

Analysis of Women Consumer Behavior for Purchasing “Oriflame” Cosmetic Product: Phenomenology

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Abstract: The desire to be the perfect, to innovative is human nature. Caring about their body and their physical aspect is very important to women. The application of cosmetic has become a social phenomenon in Indonesian people lives. Over time, attitudes and habits are changing as social structures metamorphose, as new and different technologies affect the market. There are a lot of international cosmetic brand in Indonesia but this study focuses on “Oriflame”. The purpose of this study is to analyses the purchasing behavior of postgraduate students at the State University of Malang Indonesia, to determine the main reason for their choice. This study used qualitative research and data were obtained by interview and documentations. The results show that personal factors have an influence towards customer’s behavior when purchasing cosmetic products. The main factors attract women consumers in Oriflame are discount, product quality and price. The main reason consumers are using Oriflame is the quality that satisfies their needs, trust worthy brand.

Keywords: Women Purchasing Behavior, Cosmetics

INTRODUCTION

Looking for perfection and innovation is in nature of human, searching for the best way to express themselves surrounded by the society, which is the way to lead human from civilization to modern way of life. From the perspectives of the history of cosmetic, cosmetics helped us to change the way we look, fixed out bodies in time of sickness and enabled us to express our religion and beliefs.

Cosmetic market has become a social phenomenon in Indonesia. Attitudes and habits are changing overtime as social structures, metamorphose, as new and different technologies affect the market. Indonesian women are already exposed to the Western side, from movies, music, television shows and magazines, which exposes them to the world's fashion. International brands are presented and are well known in the market. An extensive survey by market research by Nielsen found that sales of cosmetics in urban areas increased by 9.4% year-on-year in the first half of 2013, while in rural regions, sales boomed by 27.5%. This is according to Indonesia's Cosmetics Market. In this case, urban areas have become a consumers of basic skin care, and make-up products which has become a necessity in their daily lives.

There are a lot of international brands in terms of cosmetic product in Indonesia such as Unilever Indonesia, Procter & Gamble Home Products Indonesia and L'Oréal Indonesia which occupies the top three positions in 2015. Accounting for over 50% of value sales (Euromonitor, 2016). Oriflame is one of the international brands which has its place in Indonesia. With direct sales around 60 countries in the world. It was built by two brothers and their friends in 1967 in Sweden. The products are made with natural ingredients and in contribution with the latest technological innovations. The uniqueness of Oriflame and lead the researcher to conduct his research about Oriflame is its marketing strategy where their product is not appeared in any market or any mall in the city. When customers want to purchase Oriflame's product, they must be a member of Oriflame, or they have any relationship with the reseller, addition to that the online application.

The awakening of female consumer's consciousness during the recent years leads to alteration of consumer behavior, and influences the women's usual conception for pursuing fashion and cosmetics application. In fact, the makeup practice has already been regarded as a social politeness and necessary requirement for interpersonal activities (Wan-Chen Yu and Chang-Tzu Chiang, 2010).

With hope this research will give a development to the field of marketing study. Hoping that this study will help student to more understand consumer behavior in marketing field and increasing their knowledge. This study support the theory of Kotler (2012) and Solomon (2006) in marketing research. This research is actually affect directly to the producer of the product Oriflame and for the other consumers that never try to use the product from Oriflame and so this is benefit for both the producer and consumer and especially women consumer. This research is benefit for the producer, because it will motivate them to produce more product. Knowing everything that concern their consumer is the first thing that they should make sure because if the product is a lot but the demands is less so that they will meet some difficulties. The enterprise must survey in permanence the environment because, first, they will integrate in this environment and the second they will act in this environment. The larger the share that represents a client in a company turnover, the higher the customer's bargaining power is high. This document incites the other consumers to purchase Oriflame product. After reading this maybe they will understand also why other consumers purchase cosmetic product from Oriflame, and maybe, they will notice also that it can be benefit for them. The reason that the other consumers who purchase the product can change their mind and lead them to have a desire to try the product. More the consumers get information about the product, more the

product will interest them and it can affect their buying behavior. This research is very useful for the others who want to do another research also about women consumer behavior by purchasing Cosmetic products from Oriflame.

According to the “*study on the factor influencing consumer buying behavior in cosmetic product*” by Kumar (2014), found that small differences exist in the income level that implies the different groups prefer or opinion differs on consumer buying behavior. He stated that every person plays multiple roles in their daily life, professional role or social role, and each of these roles has a certain effect on consumer buying behavior. Another study of Chiang (2010), “*Research on female consumer behavior in cosmetic market*” noted that lifestyle is an important factor for studying consumer behavior. In his study, he used Means-End Chain (MEC) theory, which is extensively defining the structure among three levels, these are product attributes, purchase result, and outcome produced by individual value.

The purpose of this study is to analyze the purchasing behavior of women, especially the postgraduate’s students at the State University of Malang on cosmetic products from Oriflame. This research focus on women perspectives in their purchase decision related to the personal factors including age and life cycle, occupation and economic circumstance, personality and self-concept and finally lifestyles and values towards product cosmetics from Oriflame, and to determine the reason why they choose Oriflame.

THEORY

Consumer behavior is defined as the study of individuals or organization and the processes consumers use to search, select, use and dispose of product or services, experiences, or ideas to satisfy needs and desires and its impacts on the consumer or society (Solomon, *et al.* 2006). It is important to make a difference between customers and consumers. Customers are those persons who purchase particular brand, or purchase particular company’s product. On the other hand, consumers are those person who use or dispose the product or services.

Consumer behavior is simply the individual purchasing consuming decision of consumer. Economists explain consumer behavior in three steps: (1) First step is to examine consumer preferences. For practical purposes this just means what a consumer would theoretically prefer without prices. (2) The second step is that consumers face budget constraints. (3) The third step is to determine consumer choice, marketers should put together consumer preferences and budget constraints. In determining consumer behavior, it is very important to know the consumer decision making. In order to offer an effective service, it is important to identify consumer segments, taking into account the benefits which the consumer seeks (Patwardhan, *et al.*, 2010). Economists accomplish this last trick by assuming that people maximize their satisfaction by combining a set of goods and services. Understanding the consumer behavior is very important for a company before launching their product. But studying consumer behavior is not easy because each individual has different mind and attitudes towards purchase.

According to Kotler (Kotler & Keller, 2012) there are three factors that influence consumer behavior, cultural factors, social factors, and personal factors. Culture is the most comprehensive external social determinant of human behavior (Al-Jeraisy, 2008). A second group of factors is social factors, which is focus on interpersonal relationships, play an

important role in purchasing behavior, namely references group, social roles and statuses affect our buying behavior. Age and stage in the life cycle, occupation and economic circumstances, personality and self-concept, and lifestyle and values have a positive impact on customer's decision (Kotler & Keller, 2012).

According to Kotler (Kotler & Keller, 2012) there are three factors that influence consumer behavior, cultural factors, social factors, and personal factors. Culture can be define as "a combination of symbols and human artifacts invented by a given society and transmitted across generations in order to determine and regulate human behavior" (Stanton, et al.,). The second group of factors is social factors which focuses on interpersonal relationships and plays an important role in purchasing behavior, namely references group, social roles and statuses affect our buying behavior. Factors such as age and stages in the life cycle, occupation and economic circumstances, personality and self-concept, and lifestyle and values have a positive impact on customer's decision (Kotler & Keller, 2012).

Kotler (2012) defines five stages that every consumer passes through. They are problem recognition, information research, and evaluation of alternatives, purchase decision and post-purchase decision. According to Solomon (2006) problem recognition occurs whenever consumer sees a significant difference between his or her current state of affairs and some desired or ideal state or in the other words problem recognition comes when complementary goods are required. Our information sources can actually be influenced by the external and internal sources. Most information falls into four groups. The first personal source comprises of family, neighbors, and acquaintances while the second source includes activities of the marketers such as advertising, web sites, salespersons, dealers, packaging and displays. The third source is the public which is more concerned about the mass media and consumer-rating organizations. Solomon (2006) states that purchase decision occurs at a stage in which a choice must be made from the available alternatives.

Nowadays a lot of available choices are presented in the market and consumers are faced with variable variation of product and brand. Consumers detain different information to make a choice, so they will make a decision to purchase. In executing a purchase intention, Kotler (2012) noted that the consumer may make up to five sub decisions including brands, dealer, and quantity, timing and payment method. Satisfaction is when the products or services meet the consumer requirement, if it can fit with what they are looking for in other words as Kotler (2012) states that if performance meets expectations, the consumer is satisfied. In contrast if the performance does not meet the expectations of the consumer, he/she is disappointed. Thus, satisfaction falls between the product's performance and the expectation of the consumer.

RESEARCH METHODS

This study uses a qualitative approach that is an in-depth part of the individual or phenomenon in a specific research context. The data used in this study are primary data and secondary data. The primary data will be obtained from interviews and documentation by the researcher. Respondents are women employed and married, women unemployed and unmarried, women

employed and unmarried. While the secondary data includes the source of literature, journals and research reports.

FINDING AND DISCUSSION

Women Perspective towards Cosmetic Product

From the results of the research that has been done, we can get a definition about cosmetic as tools and product used by women to beautify themselves and to be more self-confident. The findings are the same with the results of research done by Tsang (2016) that the reason to use makeup is to make yourself look more beautiful and boost confidence. The results show that women use cosmetics to be more fresh and beautiful, for skin health, better mood, to entrust themselves, to enhance appearance and at work must be visible or influenced by the society.

Every consumer has a different perspectives on cosmetics. Some see the price, and compare one brand to another. There are many brands of cosmetics in Indonesia, from the cheap one to the very expensive one ranging from the cheapest to the expensive one and from imported products to local products. So women in Indonesia have a variety of choices and they will definitely look at the best in terms of price and quality before deciding to buy them.

According to the opinion of one consumer Mrs. Tuti, the use of cosmetics is important and compulsory for women for beautification and skin health.

The results show that women's perspectives on cosmetic products nowadays is already good and innovative. According to one consumer's opinion, Ms. Made the company has done various research on skin type rather every consumer gets what they need according to their requirement. Some cosmetic products are dangerous because of the utilization of materials that are not good for skin, chemicals that are not in accordance with consumer's need.

Oriflame's Profile

This research focuses on one company, "Oriflame". Oriflame is an International company that also runs their business in Indonesia and is one of the famous cosmetics companies in Indonesia. Oriflame is a business, sort of selling cosmetic products, makeup tools, accessories even products to lose weight. Same for all companies, the more you sell the more profit will get. Oriflame is a Swedish company which has many branches in Indonesia. The closest of Malang is in Surabaya but Malang has many Oriflame service points.

Every distributors has his profit in every product sold. The profits can be in the form of money, bonuses can be goods whereas bonuses can be goods, and it can be a salary as well when the level of grade is going up such as level of director.

Consultant Ms. Juli explains the strategies undertaken by Oriflame to attract customers one strategy is that there are always new goods every month, discounts every month, and existence of attractive products such as bonuses.

Women Purchasing Behavior

Unemployed and unmarried women are between range 22-25 years old, while employed and married women are between 26-30 years old. Employed and unmarried woman is between 26-30 years old. Every consumer agrees that life cycle influence their purchasing behavior. The

results of this study indicates that family circumstances do not affect/affect women purchasing behavior which can be taken a conclusion that the family circumstances affect positively in the decision and ability to buy cosmetics. For example husbands help in the choice of color and ingredients of the product which may have some danger. Mrs. Tuti stated that family circumstances affect the purchasing ability because after marriage there are many needs when needs comes to cosmetics, there is a need to consider the priorities.

The research results showed that employed women with higher incomes have more powers affordability for cosmetics. Similar to the results of a study conducted by Tsang (2016). found that the higher the monthly respondents' household income, the more likely they are to wear makeup every day. The results of this study reveals that the informant's average for cosmetics who has worked and has a family is Rp 500.000,00 per month, and that is only for the needs. For unemployed and unmarried people the average monthly budget to buy cosmetics is Rp 200.000,00 - 300.000,00. The monthly average for purchasing cosmetics for employed and unmarried people is Rp 100.000

Everyone's personality differs and it will affect the buying behavior cosmetic products as well as other products. This research found that everyone has different choices, there are those who are interested in cosmetics and they like shopping cosmetic products and collecting other products. There is also a similarity between women, the simplicity for every day routine, lipstick and powder is enough but when a special event comes they will wear full cosmetics.

Reasons for choosing Oriflame

a. Problem recognition

During this study researchers get what the sellers do when consumers find a problem. Some consumers say that Oriflame is expensive. The perception of women towards Oriflame is already good, trusted and free animal test. Accessing and purchasing Oriflame's product is also easy due to the existence of many individual distributors and online application. Consumers have a positive view towards Oriflame products.

b. Research Information

The result of this study show that friends and catalogues are the most important source of information which influences women consumer decision. Followed by family, internet and social media, included mall and experience. Women want detailed information from staff and others attributes such as their friends' opinions, company reputation, store environment, product / service pricing are a few important aspects according to the study of Goyal (2014).

c. Evaluation Alternatives

When women evaluate alternatives in this study, the most important factor that they consider is the sustainability of the product to their needs. All consumers who have been asked revealed that Oriflame can fulfil their requirement. Oriflame does not disappoint with its products. Consumers have put their trust in Oriflame. Some of the consumers stated that only product from Oriflame can satisfy their needs. The most criteria in the evaluation of alternatives in this

study are sustainability with the product and quality of the product the most repeated answer, following by the differentiation in the price, previous experience and review from another person.

d. Purchase Decision

The most important factor which attracts consumers to Oriflame is quality and price followed by discount. The quality of Oriflame products is good according to the needs of consumers. It is similar to the results of the study by Eswari and Meera (2015) most of the respondents were satisfied with all the factors like price, quality, availability, service, size and design and no one is dissatisfied with the above mentioned facts. Discounts are very beneficial for women who are still studying because it will help them in their buying behavior as stated by the seller that not everyone can receive products from Oriflame. Marketers look at it so they will find other ways to attract consumers that is discount and promotions. Buy one and get one free or buy one for two is very effective and it is a strategy used by Oriflame as well.

e. Post purchase behavior

To determine how satisfied women are in the use of cosmetic products from Oriflame, they have been asked about their relationship with Oriflame. Two consumers have been using Oriflame products for 11 years, followed by one consumer which has been used cosmetics for 6 years, and two consumers have used Oriflame for 3 years. If they have been using the products for a long time, they are satisfied and have built a relationship with the product and brand. Being satisfied lead women to talk good thing about Oriflame to their entourage and recommend them to purchase in Oriflame. Some suggestions has been given by consumers to Oriflame, first if it is possible to add more variation of product, secondly upgrade the bonus level for consumers, not just for sellers and thirdly especially in Indonesia whose consumers are majority of Muslim people should be considered halal materials.

Some of the products used by consumers are lipstick, powder, perfume, facial wash, lip balm, body lotion, vitamins for body and lotion, hand lotion, food spray, eyeliner, mascara, eyelash curler and brush, skincare, eyebrow products, and blush on.

CONCLUSION AND RECOMMENDATION

Every woman is different in their own way. Everybody has their own point of view for everything. Due to the existence of different products in the market, people may find difficulties to find wat they need. The society influences us in everything, family, friends, work environment, organizations, and other person who are not so familiars also influence us.

Every little imperfection which appear on our face such as acne and black heads can be covered cosmetic powder. Cosmetic is not only about one part of our body but everything which has an impact on our body starting from hair to feet. Marketers are really in good business if they know how to satisfy consumer needs and before they enter this business they know already what happens in the market and consumer expectations.

Married women are influenced by their husbands in purchasing cosmetic products. Their influence ranges from color choice to the ingredients used.

Age and life cycle also have an influence in their purchasing behavior. Employed women are able to pay more for the cosmetic. There is no difference between employed and unemployed women in terms of the factors which influence their purchasing behavior since price and quality of the product are the main important factors of them. Discount is the most attractive factor and most important aspect for women when purchasing Oriflame products.

Consumers may face difficulties when they are looking for the product they want, sellers play their role to persuade their consumers in product to use and product that can be matched with their requirement. For those women who are not engaged in family commitments are unemployed are more influenced by the family that is the mother and siblings. But the main information sources of women in this study are friends and catalogues. Oriflame products as result of "Words of Mouth" advertising and catalogues.

It is advisable to give a tester for individual consultants or resellers to avoid consumer disappointment as it is difficult for women to choose products if they cannot try and do not know if the product can fit with their expectation or not. Consumers should pay attention in the product that they are using because of the ingredients maybe a danger for health.

Consumers request Oriflame to add a special store in Malang, Indonesia. Women are very sensitive in term of beauty if it is matched with her skin type, the difference between European and Asian season is not the same, however every season women used different kind of products according to the season. Oriflame should know about that then they only send the product which is matched with Indonesian weather.

These are some recommendation that can be given to Oriflame and maybe useful for their marketing strategy. Must have a strong strategy to train consultants / resellers to attract customers. The more customers get more information the more they are interested. Consultants / resellers should be knowledgeable about every product they sell. They should be able to answer every question from customers. At least there should be a store that sell Oriflame products so that consumers can find products more easily in every city, even if it's direct sales, some customers ask to implement the store. It's always easy for customers to identify a product on the market, mall. They can try and see if it suits their needs. Creating videos, images, apps that will certainly be more attractive so it will be easy and to create the intention of customers who buy the product. On the other hand, add more information about Oriflame on the internet, social media. For example, build a strong advertising. Engage customers by creating a section where customers can share their opinions and talk about their issues when buying cosmetic products. It helps customers to solve their problems. Not only for customers but also for Oriflame, they can get valuable feedback for their products. For example features, LifeChat on Oriflame website.

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