seven Levels of Maslow and Lowery's Hierarchy of Needs**

| | |
|---|---|
| **Growth needs** (needs a person wants to fulfill after fulfilling deficiency needs) | **Self-actualization needs** refer to people's needs to become everything they can be by maximizing their potential, capacities and talent |
| | **Aesthetic needs** refer to people's needs to express themselves in pleasing ways |
| | **Needs to know and understand** refer to people's needs for education |
| **Deficiency needs** (needs a person must fulfill to achieve well-being before having growth needs) | **Self-worth and self-esteem needs** refer to people's needs to foster their pride |
| | **Love and belongingness needs** refer to people's needs for having relationship with other people around them |
| | **Safety and security needs** refer to people's needs to avoid harm and avoid their fears |
| | **Physiological needs** refer to people's basic needs for survival (food, water, and shelter) |

Source: Martin & Loomis (2007)

Second is perception. It refers to how an individual process information received and process it subjectively based on each individual's unique bias, need, and experience (Solomon, Bamossy, Askesgaard, & Hogg, 2010). According to Kotler, Bowen, and Makens (2003), different people may have different perceptions out of the same stimuli (in Puspitarini, 2013).

Third is learning. Learning talks about change in consumer's behavior as a result of experience (Kotler & Keller, 2016). Moreover, according to Schiffman and Kanuk (2004), learning is a process that constantly evolves as a result of newest information gathered and actual past experience of a product. These two factors will act as a basis of how consumers will behave toward that product in the future (in Puspitarini, 2013, p. 26).

Last is beliefs and attitude. Beliefs are defined as individual's thought about something which can be based on actual knowledge, opinion, or faith about something (Kotler & Armstrong, 2016). In addition, attitude is defined as individual's consistent evaluation and feeling toward an idea or action (Kotler & Armstrong, 2016).

**Marketing Mix, Consumer's Characteristics, and Psychological Factors toward Purchase Intention**

The 4Ps of marketing mix have long been found to influence consumer purchase intention. According to Dibbs and Simkin (1996), marketing mix provides a specific action plan to pursue the market and win customers (in Suvattanad, 2014). Furthermore, a study about facial make-up confirms that there is a relationship between all marketing mix's variables and consumers' purchase intention (Huang & Foosiri, n.d.). Therefore, it is clear that there is relationship between marketing mix and purchase intention.

The first element of marketing mix is product. Product is goods and/or service offered by the organization to satisfy the needs of a certain group of people (Eavani & Nazari, 2012). From this definition it can be seen that a product's ability to satisfy consumers' needs is what influence purchase intention.

The second element is price. Good pricing strategy helps to determine consumer's choice. Consumers would

have higher purchase intention to product with a competitive price, especially since consumers have become more price sensitive (Kotler & Armstrong, 2016).

The third element is promotion. Promotion is defined as companies' activities to market the products and persuade consumers to buy the products (Kotler & Armstrong, 2016). Therefore, with the right promotion strategy, companies could better market their products and influence potential consumers to have purchase intention on the products.

The fourth element is place. Lamb, Hair, and McDaniel (2011) claims that products need to be available in the right place and time. When products are available to customers, it would result into higher purchase intention. Without the right place strategy, consumers cannot access the product.

In addition to marketing mix, consumer behavior also has influence on consumer's purchase intention. Consumer behavior factors used here are cultural influences, social influences, personal influences, and psychological influences.

Cultural influences play huge roles in the way people behave. Studies show that different culture result in different purchasing behavior (Patil & Bakkappa, 2012). This is also the reason why different respondents in different countries behave differently toward marketing mix attributes even when the studies are conducted in the same industry.

Among social influences, group and role can influence people's behavior through social pressure (Solomon, 1996 in Nagarkoti, 2014). As social being, people has the need to feel belong (Maslow, 1943). As a result, those factors have the power to affect purchase intention since people always observe each other to know how they should behave to feel belong. Furthermore, people also learn to behave in the way they are expected to according to their role and status (Nagarkoti, 2014).

Personal influences are individual's characteristics differentiating one person from another (Khuong & Duyen, 2016). Different characteristics of consumers will result in different purchase intention. For instance, due to personality and self-concept, a consumer will choose a product that reflect how he/she think of him/herself best (Rani, 2014).

Psychological influences cover the internal aspects of a person. Due to needs, consumers are motivated to have intention to consume something to satisfy those needs (Nagarkoti, 2014). Consumer's behavior will also be determined by how they perceive the product, evaluate the products, and their feeling about the products (Li & Li, 2010).

Many studies have proven that there is significant relationship between these four influences and purchase intention (Puspitarini, 2013; Achmad, 2012; Purwanto, 2013). Furthermore, another study by Huang and Foosiri (n.d.) about Chinese's purchase intention on facial makeup use marketing mix and consumer behavior related factors as its variables. By considering previous studies, a theoretical framework with marketing mix, consumer's characteristics, and psychological factors as the independent variables and purchase intention as the dependent variable is created.

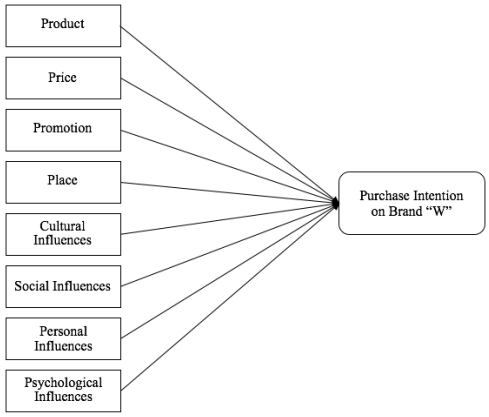


**Figure 3. Theoretical Framework**

Based on the research questions and theoretical framework, nine hypotheses are created to guide the empirical result of this research, which are:

- $H_0$: Product, price, place, promotion, cultural influences, social influences, personal influences, and psychological influences simultaneously have significant impact toward consumers' purchase intention on Brand "W"
- $H_1$: Product has significant impact toward consumers' purchase intention on Brand "W"
- $H_2$: Price has significant impact toward consumers' purchase intention on Brand "W"
- $H_3$: Promotion has significant impact toward consumers' purchase intention on Brand "W"
- $H_4$: Place has significant impact toward consumers' purchase intention on Brand "W"
- $H_5$: Cultural influences have significant impact toward consumers' purchase intention on Brand "W"
- $H_6$: Social influences have significant impact toward consumers' purchase intention on Brand "W"
- $H_7$: Personal influences have significant impact toward consumers' purchase intention on Brand "W"
- $H_8$: Psychological influences have significant impact toward consumers' purchase intention on Brand "W"

## RESEARCH METHOD

This research uses survey research strategy. Survey approach is the activity of gathering data from respondents to understand or predict the behavior of a certain population (Creswell, 2003). Survey research allows researcher to use quantitative or qualitative methods to answer research questions (Sekaran & Bougie, 2016). This research will use quantitative method. Quantitative method uses numerical method to analyze numerical data collected to explain a phenomenon (Creswell, 2003).

To collect data for the research, there are five methods: interviews, observation, questionnaires, physical measurement, and unobtrusive method. Questionnaire is chosen as the most suitable methods for this study. A

questionnaire is a set of questions prepared by researchers that must be answered by respondents (Sekaran & Bougie, 2016). In this study, a set of questions is prepared that can be accessed by respondents via a website link.

Furthermore, there are two types of variables involved in this research, which are independent variable as well as dependent variable. Independent variable is a variable that can influence the dependent variable positively or negatively (Sekaran & Bougie, 2016). The independent variables of this research are product, price, promotion, place, consumers' characteristics (cultural influences, social influences, and personal influences) and psychological influences. Each of the variables has several measurement items (Table 3).

**Table 3. Measurements Items of Independent Variables**

| Operational Definition | | Measurement Items |
|---|---|---|
| **Attribute** | **Element** | |
| Product | Variety | Brand "W" has many product varieties in each product category |
| | Quality | Brand "W" are able to perform its designated function (e.g. lightening products can really brighten my face, moisturizing products can really moist my face, etc.) |
| | Design | Brand "W" products have practical design (e.g. compact powders are equipped with mirror, etc.) |
| | Features | Brand "W" provides products with unique features, such as Halal matte lipstick (Halal cosmetics are cosmetics that do not contain alcohol or any animal elements) |
| | Brand name | "W" is a well-known brand |
| | Packaging | Brand "W" has attractive packaging |
| Price | Price Competitiveness | Brand "W" has competitive price compared to its competitors |
| | Affordability | Brand "W" is affordable |
| | Price to Quality | Brand "W" price is appropriate for its quality |
| | Price to Benefit | Brand "W" price is appropriate with the benefits I received |
| Pronotion | Advertising | Brand "W" TV advertisement is interesting |
| | | Brand "W" magazine advertisement is interesting |
| | Sales Promotion | I often get free samples from Brand "W" |
| | | Brand "W" often gives discount |
| | Public Relation & Publicity | Brand "W" involvement in charitable donation improve the brand's image |
| | Online & Social Media Marketing | Brand "W" social media accounts are informative |
| | Direct & Database Marketing | Brand "W" online catalog in its website summarizes the whole products |
| | Personal Selling | Brand "W" employees are very helpful in choosing the right products for me, answering my questions, responding to my complaints, and etc. |
| Place | Location | Brand "W" store location is not far for me |
| | | Brand "W" store locations are easy to access since it is located in malls and big streets |
| | Locale | The design of Brand "W" store is good |
| | Sense of Place | The atmosphere of Brand "W" store makes me feel comfortable |
| Cultural Influence | Culture | I use Brand "W" because of habits of using cosmetics since young |
| | | I prefer Brand "W" since local cosmetics are more suitable for Indonesian women skin |
| | Sub-culture | I use Brand "W" due to its halal image |
| | Social Class | Brand "W" products reflect my social class |
| Social Influence | Groups | I prefer Brand "W" because of my friends' opinion |
| | | I use Brand "W" because many beauty experts use it |
| | | I use Brand "W" to be accepted |
| | Family | I use Brand "W" because my family also use it |
| | Role & Status | I use Brand "W" because of my role in society (e.g. my role as a business woman, as a housewife, as a Muslim woman, etc.) |
| Personal Influence | Lifestyle | I choose Brand "W" because of my lifestyle |
| | Economic Situation & Occupation | I choose Brand "W" because of my economic situation |
| | | I choose Brand "W" because of my occupation |
| | Age & lifecycle | I choose Brand "W" because of my age |
| | Personality & self-concept | I choose Brand "W" because of my personality |
| | | I choose Brand "W" because it portrays the image I want for me |
| Psycho-logical Influence | Motivation | Brand "W" help me to show myself in a pleasing way |
| | Perception | I use Brand "W" because of my positive perception towards it |
| | Learning | I use Brand "W" because of the positive information I got |
| | | I use Brand "W" because of my experience after using it |
| | Belief & Attitude | I believe that Brand "W" produces good products |
| | | I constantly have positive evaluation toward Brand "W" |

On the other hand, dependent variable is the variable of researchers' main interest, in which the researchers would

like to describe, explain, or predict (Sekaran & Bougie, 2016). The dependent variable of this study is purchase intention (Table 4).

**Table 4. Measurement Items of Dependent Variables**

| Operational Definition | | Measurement Items |
|---|---|---|
| **Attribute** | **Definition** | |
| ***Transactional Intention*** | Individual's intention to buy a product | I have the intention to buy Brand "W" again in the future |
| ***Preferential Intention*** | Individual's main preference of a certain product | I prefer Brand "W" over any other cosmetic brands |
| ***Referential Intention*** | Individual's tendency to recommend a product to others | I will recommend Brand "W" to others |
| ***Explorative Intention*** | Individual's behavior to find positive information about a product | I will look for positive information about Brand "W" |

This study uses nominal and interval data. Nominal scale is used to categorize subjects into certain groups (Bambale, 2014). Nominal data must be mutually exclusive, in the sense that two or more events cannot happen at the same time. For example, gender of respondents can be categorized into male or female. A type of nominal scale, dichotomous scale, is used for the screening questions. Dichotomous scale is the scale used to group the answer based on yes or no answer (Sekaran & Bougie, 2016).

Meanwhile, interval scale is used for the main questions. Interval scale is used to measure the distance between any two points on a particular scale (Bambale, 2014). It is categorizing, rank-ordering, and measuring the extent of differences in the preferences among research subjects. A type of interval scale, Likert scale, is used for the main questions. Likert scale is the scale created to measure respondent's attitude quantitatively (Likert, 1932).

Both the nominal and interval data are gathered through primary sources. Primary data are first-hand data gathered by the researchers specifically to answer their research question(s) (Sekaran & Bougie, 2016). Primary data is gathered through questionnaires distributed to qualified respondents (Table 5). The qualified respondents are female above 18 years old who have bought and used Brand "W", is living in Surabaya, and watched Brand "W" TV commercials as well as visited its official social media accounts and website.

Before distributing questionnaires online, the researchers conducted sampling. Sampling is the activity of choosing representatives of the characteristics of the population (Lohr, 2010). Representative samples give benefits of reduced cost, higher efficiency and flexibility, and greater accuracy (Cochran, 1977). This study uses probability sampling since representativeness of the sample is crucial. Under probability sampling, simple random sampling method is chosen to achieve highest level of generalizability (Sekaran & Bougie, 2016).

Since the exact number of population is unknown and this research uses multiple-regression method, this study uses a formula by Green (1991) in VanVoorhis and Morgan (2007) to determine sample size. The formula predicts the minimum number of sample size based on the number of independent variables. Since there are eight independent variables, the minimum sample size is 114.

$$\mathbf{N \geq 50 + 8m}$$

N = minimum number of sample
m = number of independent variables used

After distributing the questionnaire, validity and reliability tests will be conducted. Validity stresses on the instruments' ability to capture or explain what the researchers want to know (Sekaran & Bougie, 2016). Validity can be tested using Pearson Correlation. To pass validity test, significance value of the measurement items has to be lower than 0.05 for 95% confidence level.

On the other hand, reliability stresses on the consistency of the measurement items in measuring what it supposes to measure (Sekaran & Bougie, 2016). One of the most common tools to test reliability is Cronbach's Alpha, which measures the internal consistency of items through the scale of 0 to 1 (Cronbach, 1951). To pass reliability test, the Cronbach's Alpha must be over 0.7 (Ghozali, 2013).

After ensuring the reliability and validity of the measurement items, it is important to make sure the data is unbiased using Classical Assumption Test. Classical Assumption Test is done in every multiple regression analysis so that the data will not be biased (Lind, Marchal, & Wathen, 2012). The researchers will conduct four tests and test the hypotheses as follow:

1. Normality test: to find out whether the residuals are normally distributed or not
   *$H_0$: The residuals are normally distributed*
   *$H_1$: The residuals are not normally distributed*
2. Multicollinearity test: to find out whether there are correlational relationships among the independent variables or not
3. Autocorrelation test: to find out whether there is correlation between the residual in period t and period t-1 or not
   *$H_0$: There is no autocorrelation between the residuals*
   *$H_1$: There is autocorrelation between the residuals*
4. Heteroscedasticity test: to find out whether variances of residuals for all independent variables are constant or not
   *$H_0$: There is no heteroscedasticity in the residuals*
   *$H_1$: There is heteroscedasticity in the residuals*

**Table 5. Decision Criteria of Classical Assumption Tests**

| Test | Evaluation |
|---|---|
| Normality | Descriptive Statistics:<br>Fail to reject $H_0$ if -1.96 ≤ Z skewness & Z kurtosis ≤ 1.96<br>• $Z\ skewness = \frac{Skewness}{\sqrt{\frac{6}{N}}}$<br>• $Z\ kurtosis = \frac{Kurtosis}{\sqrt{24/N}}$ |
| Multicollinearity | If tolerance > 0.1 and VIF < 10, there is no multicollinearity |
| Autocorrelation | Durbin Watson test:<br>Fail to reject $H_0$ if du < **d** < 4-du |
| Heteroscedasticity | Park test: |

| |
|---|
| Fail to reject $H_0$ if the p-value ≥ 0.05 |

Source: Ghozali (2013)

The data is then analyzed using multiple regression analysis. Multiple regression model is used to analyze the effect of marketing mix, consumers' characteristics and their psychological conditions (X) toward consumers' purchase intention on Brand "W" (Y). As a result, a regression equation can be formulated as follows:

$$\hat{Y} = a + b_1X_1 + b_2X_2 + \ldots + b_nX_n + e$$

$\hat{Y}$ = *dependent variable*
$X_1,\ldots,X_n$ = *independent variable*
$a$ = *value of Y when all Xs are zero*
$b_1,\ldots,b_n$ = *coefficient of independent variables*

To make sure the significance of the multiple regression, some tests have to be conducted:

1. F-test: to measure the ability of all independent variables in explaining the behavior of the dependent variable
   - $H_0$: $b_1 = b_2 = \ldots = b_n = 0$

   *All of the IVs have no significant impact on the DV*
   - $H_1$: $b_1 \neq b_2 \neq \ldots \neq b_n \neq 0$

   *At least one of the IVs has significant impact on the DV*
2. t-test: to measure the ability of each independent variable in explaining the behavior of the dependent variable
   - $H_{i,0}$: $b_i = 0$

   *IV has no significant impact on the DV*
   - $H_{i,1}$: $b_i \neq 0$

   *IV has significant impact on the DV*
3. Adjusted $R^2$: to measure the ability of independent variable in explaining the variance of the dependent variable

**Table 6. Decision Criteria of Significance Tests**

| Test | Evaluation |
|---|---|
| F-test | Reject $H_0$ if the F-significance < 0.05 |
| t-test | Reject $H_0$ if the t-significance < 0.05 |
| Adjusted $R^2$ | The closer the adjusted $R^2$ to 1, the stronger the adjusted $R^2$. The closer to 0, the weaker the adjusted $R^2$ |

Source: Lind, Marchal, Wathen (2012)

## RESULTS AND DISCUSSION

The researchers have gathered a total of 203 responses for this study. However, only 138 respondents are qualified. Using Pearson Correlation, data from these respondents passed the validity tests since none of the significances are above 0.05. The data also passed the reliability tests since all of the Cronbach Alpha are above 0.7.

The data is then tested using Classical Assumption tests. First is normality test. From the descriptive statistics table (Table 7), the skewness is found to be 0.073 and the kurtosis is -0.076.

**Table 7. Descriptive Statistics**

| | Skewness | | Kurtosis | |
|---|---|---|---|---|
| | Statistic | Std. Error | Statistic | Std. Error |
| Unstandardized Residual | .073 | .206 | -.076 | .410 |

Using the formula mentioned in the previous section, it is calculated that the value of z skewness is 0.3501 and the z kurtosis is -0.1822. Both Zs are between -1.96 and 1.96. Thus, $H_0$ is fail to be rejected and the residuals are normally distributed.

Second is multicollinearity test. From the statistic (Table 8), all of the variables have tolerance higher than 0.1 and VIF lower than 10. Therefore, it can be concluded that there is no correlation among the independent variables.

**Table 8. Tolerance & VIF**

| | Tol. | VIF |
|---|---|---|
| **(Constant)** | | |
| **PRODUCT** | .407 | 2.459 |
| **PRICE** | .576 | 1.736 |
| **PROMOTION** | .294 | 3.403 |
| **PLACE** | .378 | 2.642 |
| **CULTURE** | .329 | 3.041 |
| **SOCIAL** | .307 | 3.256 |
| **PERSONAL** | .325 | 3.080 |
| **PSYCHO** | .446 | 2.244 |

Third is autocorrelation test. From Durbin Watson (DW) table with 95% confidence level, number of respondents equals to 138, and number of independent variable equals to 8, the value of du is 1.8458. Therefore, to pass autocorrelation test, the DW value must be higher than 1.8458, but less than 2.1542. From the statistic result, the D-W value is 2.120, between the mentioned ranges. Therefore, the $H_0$ is fail to be rejected and there is no autocorrelation in the data.

Last is heteroscedasticity test. From Table 9, all of the significances for each variable are above 0.05. Therefore, $H_0$ is fail to be rejected and there is no heteroscedasticity in the residuals.

**Table 9. Heteroscedasticity Test Results**

| | Sig. |
|---|---|
| **(Constant)** | .044 |
| **PRODUCT** | .084 |
| **PRICE** | .381 |
| **PROMOTION** | .085 |
| **PLACE** | .244 |
| **CULTURE** | .518 |
| **SOCIAL** | .856 |
| **PERSONAL** | .900 |
| **PSYCHO** | .821 |

After passing all of the assumption tests, the data is analyzed using multiple regression analysis. In multiple regression, three tests will have to be conducted. First is F-test. In F-test, the following hypotheses are tested:

$H_0$: Product, price, place, promotion, cultural influences, social influences, personal influences, and psychological influences simultaneously have no significant impact toward consumers' purchase intention

$H_1$: Product, price, place, promotion, cultural influences, social influences, personal influences, and psychological influences simultaneously have significant impact toward consumers' purchase intention

From the F-test, the significance value is 0.000, way lower than 0.05 (Table 10). Therefore, $H_0$ is fail to be rejected. With that, it means that product, price, place, promotion, cultural influences, social influences, personal influences, and psychological influences simultaneously have significant impact toward consumers' purchase intention on Brand "W".

**Table 10. F-test Results**

| | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| **Regression** | 35.009 | 8 | 4.376 | 27.886 | .000 |
| **Residual** | 20.243 | 129 | .157 | | |
| **Total** | 55.252 | 137 | | | |

Second is t-test. From the t-test results, only product, cultural influences, and psychological influences are found to have the significance values below 0.05 (Table 11). Thus, from the results, the researchers can make decisions for the hypotheses as presented in Table 12. In conclusion, only product, cultural influences, and psychological influences which have significant impact toward consumers' purchase intention on Brand "W".

**Table 11. t-test Results**

| | B | Sig. | |
|---|---|---|---|
| **(Constant)** | .640 | .024 | |
| **PRODUCT** | .210 | .030 | Significant |
| **PRICE** | -.025 | .735 | Insignificant |
| **PROMOTION** | .141 | .135 | Insignificant |
| **PLACE** | -.029 | .708 | Insignificant |
| **CULTURE** | .187 | .004 | Significant |
| **SOCIAL** | -.048 | .470 | Insignificant |
| **PERSONAL** | .056 | .323 | Insignificant |
| **PSYCHO** | .371 | .000 | Significant |

**Table 12. Decision for t-test Hypotheses**

| Hypotheses | Decision |
|---|---|
| $H_{1,0}$: product has no significant impact toward consumers' purchase intention<br>$H_{1,1}$: product has significant impact toward consumers' purchase intention | Reject $H_{1,0}$ |
| $H_{2,0}$: price has no significant impact toward consumers' purchase intention<br>$H_{2,1}$: price has significant impact toward consumers' purchase intention | Fail to reject $H_{2,0}$ |
| $H_{3,0}$: promotion has no significant impact toward consumers' purchase intention<br>$H_{3,1}$: promotion has significant impact toward consumers' purchase intention | Fail to reject $H_{3,0}$ |
| $H_{4,0}$: place has no significant impact toward consumers' purchase intention<br>$H_{4,1}$: place has significant impact toward consumers' purchase intention | Fail to reject $H_{4,0}$ |
| $H_{5,0}$: cultural influences have no significant impact toward consumers' purchase intention<br>$H_{5,1}$: cultural influences have significant impact toward consumers' purchase intention | Reject $H_{5,0}$ |
| $H_{6,0}$: social influences have no significant impact toward consumers' purchase intention<br>$H_{6,1}$: social influences have significant impact toward consumers' purchase intention | Fail to reject $H_{6,0}$ |
| $H_{7,0}$: personal influences have no significant impact toward consumers' purchase intention<br>$H_{7,1}$: personal influences have significant impact toward consumers' purchase intention | Fail to reject $H_{7,0}$ |
| $H_{8,0}$: psychological influences have no significant impact toward consumers' purchase intention<br>$H_{8,1}$: psychological influences have significant impact toward consumers' purchase intention | Reject $H_{8,0}$ |

Following the results, the regression model is generated as follows:

$$\hat{Y} = 0.640 + 0.210PRODUCT - 0.025PRICE + 0.141PROMOTION - 0.029PLACE + 0.187CULTURE - 0.048SOCIAL + 0.056PERSONAL + 0.371PSYCHO + e$$

Last is adjusted $R^2$. As shown in Table 13, it is found that the adjusted $R^2$ is equal to 0.611. It means that 61.1% of consumers' purchase intention on Brand "W" can be explained by product, price, promotion, place, cultural influences, social influences, personal influences, and psychological influences. Meanwhile, 38.9% of the purchase intention on Brand "W" is explained by other variables that are not used in this research.

**Table 13. Adjusted $R^2$**

| R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|
| .796 | .634 | .611 | .39614 |

Based on the F-test, product, price, place, promotion, cultural influences, social influences, personal influences, and psychological influences have simultaneous significant impact toward consumers' purchase intention on Brand "W". This finding is aligned with several previous studies below.

According to American Marketing Association (2013), marketing activity is done to increase consumers' awareness of the products produced. Furthermore, marketing is also being done to encourage consumers' purchase intention (Santoso & Sungkari, 2013; Huang & Foosiri, n.d.) and one of the most popular strategies of marketing is marketing mix (Chai, 2009). Therefore, it is clear that marketing mix will have a significant impact toward purchase intention since it is specifically formulated to increase consumers' awareness and encourages consumers' purchase intention on the product.

Furthermore, according to Constantinides (2006), consumer's characteristics and psychological influences complement marketing mix in influencing the consumers. Puspitarini (2013) who agrees with Constantinides state that the consumers' purchase intention is influenced by consumers' characteristic and psychological influences. This also confirms the theory by Aaker, Kumar, and Day (2004), in which consumers' characteristics and psychological influences are the internal and external factors that act as the reasons behind a purchase. Therefore, from all of the findings

above and the result of the F-test, it can be summarized that marketing mix elements, consumers' characteristics and their psychological conditions simultaneously have significant impact toward consumers' purchase intention on Brand "W". However, after conducting t-test, it is known that among the eight variables, only three variables are proven to have significant impact individually toward consumers' purchase intention of Brand "W". Those variables are product, cultural influences, and psychological influences. Meanwhile, price, promotion, place, social influences and personal influences are found not to have significant impact toward consumer's purchase intention on Brand "W".

The first variable tested using t-test is product. Product attribute has a positive relationship with consumers' purchase intention. This positive relationship is supported by Musriana (2014) who researched about the influence of marketing mix towards consumers' purchase intention in a supermarket at Grobogan city. The study resulted in positive relationship between product and purchase intention as the scholar claims that a better product will stimulate consumers' purchase intention. Furthermore, the study also found that the higher a product's variety is, the higher the consumer's purchasing intention is. Another study conducted by Satit, Tat, Rasli, Chin and Sukati (2012) found that high product quality as well as high customer satisfaction lead to high consumers' purchase intention (in Huang & Foosiri, n.d., p. 11).

These findings are also aligned with the theory stating that product's ability to satisfy needs influences consumers to have intention to buy a certain product (Eavani & Nazari, 2012). All of these previous findings support the fact that product has significant impact toward purchase intention.

The second variable is price. The insignificance of price is supported by a research conducted by Veterinawati (2013) which finds that price is no longer relevant in buying smartphone "B" as long as the psychological needs of the consumers are met. Furthermore, another study conducted by Musaddad (2011) about customers' purchase intention toward "C" Yogurt Drink, confirms price as one of the insignificant factors. Consumers do not bother about price in buying "C" Yogurt Drink since they value quality and hygiene more. It does not matter how much "C" Yogurt Drink is priced; consumers are still willing to buy it.

The same logic can also be applied in cosmetic industry. Women nowadays care less about cosmetics' prices. Das (2013) finds that in choosing cosmetics, women focus on finding the right products that suit their skins and will not harm their natural beauty in the future. Because of such mindset, women do not really care about the price of the cosmetics purchased, underlying the reason for price's insignificance.

The third variable is promotion. The insignificance of promotion attributes might be a result of the fact that consumers are already skeptical toward promotional activities by companies. According to Familmaleki, Aghighi, and Hamidi (2015), in order for a promotional strategy to succeed, consumers need to be receptive of the message and able to digest the promotional strategy in a way that encourage them to have purchase intention. However, Sugiarti (2013) finds that Indonesian consumers are quite skeptical toward promotional activities (i.e. advertisements). Consumers also tend not to look for information about cosmetics from the company's official social media and websites. Furthermore, consumers are also usually uninterested in listening to the employee while he/she is explaining more about the product, especially if the explanation is long (Sugiarti, 2013). As a result of these consumers' behavior, promotional activities have no significant impact toward purchase intention.

The forth variable is place. The insignificance of place attribute might be related to the increase in online purchasing. According to Ernis (2015), the number of online shoppers in Indonesia has grown twice the number of online shoppers in 2014. In 2014, the number of online shoppers were 24% of the total internet users. In 2015, the estimated number of online shoppers were 57% of the total internet users in Indonesia. Furhtermore, one of the most purchased products online is cosmetics (Ernis, 2015). Since Wardah's products can easily be bought online, it is possible that this is the reason why place do not have significant impact toward purchase intention on Wardah. Consumers do not care about the location, the store design, and store atmosphere since they will not experience any of those during purchasing activities. If they want to buy Wardah's products, they can buy it online wherever they are.

The fifth variable is cultural influence. Cultural influences have positive relationship with consumers' purchase intention. This is aligned with the findings found by Puspitarini (2013), in which cultural influences are found to have significant impact toward consumers' purchase intention. Furthermore, according to Kotler (1994), cultural influences determine the basic needs and behaviors of each consumer (in Puspitarini, 2013, p. 28). This is why cultural influences can give significant impact to consumer's purchase intention. Moreover, Patil and Bakappa (2012) claim that subculture plays a role in choosing which cosmetics to buy. This subculture is a result of culture of the state and the religion each individual adopts. For example, a study found that Moslems prefer Halal products more than non-Halal products (Yasnita, 2015). This preference is based on Allah's commandment to always consume everything that is Halal. The word consume here does not only refer to food and beverages but also other consumable products such as cosmetics (Utami, 2013). This explains the reason why Halal, as a part of subculture, has positive influence to purchase intention.

Other than subculture, habits also play roles in influencing consumers' purchase intention (Chiu, Hsu, Lai, & Chang, 2012). According to Verplanken (2006) and Wood and Neal (2007), once a habit is created, the activity will be performed automatically (in Chiu, Hsu, Lai, & Chang, 2012, p. 237). Therefore, once women already formed a habit of using cosmetics, they will automatically keep using cosmetics. This is why habits can significantly influence consumers' purchase intention.

The sixth variable is social influence. Social influences have no significant impact to consumers' purchase intention on Brand "W". This is similar with the result of a study

conducted by Khanifah (2015). Social influences, which include the opinion of groups and family, are proven not to have any effect. It is because in buying the Halal-labeled food, consumers rely on their own opinion and their psychological states.

In addition, another study about Brand "W" supports the claim that social influences have no significant impact toward purchase intention (Gandi, 2016). Consumers are not influenced by their family in purchasing cosmetic products since cosmetic products are subjective to each individual's needs and preferences. Furthermore, according to that study, roles and status are not influencing consumers in buying cosmetic products for the same reason. In the case of cosmetics, consumers' concern more about cosmetic's suitability and safety toward their skins (Das, 2013).

The seventh variable is personal influence. Many studies found that personal influences do not have significant impact, supporting the result of this research (Lastia, 2014; Pribadi, 2017). The reason for the insignificance might be related to the reason why price is also insignificant. As mentioned above, in choosing cosmetics, consumer do not rely on the prices of the products. Consumers care more on the suitability of the product to their skins and the safety of the products (Das, 2013).

Furthermore, self-concept also does not have significant impact due to consumers' concern on cosmetic's suitability and safety to their skins (Das, 2013). As a result, even though the product may not represent the individual's image, it is still possible for that person to have the intention to buy the products as long as the product is suitable and safe for her skin.

Other than economic situation, occupation, and self-concept, age is also found to have no significant impact toward consumers' purchase intention (Lavanya, 2014). According to the study, age has no significant impact toward consumers' preferences on cosmetic brand. This study suggests that even though the product choices may differ due to age, but the brand preferences will not be affected by age.

The last variable is psychological influence Psychological influences is found to have an influence toward consumer's purchase intention. Other studies conducted by Veterinawati (2013) and Puspitarini (2013) also produce the same result, whereby psychological influences significantly impact consumers' purchasing intention. Consumers' beliefs and perception are what stimulate them to purchase the product (Kartika, 2014). When the consumers have a belief that a product is good or perceive that a product is good, naturally they would want to buy the product. Furthermore, a study by Sugiarti (2013) finds that consumers disregard promotion since they prefer to learn about a product through their own experience before buying that product. Therefore, if the experience obtained is good, meaning the learning is good, then consumers would have higher chance to have the intention to buy the product.

From these findings it can be drawn how important psychological influences are in motivating consumers' purchase intention. Similarly, in the case of Brand "W", consumers' purchase intentions are influenced by consumers' psychological conditions.

## CONCLUSION

In conclusion, this research has answered two research questions by testing nine hypotheses. The findings are summarized as follow:

1. Product, price, place, promotion, cultural influences, social influences, personal influences, and psychological influences simultaneously have significant impact toward consumers' purchase intention on Brand "W".
2. Product, cultural influences, and psychological influences have significant impact toward consumers' purchase intention on Brand "W"
3. Price, promotion, place, social influences, and personal influences have no significant impact toward consumers' purchase intention on Brand "W"
4. This research is able to explain 61.1% of the variance of consumers' purchase intention on Brand "W".

There are few limitations of this research. The first one is limitation of scope. This research is limited to Surabaya only. Hence, the outcome can only be applied to Brand "W" in Surabaya. Therefore, the researchers suggest to broaden the scope for future research, such as in five big cities in Indonesia or all cities in Indonesia.

The second one is limitation of independent variables. From the adjusted $R^2$, it is found that only 61.1% of the purchase intention variances are represented by the independent variables of this research. The remaining 38.9% are caused by other variables that are not measured in this research. Therefore, the researchers suggest to add different independent variables. A study suggests that word-of mouth, income level, and product quality significantly impacting consumers' purchase intention (Rachamawati, Magdalena, & Dhiana, 2015). Since this research does not measure word-of-mouth and income level, these two independent variables can be considered. If by adding these two independent variables can increase the adjusted $R^2$, Brand "W" can take these factors as consideration to improve consumers' purchase intention.

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