

## **The Impact of Brand Image and Perceived Price of Men's Skincare Purchase Decision**

**By**

**Zahra Berlianda Harva**

S1 Business Administration Study Program, Telkom University

**Marheni Eka Saputri**

S1 Business Administration Study Program, Telkom University

**Fitriani Nur Utami**

S1 Business Administration Study Program, Telkom University

**Mahir Pradana**

S1 Business Administration Study Program, Telkom University

### **Abstract**

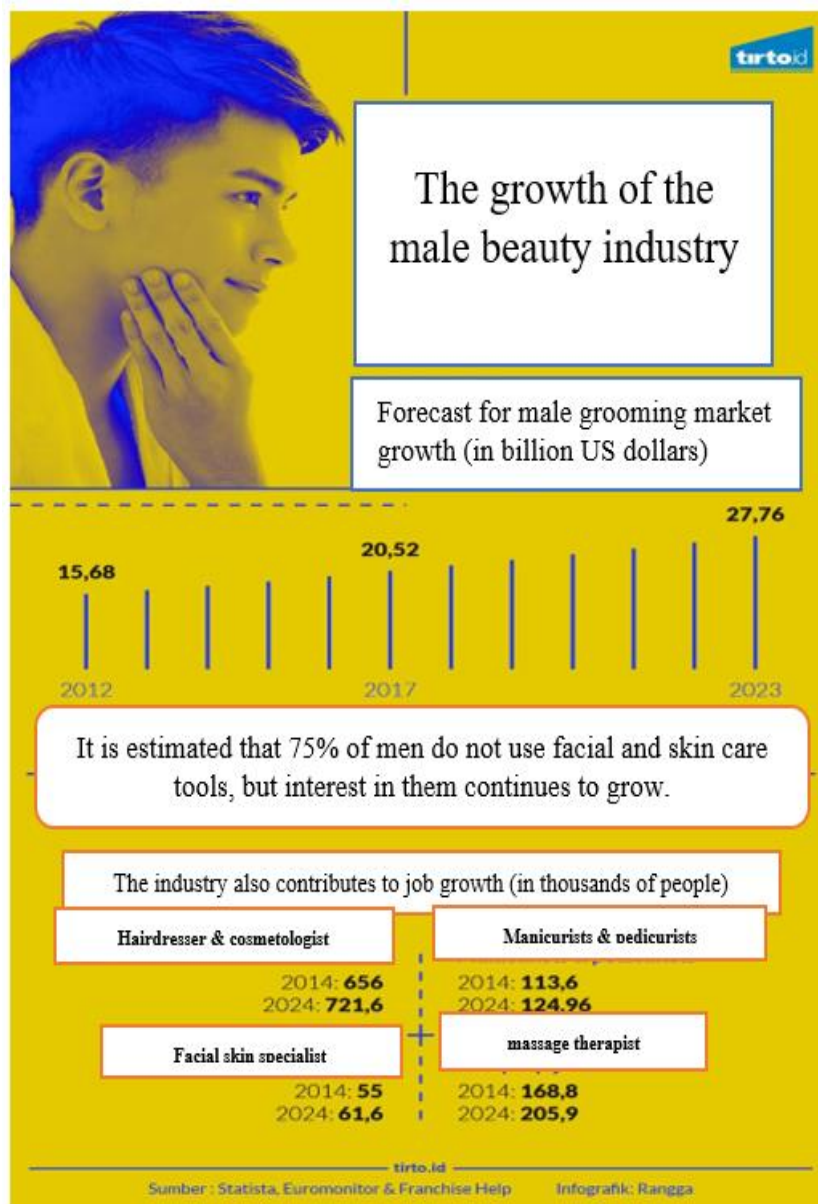
Indonesia is one of the countries where the trend of skincare and self-care is growing rapidly. Not only for women but also for men, following the trend of self-care, supporting good looks and adding attractive value. "Men's grooming", is increasing. For this reason, male self-care is getting more and more attention, and the male self-care industry is growing. It is important to take care of the skin for men regularly, especially for those who are outside every day. This study is a quantitative study where the population in this study are all users of skincare Garnier men in Indonesia. This study aims to determine the effect of brand image, price perception and purchasing decisions on Garnier's consumer of male skincare users in Indonesia. The variables in this study are brand image and price perception as independent variables. And the purchase decision variable as the dependent variable. The results of the first regression show that there is a significant influence between the brand image on purchasing decisions on Garnier Men skincare. The results of the second regression indicate that there is an influence of price perception on Garnier Men's skincare purchasing decisions. Based on research that has been conducted on Garnier consumers, male skincare users in Indonesia, regarding the impact of brand image and perceived price on purchasing decisions of men's skincare at Garnier Men.

**Keywords:** Brand Image, Perceived Price, Purchase Decision, Men's Skincare, Quantitative Method.

### **Introduction**

Skin is one of the organs of the body that has the largest area among other organs and functions to wrap meat and protect internal organs (Willayat et al., 2022). This important skin function requires everyone to maintain and care for the skin so that it can function properly. One of the steps that can be taken is to take care of the skin. Indonesia is one of the countries where the trend of skincare and self-care is growing rapidly (Rubiyanti et al., 2022). Self-care and grooming are the current trends, not only for women but also for men, following the trend of self-care, supporting good looks, and adding attractive value. Skin that is rougher and tougher than women's certainly presents various challenges for men in terms of taking care of themselves or taking special care of.

One of the reasons men use facial skincare is to increase their self-confidence. In addition, men in Indonesia have also used a variety of skincare products. According to a survey, 95% of men in Indonesia claim to care about the appearance of their skin because they feel comfortable and are more confident in their daily lives (Wisnubarata, 2021).



**Figure 1** *The growth of the Men's Beauty Industry*  
Source: [www.Tirto.id](http://www.Tirto.id)

Based on Figure 1.1, it can be concluded that the men's make-up industry is growing every year. In 2017, the men's grooming market will grow to \$20.52 and will reach \$27.76 over the next five years. It is estimated that 70% of men do not use facial or skincare tools, but interest in the body and facial care continues to grow. Market Researcher NPD Group also revealed that in 2019, men's skincare products experienced a sales spike of more than 7 percent (Beritagar, 2019). Routine skin care is not only important for women, but this also applies to men (Dewi et al., 2022). Caring for the skin for men is important routinely, especially for those who are outside every day. As is known, environmental factors such as sun exposure and pollution can cause various skin problems.

There are a number of facial products that men commonly use, including moisturizers, cleansers, shaving and shaving creams, body scrubs, and sunscreen (Rubiyanti et al., 2022). This underlies the fulfillment of men's cosmetic needs and demands of many male consumers, and cosmetic manufacturers recognize this opportunity. From there, they began to produce cosmetics specifically for men. There are several cosmetics that men use. Examples are L'Oreal, L'Oreal Men Expert, and Garnier Men's products. (Source: www.viva.com).



**Figure 2** Data TOP brand index 2018  
Source: [www.jakpat.net](http://www.jakpat.net)

Figure 1.2 shows the top face wash brands in 2018. Garnier sits in the top position with 31.76% of respondents. Number two belongs to Ponds (27.36%). Number three belongs to Vaseline (15.09%). The rest are Nivea (11.01%), Biore (3.45%), and L'Oréal (3.14%) in 2020. This indicates that there is a growing desire to buy Garnier. This purchase intention will be forwarded to the consumer's purchase intention later. According to (Kotler & Armstrong, 2017) purchase decision is the buyer's decision about which brand to buy. Complex decision-making processes often involve several decisions (Pradana et al., 2019). This decision involves a choice between two or more alternatives. Consumer purchasing decisions are the stage where consumers may also form an intention to buy the most preferred product, where the consumer's decision to modify, postpone, or avoid is strongly influenced by perceived risk.

## Literature Review

### Brand Image

According to Keller brand image in (Widyasuti & Said, 2017) brand image is a consumer's perception of a brand which is also a reflection of memory that can be used and associated with the brand. According to Elisa et al. (2022) brand image is a situation where consumers think and feel an attribute of a brand so that consumers can properly stimulate consumer purchase intentions and increase brand value.

**Perceived Price**

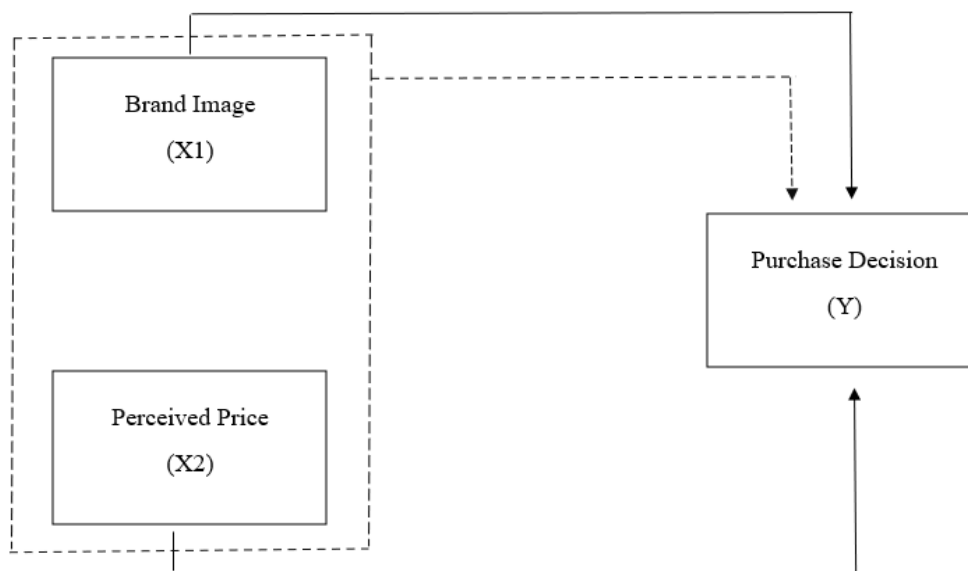
Savitri et al. (2021) explain that perception is the process used by individuals to select, organize and interpret information input to create a meaningful picture of the world. (Fatmawati & Soliha, 2017) explain that one of the sectors that influence customer perception is price. Companies can set high prices to form a perception of the quality of the product. Meanwhile, low prices can form the perception of buyers not trusting sellers because they doubt the quality of their products or services (Ullah et al., 2021).

**Purchase Decision**

According to Gusfei & Pradana (2022), purchase decision is the buyer's decision about which brand to buy. Complex decision-making processes often involve several decisions. This decision involves a choice between two or more alternatives.

**Theoretical Framework**

This frame of mind is a brief planning of the symptoms that are the object of the problem. In this study, the problem to be discussed is the effect of brand image and perceived price on purchasing decisions, which have previously been discussed regarding the influence of the field. This study aims to determine whether there is an influence between Brand Image and Perceived Price on purchasing decisions of Garnier's consumer of male skincare users in Indonesia. This is done so that businesspeople know the importance of marketing strategies so that customers can be interested in buying products that the company presents, as well as improvements to enhance the brand, product image, or price. This research is based on theories obtained from the research studies of Kusuma Wardani & Annie Susanto National Journal of science and business (2020) namely brand image, perceived price, and purchase decisions.



**Figure 3** *Theoretical Framework*

**Research Methodology**

**Research Characteristics & Sampling Technique**

This research is using quantitative method. According to Zaman et al. (2021), quantitative method is a research method based on the philosophy of positivism, which is used to examine a particular population or sample, collect data, use research instruments, analyze quantitative/statistical data, with the aim of testing predetermined hypotheses.

Information:

----- Simultaneous

——— Partial

### Data Collection Process

The data were gathered through the online questionnaire which come from 100 respondents who use Garnier's consumer of male skincare users in Indonesia.

## Results and Discussion

### Descriptive Analysis

**Table 1** Descriptive Analysis Result

Variable	Total Score	Maximum Score	Percentage	Category
Brand Image (X1)	1549	2000	77.45%	Good
Perceived Price (X2)	1599	2000	79.95%	Good
Purchase Decision (Y)	2270	3000	75.67%	Good

Based on Table 1, the score of Brand Image (X1) is categorized as Good, the score of Perceived Price (X2) is categorized as Good, and the score of Purchase Decision (Y) is categorized as Good.

### Multicollinearity Test

**Table 2** Multicollinearity Test Result

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.371	2.547		2.502	.014		
	Brand Image	.574	.167	.370	3.436	.001	.618	1.617
	Perceived Price	.429	.193	.239	2.220	.029	.618	1.617

a. Dependent Variable: Purchase Decision

**Source:** Processed Data Result, 2020

Based on the multicollinearity test using SPSS 26, the VIF result was 1.617, meaning VIF 10 and the tolerance result was 0.618, meaning tolerance 0.1. This states that in this study the regression is free from multicollinearity disorders.

### Multiple Regression Analysis

**Table 3** Multiple Regression Analysis

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.371	2.547		2.502	.014
	Brand Image	.574	.167	.370	3.436	.001
	Perceived Price	.429	.193	.239	2.220	.029

a. Dependent Variable: Purchase Decision

Based on Table 3 it is known that the constant value ( $\alpha$ ) = 6.371, Brand Image  $b_1$  = 0.574, Product Price  $b_2$  = 0.429. Then the multiple linear regression equation can be written as follows:

$$Y = 6,371 + 0,574X_1 + 0,429X_2$$

From the multiple linear regression equation above, The constant value (a) is 6.371 with a positive value, meaning that if the dependent variable, namely investment decisions (Y) will be worth 6.371, then the independent variables, namely Brand Image ( $X_1$ ), and Perceived Price ( $X_2$ ) are considered constant or do not change. Or it could be if the Brand Image and Perceived Price are zero (0), then the Purchase Decision will be worth 6.371 units.

The Brand Image variable ( $X_1$ ) has a positive regression coefficient value of 0.574. This means that if the Brand Image variable increases or increases by one unit, then the Purchase Decision variable will increase by 0.574 units assuming that the other independent variable, namely Perceived Price ( $X_2$ ), is constant or does not change. This can indicate that the Brand Image variable will have a positive effect on Garnier's consumer of male skincare users in Indonesia.

The variable Perceived Price ( $X_2$ ) has a positive regression coefficient value of 0.429. This means that if the Perceived Price variable increases or increases by one unit, then the Purchase Decision variable will increase by 0.429 units assuming that the other independent variable, namely Brand Image ( $X_1$ ), is constant or does not change. This can indicate that the Perceived Price variable will have a positive effect on Garnier's consumer of male skincare users in Indonesia.

With a significance of 0.00, which means  $<0.05$ , the x variables of Brand Image and Perceived Price had a substantiated positive effect on the y variable of Purchase Decision.

### T Test

**Table 4 T Test Result** Based on table 4 above, it can be seen that:

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.371	2.547		2.502	.014
	Brand Image	.574	.167	.370	3.436	.001
	Perceived Price	.429	.193	.239	2.220	.029

a. Dependent Variable: Purchase Decision

Brand Image variable ( $X_1$ ) has a value of  $t_{count}$  (3.436)  $>$   $t_{table}$  (1.96) and a significance level of  $0.001 < 0.05$ , so  $H_0$  is rejected. Therefore, it can be concluded that partially there is a substantial (considerable) effect or impact of the Brand Image variable ( $X_1$ ) on the Purchase decision (Y) with a Beta value of 0.574 or a large effect or impact of 57.4%.

Perceived price variable ( $X_2$ ) has a value of  $t_{count}$  (2.220)  $>$   $t_{table}$  (1.96) and a significance level of  $0.029 < 0.05$ , so  $H_0$  is rejected. Therefore, it can be concluded that partially there is a substantial (considerable) effect or impact of the Perceived Price variable ( $X_2$ ) on the Purchase decision (Y) with a Beta value of 0.429 or a large effect or impact of 42.9%.

### *F Test*

**Table 5 F Test Result**

<b>ANOVA<sup>a</sup></b>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	514.561	2	257.281	21.149	.000 <sup>b</sup>
	Residual	1179.999	97	12.165		
	Total	1694.560	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Perceived Price, Brand Image

In Table 5  $F_{count}$  is 21.149 with a 0.000 level of significance. As a result,  $F_{count} > F_{table}$  ( $21.149 > 3.09$ ) and the significance level is  $0.000 < 0.05$ . This demonstrates that  $H_0$  is rejected, and  $H_a$  is accepted, indicating that the x variables Brand Image and Perceived Price have a substantial (considerable) effect on the y variable, namely Purchase Decision.

### *Coefficient of Determination (R<sup>2</sup>)*

The value of coefficient determination (R<sup>2</sup>) in this research can be seen in the Table 6 as follows:

**Table 6 R Square Result**

<b>Model Summary<sup>b</sup></b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.551 <sup>a</sup>	.304	.289	3.488

a. Predictors: (Constant), Perceived Price, Brand Image

b. Dependent Variable: Purchase Decision

Based on Table 6 it is known that the R square value is 0.304, so the coefficient of determination obtained is  $0.304 \times 100\% = 30.4\%$ . Shows that by using the regression model, the x variables, namely Brand Image and Perceived Price are in accordance with the coefficient interval. While the rest ( $100\% - 30.4\% = 69.6\%$ ) is explained by other unknown factors or variables and not included in the regression analysis in this study.

## **Conclusion and Suggestion**

### *Conclusion*

Based on the results of research that has been done regarding the effect of Brand Image and Perceived Price on Garnier's consumer of male skincare users in Indonesia. Purchase Decisions who make purchases skincare Garnier men, several conclusions are obtained to answer several questions in this study. The conclusions obtained by the researchers are as follows:

1. Brand Image on skincare Garnier Men is in a good category this is because the indicator on the Brand Image variable is unique for buyers (customers) among similar products.

2. Perceived Price on skincare Garnier Men are in a good category, this is because where Garnier Men's skincare has an affordable price the others brand.
3. Purchase decisions on skincare Garnier Men are in a good category, this is because skincare Garnier Men has succeeded in making consumers and visitors take appropriate decisions for their customers in running their business.
4. Brand Image on skincare Garnier Men partially affects purchasing decisions so that if the brand image is higher, it will increase purchasing decisions product skincare Garnier Men.
5. Perceived Price on skincare Garnier Men has an effect on purchasing decisions partially so that if the price of the product given is appropriate, it will increase purchasing decisions on skincare Garnier Men.
6. Brand Image and Perceived Price have an effect on Purchase Decisions on skincare Garnier Men simultaneously by 30.4% and the remaining 69.6% is influenced by other variables that are not known and are not included in the regression analysis in this study.

### ***Suggestion***

Based on the analysis and discussion as well as the conclusions obtained, there are several suggestions submitted by the researcher to the parties involved in this study, including:

### ***Practical Suggestion***

In this practical aspect, the writer gives advice to skincare Garnier Men which is expected to be taken into consideration in running their business. The following are practical goals that the author can present.

1. Garnier Men's skincare management can build good relationships with customers and maintain product quality so that the products sold can attract buying interest. It aims to maintain the company's image, especially to maintain the reputation of being the main choice of customers and prospective customers in choosing a skincare brand.
2. Garnier Men can provide incentives. For example, they can provide discounted prices or give gifts in the form of travel kits at certain times or at the time of purchase with a certain nominal value, so that it is expected to increase buyers' interest in buying in large quantities or wanting to try other product variants.

### ***Theoretical Suggestions***

In this theoretical aspect, the author provides suggestions based on the results of research that has been done. In this theoretical aspect, it is hoped that it can contribute and benefit to develop research in the field of science, especially marketing science. The author suggests that for further research, it is hoped that researchers can develop further research by adding other variables to the study, to further expand existing research, and it is hoped that further research can use methods that the author has never used in this study. In this study, the author only uses two variables, namely the independent variable and the dependent variable. For this reason, it is hoped that researchers in future studies can research more broadly and improve previous research in order to create and produce good research for the future, such as factors that can influence purchasing decisions by adding other independent variables such as consumer loyalty, customer satisfaction, and service quality.

## **References**

Augustrianto, A., Silvianita, A., Ferari, E. (2019). Hofstede's organization culture on deviant workplace behavior (Case study on workers at plaza Toyota Bandung). *Journal of*



- Advanced Research in Dynamical and Control Systems, 11(3 Special Issue), pp. 720–725.
- Fatmawati, & Soliha. (2017). Kualitas Produk, Citra Merek dan Persepsi Harga Terhadap Proses Keputusan Pembelian Konsumen Sepeda Motor Matic “HONDA”. *Jurnal Manajemen Teori dan Terapan* 10 ,no 1.
- Dewi, C. K., Pradana, M., Huertas-García, R., Rubiyanti, N., & Syarifuddin, S. (2022). Developing halal consumer behavior and tourism studies: Recommendations for Indonesia and Spain. *Frontiers in Psychology*, 13, 863130.
- Elisa, H. P., Fakhri, M., & Pradana, M. (2022). The moderating effect of social media use in impulsive buying of personal protective equipments during the COVID-19 pandemic. *Cogent Social Sciences*, 8(1), 2062094. <https://doi.org/10.1080/23311886.2022.2062094>
- Fakhri, M., Pradana, M., Syarifuddin, S., Hafid, H., Mustika, N.P. (2019). Analyzing work satisfaction of employees at production department: Case study of Indonesian state military equipment manufacturer. *International Journal of Advanced Science and Technology*, 28(8 Special Issue), pp. 163–175.
- Gusfei, A.D., Pradana, M. (2022). The Effect of E-Service Quality and E-Trust on Mobile Payment Application E-Customer Loyalty Through E-Customer Satisfaction as Intervening Variable. *Res Militaris*, 12(2), pp. 166–180. <https://resmilitaris.net/menu-script/index.php/resmilitaris/article/view/87/33>
- Hasbi, I., Pradana, M., Utami, D.G. (2022). Entrepreneurial Education as Antecedent of Indonesian Private University Students’ Entrepreneurial Intention. *Educational Administration: Theory and Practice*, 28(3), pp. 72–82.
- Kotler, P., & Armstrong, G. (2017). *Principles of Marketing*. New York.
- Pradana, M., Syarifuddin, S., Hafid, H., Gilang, A. Diandri, M. (2019). Purchase intention determinants of halal food in secular countries. *International Journal of Supply Chain Management*, 8(4), pp. 83–89.
- Pradana, M., Wahyuddin, S., Syarifuddin, S., Putra, A. (2019). Gap analysis of Indonesian state-owned bank internet banking website. *Proceedings of the International Conference on Industrial Engineering and Operations Management*, pp. 1235–1244.
- Rubiyanti, N., Mohaidin, Z., Murshid, M.A. (2022). Purchasing Behaviour: Mediating Roles of Brand Personality and Religiosity in the Purchase of Halal Cosmetics. *Global Journal Al-Thaqafah (Special Issue)*, pp. 113–120.
- Sabilla, A.M., Pradana, M., Idris, M. (2022). Analyzing the Effectiveness of Online Learning from Students’ Perspective. *Educational Administration: Theory and Practice*, 28(4), pp. 61–73.
- Salsabila, A. A., Fakhri, M., Silvianita, A., Wardhana, A., & Saragih, R. (2021). The effect of organizational culture and work motivation on employee job satisfaction. In *Proceedings of the International Conference on Industrial Engineering and Operations Management (Vol. 8, pp. 5724-5731)*.
- Ullah, S., Hussain, S., Rustandi Kartawinata, B., Muhammad, Z., & Fitriana, R. (2022). Empirical nexus between Chinese investment under China–Pakistan Economic Corridor and economic growth: An ARDL approach. *Cogent Business & Management*, 9(1), 2032911.
- Widyasuti, S., & Said, M. (2017). Impact of Brand Image on Consumers Purchase Decision. *International Journal of Research in Social*.
- Willayat, F., Saud, N., Ijaz, M., Silvianita, A., & El-Morshedy, M. (2022). Marshall–Olkin Extended Gumbel Type-II Distribution: Properties and Applications. *Complexity*, 2022.

- Wisnubarata. (2021, February). <https://lifestyle.kompas.com/>. Retrieved from Alasan di Masa Pandemi Produk Perawatan Pria Justru Banyak Dicari: <https://lifestyle.kompas.com/read/2021/02/26/120328220/alasan-di-masa-pandemi-produk-perawatan-pria-justru-banyak-dicari?page=all>
- Zaman, U., Florez-Perez, L., Farías, P., Abbasi, S., Khwaja, M. G., & Wijaksana, T. I. (2021). Shadow of your former self: exploring project leaders' post-failure behaviors (resilience, self-esteem and self-efficacy) in high-tech startup projects. *Sustainability*, 13(22), 12868. <https://doi.org/10.3390/su132212868>