

Quality Of Products, Brand Images And Attractiveness Of Causes Impulsive Buying: A Case Of Cosmetic In Indonesia

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Abstract: *This study wanted to find out consumer behavior in terms of impulsive buying, in terms of product quality, brand image, and attractiveness of cosmetic products. The new thing proposed is the use of emotion, hedonic pleasure, cognitive, and affective. As an indicator of impulsive buying. Using the structural equation model, the sample of 200 respondents, and with purposive sampling. It was found that the quality of the product has not been able to become an attractive cosmetic product. It was also found that product quality, brand image, and attractiveness influence impulsive buying. It also proves that product attractiveness is a good mediating variable between product quality, brand image and impulsive buying variables. These findings provide information and directions to cosmetics entrepreneurs, so that they provide more information about the specialty of their cosmetics production, and also reproduce testimonial information about the superiority of the cosmetic products they produce.*

Keywords: *product quality, brand image, attractiveness, impulsive buying, cosmetics.*

Date of Submission: 16-11-2019

Date of Acceptance: 02-12-2019

I. Introduction

Improving product quality, brand image, and product attractiveness are one of the goals for every company, especially cosmetics industry companies. Many products are produced with various types, quality and packaging, where the whole thing is only intended to attract consumers' interest, so consumers tend to do buying activities for these products. Therefore, each company is required to be able to create products with the best specifications in order to attract consumers to buy the products offered. Several studies results show that situational factors such as product design, music, layout, and decor, promotion, product availability, store employees, and parking space availability are positively related to customer perceived value and can cause impulsive consumer reactions. Encourage purchase intentions and decisions (Surjaputra, and Williemi, 2011; Dhariyal et al., 2017; Ehsan et al., 2013). Factors that influence buying intentions relate to feelings and emotions, if someone feels happy and satisfied in buying goods, then it will strengthen purchase intention, dissatisfaction usually eliminates intention. The purchase intention that exists in consumers is a very important phenomenon in marketing activities, the intention to buy is a consumer behavior that underlies a purchase decision to be made (Swastha, and Irawan, 2015). Ruswanti et al. (2016) states that consumers evaluate products, generally using brand, design, price, and quality of products that end up in product purchases. While Iskandar et al. (2015) states that customer satisfaction is a trigger for repurchases.

Impulsive buying decisions are behaviors of someone who makes a purchase spontaneously or suddenly without prior planning. Factors that cause people to buy something outside the plan, such as the desire to try new goods or brands, the influence of advertisements seen or watched before, the display and packaging of products that attract attention, the lure of getting discounts, sweepstakes or coupons and so on. Verplanke, and Herabadi (2001) define impulsive purchases as irrational purchases and are associated with fast and unplanned purchases, followed by conflicts with thoughts and emotional drives. Emotional impulse is associated with a strong feeling that is shown by making a purchase because there is an urge to buy a product in a hurry, ignoring negative consequences, feeling satisfied and experiencing conflict in his mind. Unplanned purchases can happen to everyone. An interest in the product being seen and consumers feel that at that time they must also buy the product. This type of decision making on purchases is better known as purchases outside the shopping list. Decision making on purchases outside the shopping list is usually the price or promotion such as giving discounts or gifts that are included in the product.

II. Literature Review And Hypotheses

2.1. The relationship between product quality and attractiveness and purchasing

Impulsive purchases occur when consumers see a particular product or brand, then consumers become interested in getting it, usually because of an attractive stimulus from the store (Utami, 2010). Research shows that impulsive buying can reflect psychologically different types of behavior. Engel, Blacwell and Miniard

(1995), mention that impulsive buying occurs when consumers experience the sudden pressure that is usually strong and persistent to buy something immediately. This sudden insistence can occur due to promotion and better product quality. Product quality is a dynamic condition related to goods, services, people, products, and the environment that meets or exceeds expectations (Goestsch, and Davis, 2014)

Surjaputra, and Williem (2011), show that attractiveness and product quality are important in increasing the level of impulsive purchases for male and female sexes, but word of mouth information only applies to female sex. Dhariyal et al. (2017), shows that packaging design influences impulsive purchases. Two factors, namely brand name and color significantly influence consumer purchases. Based on the description above, the hypothesis is as follows:

H1: Product quality has a positive effect on attractiveness

H2: The quality of the product has a positive influence on the impulsive purchase

2.2. The relationship between brand image and attractiveness and purchasing

Brand image is the consumer's perception of a brand as a reflection of the brand association that exists in the consumer's mind (Kotler, and Keller, 2012). Brand image is a collection of associations organized into a meaningful one (Aaker, 2014). Fianto et al. (2014), proved that brand image influences impulsive buying. Malik et al., (2012), show that brand image and advertising have a strong and significant positive influence on consumer buying behavior, and consumers view brand image with a positive attitude.

Tang, and Hao (2017), mention that online merchants have developed different marketing strategies to maximize attractiveness, which is clearly favored by internet merchants. Following the times and choosing promotional strategies in line with the times will help traders increase sales and create profits. Based on the description above, the hypothesis is as follows:

H3: Brand image has a positive effect on attractiveness

H4: Brand image has a positive effect on impulsive purchases

2.3. The relationship of attraction with impulsive buying

Khawaja (2018), proves that the attractiveness of advertising towards impulsive buying. Tang, and Hao (2017), mention that online merchants have developed different marketing strategies to maximize user attractiveness, which is clearly favored by internet merchants.

Cahyorini, and Rusfian (2011), packaging design affects impulsive purchases, and the dimensions of packaging design that generate impulsive purchases are graphic design. Packaging design is becoming more important in increasing sales. Ahmad et al. (2019), states that a positive mood influences impulsive buying behavior. Putra, and Santika (2018), that gender has a positive effect on impulsive buying behavior. Promotional appeal influences impulsive buying behavior. Based on the description above, the hypothesis is as follows:

H5: Attractiveness has a positive effect on impulsive purchases

III. Research Methodes And Data Analysis

The research population is cosmetic consumers in East Java, Indonesia. The analysis technique uses SEM analysis. And the number of samples studied was 200 respondents. While the sampling method uses accidental sampling.

The study used questionnaire instruments where product quality was used 5 indicators adopted from Kolondam (2016), brand image using 5 indicators adopted from (2012); Fianto et al. (2014), the attraction of using 3 indicators adopted from Schiele et al. (2012); Surjaputra, and Williem (2011), and impulsive purchases using 4 indicators adopted from Khawaja (2018); Putra, and Santika (2018).

Table no 1: Characteristics of respondents (N = 200)

Characteristics		Frequency	Percent
Gender	Men	63	31,5
	Women	137	68,5
Age (years)	17-30	12	06,0
	31-40	165	82,5
	41-60	23	11,5
Education	High school	24	12,0
	Diploma	127	63,5
	Bachelor	49	24,5

Descriptive data analysis of 200 respondents showed that: the characteristics of respondents according to gender were dominated by women at 68.5% compared to 31.5% for men. Characteristics of respondents based on age at the age of 17-30 years were 06.0% of respondents, and dominant in the age range 31-40 years

were 82.5%. The education level of the majority of respondents was diploma which reached 63.5%, while the rest had a bachelor's degree of education 24.5% and High school 12.0%.

IV. Result and Discussion

4.1. Validity And Reliability Test

From the result of Pearson product moment correlation, it is known that all questionable items in the questionnaire have a significant correlation at the error rate of 5%, so it can be said all the questionable items are valid. From the Cronbach alpha test (α) it was found that all research variables were reliable, because all alpha coefficient values of each variable were greater than the standard (0.6).

Table no 2: Validity and reliability testing

Research variables	Indicator	Pearson correlation	Coefficient Alpha (α)
Product quality	QUAL1	0,744**	0,800
	QUAL2	0,800**	
	QUAL3	0,667**	
	QUAL4	0,650**	
	QUAL5	0,808**	
Brand Image	BRD1	0,701**	0,711
	BRD2	0,716**	
	BRD3	0,619**	
	BRD4	0,713**	
	BRD5	0,677**	
Attractiveness	ATT1	0,667**	0,793
	ATT2	0,879**	
	ATT3	0,657**	
Impulsive buying	BUY1	0,707**	0,744
	BUY 2	0,832**	
	BUY 3	0,717**	
	BUY 4	0,710**	

** Correlation is significant at the 0.01 level (2-tailed).

4.2. Confirmatory factor analysis.

Table no 3: shows the overall results of confirmatory factor analysis on the measurement model of the study. The construct validity and reliability are two tests to evaluate the ability of the measured variable (manifest) in forming latent variables, in the table below all manifests has a loading factor with a probability of less than 0.05, meaning it is significant in forming latent variables. It is also seen that each latent variable has a construct critical ratio of more than 0.2, which means it comes from one dimension (unidimensional).

Table no 3: Confirmatory Factor Analysis

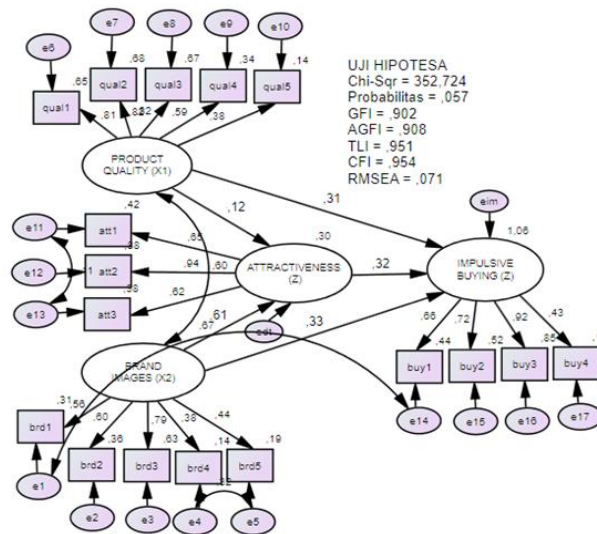
Research variables	Relationship	C. R.	Loading Factor (λ)	Probability
QUAL	QUAL → QUAL1	-	0.618	0,000
	QUAL → QUAL2	7.134	0.925	0,000
	QUAL → QUAL3	6.126	0.739	0,000
	QUAL → QUAL4	6.100	0.735	0,000
	QUAL → QUAL5	6.243	0.867	0,000
BRAND	BRAND → BRD1	-	0.699	0,000
	BRAND → BRD2	5.454	0.746	0,000
	BRAND → BRD3	5.815	0.608	0,000
	BRAND → BRD4	5.454	0.702	0,000
	BRAND → BRD5	5.815	0.662	0,000
ATT	ATT → ATT1	-	0.618	0,000
	ATT → ATT2	6.847	0.874	0,000
	ATT → ATT3	6.910	0.887	0,000
IMPUL	IMPUL → IMPUL1	-	0.759	0,000
	IMPUL → IMPUL2	7.892	0.763	0,000
	IMPUL → IMPUL3	2.000	0.699	0,000
	IMPUL → IMPUL4	9.569	0.432	0,000

QUAL: Product quality, BRAND: Brand Image, ATT: Attractiveness, IMPUL: Impulsive buying

4.3. Goodness of Fit Test

The results of data processing using a sample of 200 shows Chi-square is 352,724 with a probability of 0.057. Meanwhile, from GFI, AGFI, TLI, CFI, RMSEA and CMIN / DF respectively 0.902, 0.908, 0.951, 0.954, and 0.071 all within the range of acceptable values. The results are shown in Figure 1.

Figure no 1: Coefficient of Research Model Path



4.5. Hypothesis testing

Hypothesis testing is done based on the estimated value of the parameters of the research model shown in Table no 4.

Table no 4: Hypothesis Testing

H	Relationship	Standardized Coefficient	SE	C.R	P	Decision
H1	QUAL→ATT	0,120	0,195	1,300	0,194	Reject
H2	QUAL→IMPUL	0,314	0,087	2,727	0,000	accepted
H3	BRAND→ATT	0,611	0,154	4,489	0,669	accepted
H4	BRAND→IMPUL	0,332	0,166	3,178	0,000	accepted
H5	ATT→IMPUL	0,323	0,083	3,928	0,006	accepted

QUAL: Product quality, BRAND: Brand Image, ATT: Attractiveness, IMPUL: Impulsive buying

Table no 4: informs that the quality of the product does not significantly influence the attractiveness, this shows that the quality of the existing cosmetic products has not become a product appealing. From the explanation of confirmatory factor analysis, it is known that, the dominant factor forming the product quality variable is an indicator of features, thus the main concern of consumers about product quality is whether the product has a feature compared to other products. Is the product easy to use. If the product is not special, and is not easy to use, then the consumer will judge the attractiveness of the product negatively. The second dominant factor forming the product quality variable is the design indicator or product appearance. This also shows that consumers care about the packaging and appearance of cosmetic products, which until now has not been a driver of product attractiveness. Therefore it is appropriate that the cosmetics manufacturer makes special cosmetics with good and attractive packaging. Product quality has a significant effect on impulsive purchases. This informs us that the quality of cosmetic products is one of the triggers for impulsive buying of consumers, thus product quality is an important concern for producers, to always maintain the quality of their cosmetic products in order to stay superior.

Brand image significantly influences the attractiveness of cosmetic products. This informs us that the good image of the cosmetics brand is one of the triggers of consumer attraction. Therefore the brand image should be a concern, and always be improved, because with a good brand image, it will trigger consumers' good responses, which in turn become an attraction for consumers. To enhance the brand image of the product, it can be done by providing as much information as possible about the quality of the product, and also consumers who have used the product, are invited to provide testimonials to prospective consumers about the positive value of the cosmetic product. Brand image has a significant effect on impulsive purchases of cosmetic products. This informs that an increase in the value of the brand image of cosmetic products will trigger an increase in

consumers' impulsive purchases, thus making the brand image of the product important to producers' attention, to always maintain superior product quality.

Product attractiveness significantly influences consumer impulsive purchases. This information is important because with a strong product appeal, it will be a trigger for impulsive buying of consumers. This also proves that product attractiveness is a good mediating variable among the variables of product quality, brand image and impulsive buying.

V. Conclusions

From the results of testing the models in this study, able to explain the relationship between product quality, brand image, attractiveness, and impulsive buying of cosmetics. The results of this study are a significant contribution of entrepreneurs engaged in cosmetics, especially in marketing strategy management, which is associated with impulsive buying of consumers in East Java, Indonesia.

It was found that the quality of the product has not been able to become an attractive cosmetic product in East Java. The results of the study can prove that the attractiveness of the product is a good mediating variable in the relationship of product quality, brand image and impulsive buying.

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IOSR Journal of Business and Management (IOSR-JBM) is UGC approved Journal with SI. No. 4481, Journal no. 46879.

Hotman Panjaitan. "Quality of Products, Brand Images And Attractiveness Of Causes Impulsive Buying: A Case Of Cosmetic In Indonesia" .IOSR Journal of Business and Management (IOSR-JBM), Vol. 21, No. 11, 2019, pp 36-40.