

## **ANALYSIS OF GARNIER MEN CONSUMERS' PERCEPTION WITHIN "5 STEPS OF CONSUMER PURCHASE DECISION PROCESS ON MALE UNDERGRADUATE STUDENT IN BANDUNG**

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**Abstract-***Garnier MEN facial wash is one of the facial wash product in Indonesia launched in April 2011. Until 2012, other facial wash products keep popping up to try to attract the consumers' attention. Based on the "Top Brand" award conducted by Frontier Consulting Group, in 2011 and 2012, Garnier MEN has not succeeded to at least get into the top 10 ranking for the 'facial wash' category. The aim of this paper is to learn more about the Garnier MEN consumers' perception within "5 steps of Consumer Purchase Decision Process", to know whether the "Emotional Branding" factors affect consumer purchase decision, and what's the most influential factors that influence their purchase decision. The results can be used for the Garnier MEN product development and marketing strategy to get more successful in the future. The data for this research were collected with in-depth interview from 8 respondents, and questionnaire from 204 respondents of Garnier MEN consumers. Results showed that the "Emotional Branding" factors (Promotion – Brand Ambassador – Packaging) "only" affect the purchase decision in the amount of 30.06%, the remaining 69.94% affected by other factors. In conclusion, Garnier MEN must create a more attractive packaging design to increase consumers' attention, recommended for Garnier MEN to choose another public figure who has a characteristics like 'has a positive image', 'represents the personality of active men', and also 'their achievement(s) can inspire people to follow them' to be the next Brand Ambassador, try to create a "Creative Outdoor Billboard" to increase people's awareness, create more unique and attractive, but still elegantly TV ads, must gain more followers in the official Garnier MEN twitter account, always improve the quality of the product especially for the Garnier MEN "TurboLight Intensive Brightening" variant.*

*Key-Words: Garnier Men, Purchase Decision Process, Emotional Branding, Facial Wash, Marketing Strategy*

### **Introduction**

At first, taking care of the face is regarded as a habit that is only done by the women. The men who are too maintain the cleanliness of the face is not considered as macho, masculine, and not less manly. But, nowadays, not only women who are concerned about the face healthiness, but also men began to realize the importance of maintaining it. Looking to the fact, based on the research by Maxus 3D Data on 2011, "41% of men Indonesia was still using 'face wash for women' products" [13].

Looking to the fact, men must be know about "if their have different skin texture than women, so it requires a different treatment." According to Juliana Yu MDH, a cosmetologist and esthetician, men have thicker skin texture and have more collagen concentration, oily, more rugged, more sweating, and irritation caused by repetitive activity shave. Based on the Nielsen Research, the share of business for a

facial cleanser now reached around Rp 2 trillion, while the business growth of about 16% per year. For an industry, the growth is quite promising.

In Indonesia, there is "Garnier MEN" facial wash, a business player in this facial wash category since launched in April 2011. The first product launched was Garnier Men TurboLight Oil Control. Garnier Men comes with a blend of natural materials and technology to produce "Garnier Men TurboLight Oil Control" product variants which has the formula fresh and mild for the skin. Ashwin Rajgopal, Consumer Products Division General Manager PT. L'Oreal Indonesia, said "With the male population of 120 million people, Indonesia is a potential market. We hope the men in Indonesia will be more diligent in keeping the health of their skin."

From April 2011 until October 2012, Garnier Men already launched 3 face wash variants, that is: "TurboLight Oil Control Purify & Brighten Charcoal Black Foam", "TurboLight Intensive Brightening Foam", and "TurboLight Anti Blackheads Brightening Icy Scrub." [17]. For Indonesia region, Garnier MEN choose Sigit Purnomo Said, or people know him as Pasha, and his band group "Ungu" as their brand ambassador. The reasons for Garnier Men choosing them as a brand ambassador is because "Ungu" band, who had been named as the best Indonesia band group, considered able to inspire a lot of men in Indonesia through their creations. In addition to achievements in the music industry, "Ungu" appointment as brand ambassador of Garnier Men is also based on an assessment of the character of all of "Ungu" personnel reflects masculinity of Indonesian male. To reach their consumers broadly, Garnier Men did not forget to use online marketing strategy on the internet. They have some social media accounts, that are Facebook, Twitter, and Youtube. Their Facebook 'Fans Page' account, Twitter account, and Youtube account.

Based on all the facts, as well as the awareness of men to take care of facial cleanliness was increasing, the competition for grab the customers was tight. Facial wash for men that exist today have an almost similar target market: "Active men". Consumers have different perceptions when they're on the purchase decision process. It must be known for the development of Garnier Men products in the future. The quality of Garnier Men attributes (including the emotional branding factors) should continue to be evaluated in order to continue to compete with other products. Moreover, since it was first launched in 2011 until 2012 Garnier, especially "Garnier Men", is still can not compete with other products in "Facial wash" category especially related "For Men" products In other fact, "Garnier Men" have not been able to get into the top 10 ranks in "Top Brand" award index and also 'Social Media Achievement' award (this indicates that the response towards their products on social media is still lacking).

To avoid that, this research will provide a data about the Garnier MEN consumers' perception based on the theory of "5 steps of Consumer Purchase Decision Process" (Asche and Wolfe, 2001). The result of this research itself may be given as the consideration to Garnier MEN, for their future improvement.

## **Theoretical Foundation**

### **Consumer Behavior**

Consumer behaviour is the study of when, why, how, and where people do or do not buy a product. It blends elements from psychology, sociology, social anthropology and economics. Customer behaviour study is based on consumer buying behaviour, with the customer playing the three distinct roles of user, payer and buyer. Research has shown that consumer behavior is difficult to predict, even for experts in the field. "Consumer behavior as those activities directly involved in obtaining, consuming, and disposing of products and services, including the decision processes that precede and follow these action." [4] Arjun Chaudhuri in his book, "Emotion and reason in consumer behavior", said that consumer behavior is "the study of how and why people consume products and services. All behavior

can broadly be attributed to three classic influences – the particular characteristics of individual, the environment surrounds the individual, and the inherited genetics that constitute the biological makeup of the individual.” [6]

#### Information Processing & Consumer Perception

According to Del I. Hawkins, Roger J. Best, Kenneth A. Coney in *Consumer Behavior- Building Marketing Strategy* 7th edition, Information processing is a series of activities by which stimuli are perceived, transformed into information and stored (1998 : 290) The four major steps or stages of information processing are :

- Exposure : This step occurs when a stimulus comes within range of a person’s sensory receptor nerves – vision, for example.
- Attention : The 2nd step occurs when the receptor nerves pass the sensations on to the brain for processing. To gain and hold attention, marketers can use colour, movement, position, size, conditioned response, novelty, humour, and participation [9].
- Interpretation : This step is assignment of meaning to the received sensations.
- Memory : Last but not least, The 4th step is the short-term use of the meaning for immediate decision making or the longer-term retention of the meaning.

From the ‘exposure’ until ‘interpretation’ constitute the perception process. In the other theory, Solomon M. Bamossy said that the perceptual process started with the presence of the stimuli (sight, sound, smell, taste, texture) which received by the sensory receptors (eyes, ears, nose, tongue, skin). After that, the stimuli will be build an attention on the consumers’ mind, then the consumers make their interpretation about the stimuli which they had received before, from the interpretation they will response, create a meaning, and finally the perception from the initial stimuli formed (Solomon, 2006)

#### Consumer Purchase Decision Process

Purchase decision is a long and complex systematic behavior acts by consumers. Five steps describing the consumer purchase decision below followed by a brief description [3]. “Clearly, the buying process starts long before the actual purchase and continues long after. Marketers need to focus on the entire buying process rather than on just the purchase decision.” [12]

In the first step, the consumer has some reason that they not satisfied (consumer’s perceived actual condition) and wants to improve his or her situation. Perceiving a difference between a person's ideal and actual situations big enough to trigger a decision. In the second step, Information search, the consumers collect information about the product. The information can be obtained from Internal Research (past experience, Often sufficient for frequently purchased products) and/or External Research (friends, family recommendations, advertising, company websites, and salespeople). For the third step, consumers evaluate about the product, which included features or attributes, that they expected from these purchase activity. The information search clarifies the problem for the consumer by: a. Suggesting criteria to use for the purchase, b. Yielding brand names that might meet the criteria., c. Developing consumer value perception. In the fourth step : “Purchase decisions happens when consumers purchase the product. This step is directly influenced by marketers. If the marketing campaign was effective, consumers purchase the product.” (Asch and Wolfe, 2001) In the fifth step, after consumer has made the purchase action surely they’re faced with an post-evaluation of their purchase decision. If the products, which already be bought, indicated has a quality below the consumer’s expectation (unsatisfied) there are two possible action will perform by the consumers : consumers will restore the product, or they will retain it but they will possibly have a negative view of the product. Satisfaction or dissatisfaction affects : Consumer value perceptions, Consumer communications, Repeat-purchase behavior.

### Emotional Branding

Meaning of "Emotional" here is how a brand can arouse feelings and emotions of consumers; how a brand becomes alive for the people and formed a deep and long-lasting relationship. Emotional Branding is a vibrant mix of anthropology, imagination, sensory perception experience, and a visionary approach toward change [11].

### The influence of color

Color is one of the important factors in packaging design. It is also the most influential attributes. Mostly, the consumers identify color of some product or its packaging at the first sight, before other visual features. Color becomes brand or product personality and also makes a differentiation within the competition in the market. Color triggers a very specific response in the central nervous system and brain cortex (Cerebral Cortex). All affect the cerebral cortex, the color can turn the mind, memory, and a certain perception, encourage an increase in consumers' ability to process information. (Gobe, 2005 : 83). From Gobe's theory above, it can be concluded that a color can form a perception in someone or consumers' mind. Marc Gobe also did a generalization of existing colors, that is :

| No | Color             | Meaning   |
|----|-------------------|---|
| 1  | <b>RED</b>        | The most stimulating colors, which attract the eye more quickly than other colors.  |
| 2  | <b>YELLOW</b>     | The brightest colors, easy to attract attention, so it is often placed on the object that needs more attention (traffic lights, yellow pages) |
| 3  | <b>ORANGE</b>     | Friendly, soft pastel colors are the colors.  |
| 4  | <b>DARK BLUE</b>  | Tranquility   |
| 5  | <b>NAVY BLUE</b>  | Dependence  |
| 6  | <b>GREY</b>       | Professional color, seriousness, secrecy.   |
| 7  | <b>AQUA</b>       | Can reduce stress   |
| 8  | <b>RED VIOLET</b> | Stimulating   |

Color has several functions, such as : Identity function, Cue function, Psychological functioning, Natural function [15].

### Packaging

"Research has found that it is not enough information about the brand, consumers tend to touch the product as the evaluation process. It is assumed, that the buyer compensate the lack of information by using their sense of touch to get more information." (Gobe, 2005 : 97) In other word, but with the same meaning, Alina Wheeler in her book, Designing Brand Identity, said that : "Packages are brands that you trust enough to take into your home." [19] Packaging can realize strong enticement. Kevin Lane Keller, in his book that is Strategic Brand Management, explained: "The average supermarket shopper can be

exposed to 20.000 or more products in a shopping visit that may last less than 30 minutes and included many unplanned purchases. Many consumers may first encounter a new brand on the supermarket shelf or in the store, 'cause few product differences exist in some categories, packaging innovations can provide at least a temporary edge on competition." (Keller, 2008 : 169)

#### Brand Ambassador

Brand Ambassador is someone who at the most basic level, represents a brand in a positive way. Brand Ambassador should can be to express the company's message to consumers who would gain something from learning about the brand being advertised [10]. "A good brand ambassador is going to be someone that can do all these things and can build their audience that cares about the brand they represent. Ideally, you will be able to track estimated sales from the groups you build as well." [businessblog.employeeambassador.com](http://businessblog.employeeambassador.com), 2011). The things that should be owned by a brand ambassador are: Having emotional closeness with the intended target market, having a positive image, can be used as a role model for the target market, and having a personality that fit with the character of the intended target market [8].

#### Promotion

Promotion is the business of communicating with customers. It will provide information that will assist them in making a decision to purchase a product or service [5]. Promotion's goal is to help move consumers through the buying process. To developing a promotional strategy, a company must creating promotion messages and selecting a promotion media. No matter how big the budget, advertising can succeed only if advertisements gain attention and communicate well. The promotion component of the marketing is made up of several other parts. A business can choose to use all of these components or it could only use a few [2]. This research only focusing into one component that is Advertising.

#### Brand Loyalty

Brand loyalty is defined as the degree to which a customer holds a positive attitude toward a brand, has a commitment to it, and intends to continue purchasing it in the future As such, brand loyalty is directly influenced by the customer satisfaction dissatisfaction with the brand [14].

## **Methodology**

#### Problem Identification

In this step, researcher write about research question and also research objectives as a foundation to shore and maintain the research in order to remain in accordance with the original purpose.

#### Explorative Research Method

This method useful to prescribe the key elements/factors that become the customer considerations. Later on, the results of this method are going to be used as questionnaire variables. In this exploratory step, researcher used 2 types of explorative research, that is:

#### Literature Study

Literature study is a body of text that aims to review the critical points of current knowledge including substantive findings as well as theoretical and methodological contributions to a particular topic. Literature reviews are secondary sources, and as such, do not report any new or original experimental work [7].

Observation (In-Depth Interview)

In-depth interview was conducted to know about the consumers purchase decision process towards emotional branding factors, which are brand ambassador, advertising, packaging, and color, in Garnier MEN face wash product. The interview took place in Bandung with pick an eight consumers within age range of 18-23, interviewed by the researcher. All of the questions asked to the consumers were asked around the respondent background, and the 5 stages of consumer decision process (Problem recognition, information research, evaluation of criteria, purchase decision, and post-purchase evaluation).

Hypoteses

From in-depth interview and literature study there was some hypotheses as an outcome, which was:

- Ho : Promotion (X1), Brand Ambassador (X2) and Packaging (X3) did not significantly influence the Purchase Decision (Y).
- H1 : Promotion (X1), Brand Ambassador (X2) and Packaging (X3) give a significant effect towards the Purchase Decision (Y).

Survey Design

Questionnaire Design

According to "5 Step of Consumer Purchase Decision Process" of Shopper Behavior, there are many variables of each 'Problem Recognition', 'Information Research', 'Evaluation of Criteria', 'Purchase Decision', and 'Post-purchase Evaluation'. Those variables are breakdown in some question. This questionnaire also included Emotional Branding factors (Promotion, Brand Ambassador, Packaging) on 3rd step (Evaluation of Criteria) and 4th step (Purchase Decision) of consumer purchase decision process. This questionnaire purposes are to know about the consumers perception within "5 Step of Consumer Purchase Decision Process" and which is the most influential factor towards consumer purchase decision from all of Emotional Branding factors.

| Step of Consumer Purchase Decision Process | Variable                      |
|--|-------------------------------|
| 1 <sup>st</sup> step                       | Problem Recognition (X1)      |
| 2 <sup>nd</sup> step                       | Information Research (X2)     |
| 3 <sup>rd</sup> step                       | Evaluation of Criteria (X3)   |
| 4 <sup>th</sup> step                       | Purchase Decision (X4)        |
| 5 <sup>th</sup> step                       | Post-purchase Evaluation (X5) |

Table 2.2 The variables of "5 Steps of Consumer Purchase

|                                   | Emotional Branding Factor              | Related Questions |
|-----------------------------------|--|-------------------|
| 3rd Step (Evaluation of Criteria) | Promotion                              | 19-23             |
|                                   | Brand Ambassador                       | 23-27             |
|                                   | Packaging (Color, shape, informations) | 28-32             |
| 4th Step (Purchase Decision)      | Promotion                              | 33                |
|                                   | Brand Ambassador                       | 34, 40            |
|                                   | Packaging (Color, shape, informations) | 36-38             |

Table 2.3 "Emotional Branding" factors in the questionnaire

The respondents need to answer the most suitable feeling for all questions. The form of the questionnaire is using a Likert Scale, where: 1= Strongly Disagree, 2= Disagree, 3= Rather Disagree, 4= Uncertain, 5= Rather Agree, 6= Agree, and 7= Strongly Agree.

This questionnaire consists of 48 questions, divided into 5 sections. 1st section is "Problem Recognition" (9 questions), 2nd is "Information Research" (9 questions), 3rd is "Evaluation of Criteria" (14 questions), 4th is "Purchase Decision" (9 questions), and 5th is "Post-purchase Evaluation" (7 questions). The researcher were spread the questionnaire by printed questionnaire to male undergraduate students from Institut Teknologi Bandung (ITB), Universitas Padjajaran (Unpad), and Universitas Parahyangan (Unpar).

### Sample Size

According to the theories "The minimum acceptable sample size for a correlational study is considered by most researchers to be 30." [18]. But, for calculate the sample size, this research used Slovin theory. Slovin's formula is:

$$n = \frac{N}{(N \times e^2) + 1}$$

n = sample size, N = Number of Population, e = Error

Because this research only conducted in Bandung with the target market male, undergraduate student on ITB, Unpad, and Unpar between ages 18-23, based on 2010 statistics, with the number of population as much as 485.250. The error rate is set for 7%. Then, the sample size with the number of population of 485.250 and error rate 7% is 203, 99584 or 204 people.

### Data Collection and Analysis

Data collection for the research were gathered from descriptive research by using internet-based questionnaire and paper-based questionnaire. Another data to support the analysis for the research were collected from explorative research such as literature study and observation (In-depth interview). Thereafter, the analysis was using Microsoft Excel and Statistical Package for Service Softition (SPSS) software.

### Conclusion

Conclusion is the summary of what was gained from the research that has been done. The conclusion, hopefully, would be give an input for the Garnier MEN to improve the product quality, and also their marketing strategy forward.

## Data Analysis

### Qualitative Research

To get the information about the decision process of Garnier Men consumers, in this research, surely the qualitative method, which is In-depth interview, should be done by the researcher. For this method, researcher choose 8 male who: age between 18-23 years, old or in other words "Undergraduate student", study in Bandung, previously, have buy and use at least one variant Garnier MEN.

#### 4.1.1 Qualitative Research Conclusion

Respondents activities: The majority of them are currently busy with lectures, student organizations, running a small business, doing sports in spare time, and also playing around.

Problem Recognition: The respondents aware about the importance of maintaining the cleanliness of their face. They like sports (most of them like futsal). They need a simple facial wash which is easy to

carry anywhere. They think that facial cleanliness affects their social life. They understand that the woman loved cleanliness so they are motivated to keep their face looking clean and tidy. The most problems faced by respondents is oily skin (beside "less bright", "Acne", "blackheads"). They agree that a clean face affects their self-confidence at work.

Information Research: Before buy Garnier MEN, the respondents compare with other products that they used before. They also got an information about Garnier MEN from their friends. They had seen an ad on TV Garnier MEN. they're also remember "Pasha ungu" as the Garnier MEN ad model. None of the respondents who knew what the website of the Garnier MEN. Only 1 respondent who answered clearly that he had seen Garnier MEN billboard. Only 2 respondents who followed Garnier MEN twitter account (@GarnierMenID) and get an information from there, 1 respondent get an information from twitter, but not from Garnier MEN twitter account. 4 respondents get information from Garnier MEN facebook account, but one of them get information after buying process not before that. Only 1 respondent who had seen an ad Garnier MEN is in Youtube, even he was not sure whether he had seen the ad was uploaded by Garnier MEN official Youtube account.

Evaluation of Criteria: Most of respondents said that Garnier Men ad are interesting TVC, quite different compared to other similar advertising. Product advantages was clearly reflected, and presents a good visualization. 3 respondents expressed less consent to the Pasha as the brand ambassador of Garnier Men, but they said Pasha as the model is still acceptable. 4 respondents who said that the selection of Pasha as the model was quite good and represent the freshness of Garnier Men. They said that the color of the Garnier Men packaging look natural. 'Green' color on the packaging gives the impression of "fresh", blend with the color orange and black also looks fit and good. The packaging of their Garnier Men it easy to carry anywhere, simple, not too big, has a nice blend of color, packaging materials comfortable when held.

Purchase Decision: The rank order for the factors that most influencing a consumers when they're buying Garnier Men are 75% of 8 respondents (6 respondents) answered that the most influence factors on their decision to buy is TV advertising. 12.5% said that friends recommendation was the most influence factors on their purchase decision. Another 12.5% said that he buy Garnier Men impulsively. 7 respondents said that there is no prestige value obtained by them when buying Garnier Men, because that's not the value they are looking for.

Post-purchase Evaluation: All respondents gave a positive answers. Garnier MEN give their face a freshness, cool, and comfortable to use. All respondents expressed satisfaction with the Garnier MEN product. Based on what they say, Garnier MEN was able to meet their expectations. Garnier MEN affect their confidence, because they feel that their face were more fresh and clean. Most of them felt a change in the level of cleanliness of their faces after using Garnier MEN. 7 respondents said that, after using the Garnier MEN, their face are not easy to oily and blackheads reduced. All respondents said that they were willing to recommend Garnier MEN to friends or relatives. 6 respondents said that, next time, they definitely will buy Garnier MEN again. The answers of "What is the reason you are no longer using Garnier MEN?" are "there is a new product which is better than Garnier MEN" and "because bored and wanted to try something new.

#### Quantitative Research

##### Validity and Reliability pre-test

The results are to be believed to be based on reliable information. Accurate information can only be obtained if the information is used to meet the feasibility study as a means of collecting data. Before



measuring the variables studied, first testing measurement tools to test the validity and reliability of the data obtained in order to be credible and recognized its truth.

| Variable                 | Question Item | Validity   |                |        |
|--------------------------|---------------|------------|----------------|--------|
|                          |               | Critical R | Critical Point | Result |
| Problem Recognition      | 1             | 0.312      | 0.300          | Valid  |
|                          | 2             | 0.562      | 0.300          | Valid  |
|                          | 3             | 0.508      | 0.300          | Valid  |
|                          | 4             | 0.437      | 0.300          | Valid  |
|                          | 5             | 0.440      | 0.300          | Valid  |
|                          | 6             | 0.476      | 0.300          | Valid  |
|                          | 7             | 0.355      | 0.300          | Valid  |
|                          | 8             | 0.334      | 0.300          | Valid  |
|                          | 9             | 0.505      | 0.300          | Valid  |
| Information Research     | 10            | 0.468      | 0.300          | Valid  |
|                          | 11            | 0.355      | 0.300          | Valid  |
|                          | 12            | 0.331      | 0.300          | Valid  |
|                          | 13            | 0.518      | 0.300          | Valid  |
|                          | 14            | 0.456      | 0.300          | Valid  |
|                          | 15            | 0.554      | 0.300          | Valid  |
|                          | 16            | 0.447      | 0.300          | Valid  |
|                          | 17            | 0.537      | 0.300          | Valid  |
|                          | 18            | 0.396      | 0.300          | Valid  |
| Evaluation of Criteria   | 19            | 0.412      | 0.300          | Valid  |
|                          | 20            | 0.384      | 0.300          | Valid  |
|                          | 21            | 0.497      | 0.300          | Valid  |
|                          | 22            | 0.557      | 0.300          | Valid  |
|                          | 23            | 0.512      | 0.300          | Valid  |
|                          | 24            | 0.586      | 0.300          | Valid  |
|                          | 25            | 0.356      | 0.300          | Valid  |
|                          | 26            | 0.420      | 0.300          | Valid  |
|                          | 27            | 0.372      | 0.300          | Valid  |
|                          | 28            | 0.328      | 0.300          | Valid  |
| Purchase Decision        | 29            | 0.329      | 0.300          | Valid  |
|                          | 30            | 0.608      | 0.300          | Valid  |
|                          | 31            | 0.439      | 0.300          | Valid  |
|                          | 32            | 0.397      | 0.300          | Valid  |
|                          | 33            | 0.370      | 0.300          | Valid  |
|                          | 34            | 0.565      | 0.300          | Valid  |
|                          | 35            | 0.314      | 0.300          | Valid  |
|                          | 36            | 0.365      | 0.300          | Valid  |
|                          | 37            | 0.576      | 0.300          | Valid  |
|                          | 38            | 0.315      | 0.300          | Valid  |
| Post Purchase Evaluation | 39            | 0.309      | 0.300          | Valid  |
|                          | 40            | 0.304      | 0.300          | Valid  |
|                          | 41            | 0.326      | 0.300          | Valid  |
|                          | 42            | 0.430      | 0.300          | Valid  |
|                          | 43            | 0.317      | 0.300          | Valid  |
|                          | 44            | 0.452      | 0.300          | Valid  |
|                          | 45            | 0.407      | 0.300          | Valid  |
|                          | 46            | 0.640      | 0.300          | Valid  |
| 47                       | 0.463         | 0.300      | Valid          |        |
| 48                       | 0.458         | 0.300      | Valid          |        |
| Reliability Coefficient  |               | 0.725      |                |        |
| Critical Point           |               | 0.300      |                |        |
| Result                   |               | Reliable   |                |        |

### Questionnaire Results

This part discusses the description and analysis of the data obtained from primary research. The primary data of this research is the results of a questionnaire about "5 steps of Consumer Purchase Decision Process" distributed to 204 respondents. Another research data is the number of scores obtained from respondents' answers to questions about the variables of Emotional Branding, namely Promotion (X<sub>1</sub>), Brand Ambassador (X<sub>2</sub>) and Packaging (X<sub>3</sub>) towards the Purchase Decision (Y). These variables were analyzed using descriptive statistics and linear regression analysis.

### Respondents Age

Most of respondents (27%) are 20 years old. Few among those (3%) are 23 years old. 18 years old (18%), 19 years old (23%), 21 years old (19%), 22 years old (11%)

### Emotional Branding factors influence towards Purchase Decision

The method of analysis used in this study is a multiple linear regression analysis. Multiple linear regression analysis is used to determine the magnitude of the relationship and the direct influence of Emotional Branding factors, which includes: Promotion (X<sub>1</sub>), Brand Ambassador (X<sub>2</sub>) and Packaging (X<sub>3</sub>) towards Purchase Decision (Y).

Multiple Linear Regression Analysis

This analysis is intended to determine the influence of Emotional Branding to variable Y (Purchase Decision). The goal is to predict or estimate the value of the dependent variable in a causal relationship to the value of another variable.

Correlation Coefficient Analysis

To see whether there is an influence of Emotional Branding on Purchase Decision (Y), use the Product Moment Correlation analysis is then performed hypothesis testing using F-test (simultaneously) and t-test (partially). The use of SPSS version 13.0 application output calculation results obtained Pearson Product Moment correlation coefficient between variables X with Y variables as follows:

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .548 <sup>a</sup> | .301     | .290              | 2.44384                    |

a. Predictors: (Constant), Packaging (X3), Promotion (X1), Brand Ambassador (X2)

Table 4.51 Product Moment Correlation Analysis

From the above analysis it can be seen that the value of the correlation coefficient is equal to 0.548. The values are then interpreted based on objective criteria as follows:

| Coefficient Interval | Degree of Relationship |
|----------------------|------------------------|
| 0,00 - 0,199         | Very low               |
| 0,20 - 0,399         | Low                    |
| 0,40 - 0,599         | Moderate               |
| 0,60 - 0,799         | Strong                 |
| 0,80 - 1,000         | Very strong            |

Based on the interpretation of the correlation coefficient table presented above, the correlation coefficient of 0.548 indicates a moderate relationship between Emotional Branding factors (X) with the Purchase Decision (Y).

4.2.3.3 Multiple Linear Regression Equations

Multiple regression model to be formed are as follows:

$$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3$$

where: X1: Advertising, X2: Brand Ambassador, X3: Packaging, b0: intercept, b1, .., b2: Regression coefficients. By using SPSS, regression coefficients obtained results as follows:

Coefficients<sup>a</sup>

| Model |                       | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Correlations |         |      |
|-------|-----------------------|-----------------------------|------------|---------------------------|-------|------|--------------|---------|------|
|       |                       | B                           | Std. Error | Beta                      |       |      | Zero-order   | Partial | Part |
| 1     | (Constant)            | 5.745                       | 2.781      |                           | 2.060 | .040 |              |         |      |
|       | Promotion (X1)        | .299                        | .078       | .227                      | 3.318 | .000 | .207         | .261    | .226 |
|       | Brand Ambassador (X2) | .374                        | .070       | .316                      | 5.315 | .000 | .331         | .353    | .315 |
|       | Packaging (X3)        | .392                        | .062       | .377                      | 6.349 | .000 | .394         | .410    | .376 |

a. Dependent Variable: Purchase Decision (Y)

Table 4.53 Regression Coefficient Analysis

From the output above the known value of the constant and regression coefficients that can be formed linear regression equation as follows:  $Y = 5,745 + 0,299 X_1 + 0,374 X_2 + 0,392 X_3$

The above equation can be interpreted as follows:

$b_0 = 5.745$  means that if the variable  $X_1$ ,  $X_2$ , and  $X_3$  is zero, then the variable  $Y$  will be worth 5.745 units.

$b_1 = 0.299$  pales Promotion ( $X_1$ ) increased by one unit and the other variables constant, the variable  $Y$  will increase by 0.299 units.

$b_2 = 0.374$  pales Brand Ambassador ( $X_2$ ) increased by one unit and the other variables constant, the variable  $Y$  will increase by 0.374 units.

$b_3 = 0.392$  pales Packaging ( $X_3$ ) increased by one unit and the other variables constant, the variable  $Y$  will increase by 0.392 units

#### Analysis of Coefficient of Determination

The coefficient of determination is used to see the effect of a given percentage of the variable  $X$  to variable  $Y$ . Now we know the value of  $R$  of 0.548, the coefficient of determination can be calculated using the following formula:

$$\begin{aligned} KD &= R^2 \times 100\% \\ &= (0,548)^2 \times 100\% \\ &= 30,06\% \end{aligned}$$

Thus, the  $KD$  values obtained at 30.06%, which demonstrate the sense that the Promotion ( $X_1$ ), Brand Ambassador ( $X_2$ ), and Packaging ( $X_3$ ) give effect simultaneously (together) amounted to 30.06% of the Purchase Decision ( $Y$ ). While the remaining 69.94% is influenced by other factors that are not observed. To determine how much influence the partial or per individual independent variable on the dependent variable ( $X_1$ - $Y$ ,  $X_2$ - $Y$ , and  $X_3$ - $Y$ ), the method used is the Beta coefficient x Zero-order:

|   |   |          |       |   |       |   |       |   |        |   |        |
|---|---|----------|-------|---|-------|---|-------|---|--------|---|--------|
| 1 | . | Variable | $X_1$ | = | 0,227 | x | 0,207 | = | 0,0469 | = | 4,69%  |
| 2 | . | Variable | $X_2$ | = | 0,316 | x | 0,333 | = | 0,1052 | = | 10,52% |
| 3 | . | Variable | $X_3$ | = | 0,377 | x | 0,394 | = | 0,1485 | = | 14,85% |

From the above results of individual test is known that the variable  $X_1$  (Promotion) to variable  $Y$  (Purchase Decision) has the effect of 0.0469 or 4.69%,  $X_2$  (Brand Ambassador) to variable  $Y$  (Purchase Decision) has the effect of 0.1052 or 10.52%,  $X_3$  (Packaging) to variable  $Y$  (Purchase Decision) has the effect of 0.1485 or 14.85%.

#### Simultaneous Hypothesis Testing (F-test)

$H_0$ : Promotion ( $X_1$ ), Brand Ambassador ( $X_2$ ) and Packaging ( $X_3$ ) together did not significantly influence the Purchase Decision ( $Y$ ).

$H_1$ : Promotion ( $X_1$ ), Brand Ambassador ( $X_2$ ) and Packaging ( $X_3$ ) is jointly significant effect on Purchase Decision ( $Y$ ).

Significant level ( $\alpha$ ) of 5%. Using the SPSS output is obtained as follows:

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig.              |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1     | Regression | 510.758        | 3   | 170.253     | 28.507 | .000 <sup>a</sup> |
|       | Residual   | 1188.499       | 199 | 5.972       |        |                   |
|       | Total      | 1699.258       | 202 |             |        |                   |

a. Predictors: (Constant), Packaging ( $X_3$ ), Promotion ( $X_1$ ), Brand Ambassador ( $X_2$ )

b. Dependent Variable: Purchase Decision ( $Y$ )

Table 4.54 Simultaneous Hypothesis Testing (F-Test)

Based on the known value of output Fcount of 28.507 with p-value (sig) 0,000. With  $\alpha = 0.05$  and degrees of freedom  $v_1 = 200$  ( $n - (k + 1)$ ) and  $v_2 = 3$ , then the values obtained Ftable 2.650. Due to the value of Fcount > Ftable (28.507 > 2.650) then  $H_0$  is rejected, meaning that the independent variable (X) simultaneously significant effect on Purchase Decision (Y).

## Conclusion and Recommendations

### Conclusion of the Research

From the results of research, the author can draw the following conclusion:

#### 5.1.1 "5 steps of Consumer Purchase Decision Process"

The results of the "5 steps of Consumer Purchase Decision Process", based on the quantitative method, as follows:

##### A. Problem Recognition (1st step conclusions)

There are two main reasons of 'why respondents need a facial wash?' which got a high percentage. The two main reasons are "need a facial wash to get a brighter skin" and "need a facial wash to appear more attractive in the presence of women." If we add the results of the percentage of the "Strongly agree" and "Agree", "need a facial wash to get a brighter skin" get total of 81.86%, and "need a facial wash to appear more attractive in the presence of women." get total of 80.88%. It's indicated that the most of respondents want to get a brighter skin, and they definitely don't want their face looks dull in the presence of women, so they're try to solve this problem with buy a facial wash product.

##### B. Information Research (2nd step conclusions)

The "Information Research" part consists of 9 statements in it.

If we add up the percentages of each statement from 'Strongly Agree' and 'Agree', the "Big three" of this 'Information Research' part are "informed and know about Garnier MEN from the TV ads.", "got a recommendation from friends/relatives.", "got an information from Garnier MEN's Facebook fans page account". It's indicated that the respondents got an information about Garnier MEN mostly from the TV ads, recommendation from friends/relatives, and Garnier MEN's Facebook fanspage account. The smallest percentage were obtained by "got an information from Garnier MEN's Youtube account.", "seeking an information about Garnier MEN from their official website". The most of respondents rarely or might be never seeking or got an information about Garnier MEN from Youtube and the official website. Those two things are not effective to deliver the advertising message to the consumers (or probably due to consumer ignorance of the existence of official website, and ads on Youtube).

##### C. Evaluation of Criteria (3rd step conclusions)

The "Evaluation of Criteria" part consists of 13 statements in it. This "Evaluation of Criteria" consists of 14 questions in it. The conclusions for this step divided into 3 parts (Promotion, Brand Ambassador, and Packaging). The "Promotion" point included in the questionnaire statement number 19-23. The "Brand Ambassador" point included in the questionnaire statement number 24-27. The "Packaging" point included in the questionnaire statement number 28-32. The conclusions of each point are as follows:

- Promotion

From 5 statements of this "Promotion" category, most of respondents feel that the TV ads has a good quality, represents the lifestyle of active men, and provides them enough information about the function of Garnier MEN. But, in another case, the respondents shows a low percentage of 'Strongly agree' (6.37%), and 'Agree' (27.94%) for "the quality of Garnier MEN TV ads is better than the TV ads of another facial wash brand" statement. This statement got the highest

percentage on 'Rather agree' (38.73%). It's indicated, 'though the TV ads give them enough information and has a good quality, but its quality wasn't enough, in other words there are other facial wash ads which better than the Garnier MEN TV ads, and Garnier MEN TV ads should get an improvement.

- Brand Ambassador

If we add up the percentages of each statement from 'Strongly Agree' and 'Agree', the most of respondents (63.24%) feels that Pasha, and other personil of Ungu band, deserves to be the Brand Ambassador, and they're also has a positive image. But, in the other statements, only 37.25% of respondents who really feels that Pasha and Ungu band represents the personality of active men. Ungu band's achievement in Indonesian music industry also not too inspiring them to choosing Garnier MEN, or probably in other words, this isn't the important criteria for most of respondents to choose Garnier MEN as their personal facial wash.

- Packaging

If we add up the percentages of each statement from 'Strongly Agree' and 'Agree', the most of of respondents (86.27%) considered that the Garnier MEN packaging has included complete information that makes them able to understand and know about the usefulness of Garnier MEN. The recent color of the Garnier MEN packaging also received a quite high rating from the respondents (75.98). But one thing to note is that the Garnier MEN packaging is considered by the respondents not attracts their attention. This is probably because the Garnier MEN packaging which don't have a unique characteristic that can make people instantly attracted. Basically, it's almost packaging of all facial wash product has an almost identical shape. This is supposed to be developed by Garnier to make a breakthrough different forms.

D. Purchase Decision (4th step conclusions)

The "Evaluation of Criteria" part consists of 13 statements in it. If we add up the percentages of each statement from 'Strongly Agree' and 'Agree', the conclusions are the respondents decided to buy Garnier MEN because they're most influenced by the Garnier MEN TV ads (93.14%), followed by 'recommendation from friends/relatives', 'info on the packaging', 'the packaging is attractive', 'Brand Ambassador's character represents the respondents' character as an active men', 'they like Ungu band's piece of music', 'the color of Garnier MEN packaging is attractive', 'influenced by reviews on the internet', and 'there is prestige value when using Garnier MEN product'.

E. Post-purchase Evaluation (5th step conclusions)

The "Post-purchase Evaluation" part consists of 7 statements in it. If we add up the percentages of each statement from 'Strongly Agree' and 'Agree', the conclusions are as follows: the most of respondents feel satisfied with the quality of Garnier MEN (87.25%). It was followed by 'The Garnier MEN freshness and excellence meet the respondents' expectation (83.83%)', 'The respondents will return to buy Garnier MEN (75.49%)', 'The respondents become more confident in socializing (75.49%)', 'Garnier MEN worthy to be recommended to friends/relatives (73.03%)', 'Blackheads and oil on the respondents' face reduced (68.14%)', and 'The respondents feel if their face are cleaner and brighter (50.98%)'. If we go back to part 4.2.2.5 in this research, after the overall calculation for "Post-purchase evaluation", we can get that most of respondent (60%) included in 'enough' category, and 27% in good category.

Influence of "Emotional Branding" Factors (Promotion, Brand Ambassador, Packaging) towards Purchase Decision

Between all of the Emotional Branding factors, which are used in this research, obviously the "Packaging" factor is the most influential "Emotional Branding" factor (14.85%) towards purchase decision process. "Brand Ambassador" following in the 2nd place (10,52%), and "Advertising" in the 3rd

place (4.69%). The total influence of this Emotional Branding factors towards Garnier MEN consumers' purchase decision process is "only" 30.06%, and the remaining 69.94% is influenced by other factors.

### **Recommendations**

There are recommendations for this research:

1. Packaging : Because the packaging is the most influential Emotional Branding factor, Garnier MEN must be consider to create a better packaging design than now, which can attract more attention from the potential consumers.
2. Brand Ambassador : Pasha and Ungu band's disadvantages are, although they has a positive image and 63.24% respondents feels that they're deserves to be the Brand Ambassador, but their music achievement couldn't inspire a lot of people to follow them in choosing Garnier MEN and "only" total 37.25% of respondents whose choose "strongly agree" and "agree" for 'Garnier MEN's brand ambassador (Pasha & Ungu) appropriate and represents the personality of active men' statement. Based on this fact, it will be better for Garnier MEN to choose another public figure who has a characteristics like 'has a positive image', 'can inspire people to follow them', and 'represents the personality of active men', to be the next Brand Ambassador.
3. Advertising : Although 'Advertising' is the Emotional Branding factor that give the lowest influence towards purchase decision, however from the Advertising, especially TV Ads, most of respondents know about the Garnier MEN for the first time. It's indicated that this way is the most effective way to give an information to the consumers about the next new product from Garnier MEN. But, in other side, 'Billboards' as another advertising media wasn't effective to build an high awareness in the consumers' mind. If Garnier MEN want to get their Billboard noticed and increase the people's awareness, they surely must try to create an unusual billboard, which is usually called "Creative Outdoor Billboard." Below are some example of "Creative Outdoor Billboard."
4. Because the facts said that the "Emotional Branding" factors only affect the purchase decision with 30.06%, Garnier MEN should pay more attention into another way, like 'word of mouth/recommendation'. To maximize the Word of Mouth strategy, at first Garnier MEN must create more unique TV ads with an attractive and eye catching gimmick, but still elegantly, starred by a famous local public figure (it'll better if he's more popular than Pasha and Ungu) who has a positive image, can inspire people with his achievement(s), physically good, and surely represents the characteristics of active men. So, that ads can easily be remembered, and hopefully will become a "Top of Mind" on everyone's mind who watch a television. Because of the uniqueness, most likely people will interested to talk about the TV ads and the Garnier MEN product itself especially in the social media. The expectation is that this kind of TV ads can lead people to buy and, at least, try the Garnier MEN product, and after that give a recommendation to their friends or relatives. Below are some example of "Attractive, elegant, and eye catching " TV ads:
5. Based on the facts until 5TH January 2013, although in the Facebook fanspage account Garnier MEN was did a good job with 91.911 likes, but in the twitter account Garnier MEN 'only' succeed to grab 5167 followers. This amount are relatively small for a business category. So, to increase it, don't forget to put the twitter account in the TV ads, or pay some twitter account which related with healthy things, sports, lifestyle etc. and has a lot of followers to help promote Garnier MEN with, for example, create some quizzes by requiring a person who want to join the quiz to follow Garnier MEN twitter account previously. Based on the author experience, this is an effective way to increase the number of followers for a business.
6. To keep people willing to continue to recommend Garnier MEN product to their friends/relatives, the company must be always concerned about the quality. Because of, based on this research, the main reason of 'why people need to buy a facial wash product' is 'cause they're want to get a cleaner and brighter face. But, in the "Post-purchase Evaluation", only 50.98% who answer with "Strongly agree + Agree" for "your face feels cleaner and brighter" statement, the remaining chose 'Rather agree"

(35.78%), "Uncertain" (12.75%), and "Rather disagree" (0.49%). So, in other words, probably the Garnier MEN "Turbo Light Intensive Brightening" variant, which has a speciality for brightening, should improve the quality to increase the satisfaction rate.

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