

**Research:**

## **ANALYSIS OF THE CONSUMERS PREFERENCES OF LIPSTICK PRODUCT AND ITS RELATIONSHIP WITH THE SEGMENTATION OF THE LIPSTICK PRODUCTS**

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**Abstract.** *The need for lipstick continues to increase along with the emergence of a new lipstick products both domestic and global brands to follow the needs of its consumers, the new product has a variety of functions other than just as a lip color, but also as a moisturizer / lip protection even as treatment. Adult lipstick is packed with advertisements and packaging are very interesting addition to the color choice of more and more. In determining the selection of lipstick products consumers often consider the combination of the main attributes and other factors that are trade-offs.*

*This study aims to determine the attributes and combination of attributes among the most preferred by consumers for a segment of the age and the amount of income.*

*Sources of data in this study were obtained from 138 respondents in the city of Bogor and its surroundings, conjoint analysis is used to determine the usefulness of each attribute and their relative weights as a tool to predict the preferences of a particular segment or as a whole.*

*The results showed the order of importance weight according to the respondents is that the quality attributes (34.95%), the type of color (33.21%) and benefits (31.84%), while the combination of the most preferred products are: lipstick durable / waterproof, according to skin color, and functioning for moisturizing / protective lip. In the description also delivered conjoint analysis results for each age and income segments.*

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*Keywords: conjoint analysis, lipstick, part-worth utilities, post-hoc, trade-off, segmentation.*

### **INTRODUCTION**

#### **A. Background**

Women have the similar tendency to look good and beautiful that is why either beauty products or cosmetics are an important things for them. Cosmetics are not included in the medicine group (Department of Health of the Republic of Indonesia in Tranggono, 1992) are made of some various mixed ingredients to be applied refers to scrubbing, glueing, spraying, inserting, pouring the products to the body or a part of the body in order to clean, maintain, make them look better or to change their appearance.

Lipstick is a facial cosmetics products refers to women's identity recently, without using a lipstick they feel that they are not having any self-confidence to appear in public.

Lipsticks requirements have been increasing accordingly with the new lipsticks products either local brands or international ones being introduced to the market to supply the demand of the customers, these new products are not only to colour the lips but also to moisture as well as to minimize the lips wrinkle. Nowadays, there are so many lipsticks have been packed in an attractive, colourful packaging and have been advertised accordingly.

In 2001 sales of cosmetics products has reached 1 trillion rupiah in Indonesia (Hutagalung, 2001 : pp.2) and has been increasing continuously ever since. The increasing sales has been followed by the huge competition of this industry. According to the data of Deperindag it has been identified 81 cosmetics companies either small ones or big ones and

more or less 33 huge companies such as Avon, Sari Ayu, Viva, Mirabella and Revlon have been manufacturing and marketing their products in Indonesia.

Nevertheless, the improvement of women income and education has pushed the way they purchase more selective lipstick products obviously which is the competition of lipstick products will be harder and harder.

A very difficult competitive market has been changing the companies to supply the demand accordingly. Only the companies who have been changed would be able to survive. The related companies should have to be aware of the new segmentation appeared. They have to modify their products, packaging, approach, handling the market or market segmentation from time to time (Kasali, 2003).

Geographic and demographic segmentation which have been developed in America in 1950 – 1960 has been applied in Indonesia since 1980. This kind of segmentation has been more popular since its cost is cheaper and easier to implement. The manager has applied an aggregate data in BPS (Statistics Center Bureau) which is more specific refers to the statistics applied at every district of the administration.

Nevertheless, the aforementioned segmentation has been providing unsatisfactory result, even though the people who have the same income and either the same age or education have indicate that they have a different idea in purchasing the product, otherwise, the variables of demographic are unable to describe people requirement. Hence, demographic variable should have to be completed with other related variables.

By selecting the right segmentation method, the objective to satisfy the consumers as well as to increase the company more competitive could be achieved accordingly

The researcher has researched about the Beauty Advisor / consultant explaining that the core attributes refers to lipsticks preferences are its benefit, quality, suitable, contents and colouring agents. Attributes and the attributes level refers to the primary research is as follows:

Table 1. The attributes level refers to the primary research

No	the attributes	Attribut level
1.	Benefit (1)	Lips colour
		Lips moisturizer/protection
		Eliminate lips wrinkles
2.	Quality (2)	Long-live/water resistant(uneasy to disappear)
		Easy to erase.
		No spot of lips dirt.
3	Suitable (4)	Non irritation
		No lips dryness.
		Non allergic
4	Content (5)	Lips vitamin/nutrition
		sunscreen
		Antioxidant
5	Colour (3)	Mild / soft
		Bright / strong suitable with the colour of the skin

Appointed a beauty advisor / consultant as a key-source due to their fully understanding about lipsticks attributes as well as having alot of interactive communication with their customers, so that they know exactly what the customer required.

## **B. Objectives**

The objectives of this research are as follows:

1. To identify the most interesting attributes within a specific demography segment.
2. To identify the combination of the most interesting attributes within a specific segment.

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### **C. Scope of the research**

The scope of the research is limited only about the attribute of benefit , quality and contents. But a demographic variable is based on their age and income level. This selection has been done according to the atribut level which has been identified at the introduction of the reseach refers to its limited resources.

## **THEORY FRAMEWORK**

Kasali (2003) has classified the approach segmentations into two segments as follows:

1. A-priory segementation: Segmented the market according to their demographic, geographic, cohort and psychographics characteristics. This approach has been done before marketing the product / service / idea / campaign.
2. Post-hoc segmentation : this approach has not classified the market before collecting the data of the customers and analysing it. So that, the segmentation has been created according to the data collected and analyzed which is in accordance with an important attribute. The analysis has been applying a multi variate technique analysis (including conjoint analysis)

Sutisna (2001) described that the consumers believe that the information they received about a certain products are within their expectation refers to the attitude of the consumers evolved. The preferences of the costumers to purchase a certain product is the customer's attitude. A customer positive attitude upon a certain kind of product will drive the potential customers to purchase it, but a negative attitude will not drive the potential customer to purchase it.

Aaker (2003, 607-608) described that a customer will consider some factors before buying it. It is a trade-of characteristic that confused the customer. To define the customer preferences level, conjoint analysis has been applied. By having been supported by the simulation package (computer and manual), the result of conjoint analysis is usable to predict the potential market and the product probability sold refers to various attributs combination

Aaker (2003,609) described that the type of an attribute that has been considered by the customers refers to the previous research. When there is more than one attribute then to define the level of the atribut a utility value should have to be applied at every attribute category. The level of consumer preferences has been obtained by counting up the combination utility value starting from the smallest one up to the biggest one.

## **RESEARCH METHOD**

### **A. Timeline and the location of the research.**

This research has been done since 1st of September 2010 to 1st November 2010 and within Bogor area and its surroundings.

### **B. Design and Sampling technique.**

The research has been applying a survey and interview method directly with the respondents.

The respondents have been selected by using a purposive and convenience sampling. This method has been applied by the researchers to choose the population that could give them an accurate information refers to the criteria designed. Total of the respondents are 138 people. The researcher has applied this method due to unavailability data of the customers.

### **C. Data Analysis**

This research has applied data analysis refers to conjoint analysis using SPSS software (Statistical Package for Social Sciences).

Conjoint Analysis is an analysis technique that could be applied to identify the level of the preferences relatively based on the customer's perception about a certain kind of product as well as its attribute value appeared from the related products attributes. Conjoint analysis is the proper tool to define a market strategy.

Singgih (2003) defined that conjoint analysis aims to predict a pattern between respondents opinion (estimates part-worth) and an actual respondent opinion. The big amount of the correlation value of both variables is the predictive accuracy.

This technique was introduced in 1971 and it is said that more than 5000 models have been applied for the first 17 years periode in America (Aaker et.all, 2003).

Conjoint Analysis technique has been applied in marketing:

1. To define the requirement level of the attributs relatively within the selection process done by the consumers
2. To estimate the market of a certain product at a different attribut level.
3. To define the composition of the products which is the most interesting product.
4. To define market segmentation based on the similarity of its preferences upon the attribute's level.

Santoso (2003) described that the conjoint process to be applied is as follows:

1. To define a specific atribut and its level.
2. To design a stimulus. The combination between an atribut and its level has defined as a stimulus or a treatment. For example, a lipstick as a protection and to moisturizer, long-lasting, non allergic, antioxidant content, mild colour is one stimulus of some various combinations.

A complete amount of the stimuli will be better, but according to Aaker et. al (2003, pp.608) described that too much stimuli will make the respondent difficult to reply the question reflecting to the respondent ignorance upon the variation of the stimuli since it takes time to answer the questions.

Total of the stimuli could be reduced refers to the minimum stimulus required (Santoso, 2003), such as :

**Minimum stimuli = total of the level – total of the factors + 1**

Stimuli design could be applied SPSS as mentioned on the picture 1 But the result of the cards will be as picture 2.

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ORTHOPLAN
  /FACTORS=
    manfaat 'manfaat bagi jenis bibir' ('pewarna bibir saja' 'pelembab bibir' 'menghilangkan kerut
    bibir')
    mutu 'keunggulan produk' ('awet/tahan air' 'tidak tahan air' 'tidak meninggalkan noda')
    jnswrn 'jenis warna' ('lembut' 'menyala' 'sesuai warna kulit')
  /REPLACE
  SAVE OUTFILE='ORTHOKUIS.SAV'.
    
```

ORTHOPLAN FACTORS = lips benefit ('only its colour', as moisturizer, wrinkle elimination) products quality (long-lasting/water resistant, erasable, not dots left) colour(mild, bright, suitable with the colour of the skin)

3. To collect respondents opinion about each stimulus offered, their opinion should have to be put orderly starting no. 1 up to the last number of the total stimulus offered.
4. To perform conjoint process refers to the opion of the respondent about the stimuli offered to predict the interesting products required.
5. To define an accurate prediction about to the aforementioned conjoint result.

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Plancards:	
Title: Profile Number )CARD	
Card 1	manfaat bagi jenis bibir pewarna bibir saja keunggulan produk tidak meninggalkan noda jenis warna sesuai warna kulit
Card 2	manfaat bagi jenis bibir menghilangkan kerut bibir keunggulan produk awet/tahan air jenis warna sesuai warna kulit
Card 3	manfaat bagi jenis bibir menghilangkan kerut bibir keunggulan produk tidak tahan air jenis warna lembut
Card 4	manfaat bagi jenis bibir pelembab bibir keunggulan produk awet/tahan air jenis warna menyala
Card 5	manfaat bagi jenis bibir pelembab bibir keunggulan produk tidak meninggalkan noda jenis warna lembut
Card 6	manfaat bagi jenis bibir pelembab bibir keunggulan produk tidak tahan air jenis warna sesuai warna kulit
Card 7	manfaat bagi jenis bibir pewarna bibir saja keunggulan produk tidak tahan air jenis warna menyala
Card 8	manfaat bagi jenis bibir menghilangkan kerut bibir keunggulan produk tidak meninggalkan noda jenis warna menyala
Card 9	manfaat bagi jenis bibir pewarna bibir saja keunggulan produk awet/tahan air jenis warna lembut
Card 10 (Holdout)	manfaat bagi jenis bibir pewarna bibir saja keunggulan produk tidak tahan air jenis warna sesuai warna kulit

Picture 2. Result of Stimuli by SPSS

- |        |   |   |
|--------|---|---|
| Card 1 | : | Benefit - colour of the lipsticks only.<br>Quality of the product – erasable<br>Colour - suitable with the colour of their skin.                    |
| Card 2 | : | Benefit– eliminate wrinkle of the lips<br>Quality of the product – long-lasting/water resistant.<br>Colour – suitable with the colour of their skin |
| Card 3 | : | Benefit - eliminate wrinkle of the lips<br>Quality – erasable<br>Mild colour  |
| Card 4 | : | Benefit – moisturizer<br>Quality – long-lasting/water resistant<br>Bright/strong colour   |
| Card 5 | : | Benefit – moisturizer<br>Quality – erasable<br>Mild colour  |
| Card 6 | : | Benefit – moisturizer<br>Quality – erasable<br>Colour suitable with the colour of their skin  |
| Card 7 | : | Benefit – lips colour only<br>Quality – erasable<br>Colour – bright/strong  |
| Card 8 | : | Benefit – eliminate the wrinkle of the lips<br>Quality – erasable   |

- Card 9 : Colour – bright  
Benefit – lips colour only  
Quality – long-lasting/water resistant  
Colour – mild
- Card 10 : (Holdout)  
Benefit – lips colour only  
Quality – erasable  
Colour – suitable with the colour of their skin

## RESULT AND DESCRIPTION

### A. Respondents Profile.

The result of this research has indicated that all the lipstick users are women, most users is around 19 – 50 years old (98.6%) that are considered as mature where they want to keep their appearance self confidence.

The employees of private company is 36.2% (50 persons), housewives are 27 persons (19.6%), students either high school or college students are 18 persons (13%) and the rest 7.2% is government administration employees/army/police. According to their income/wages, more respondents at class B social economy (Rp 0.7 – 4 millions) required than class C+ (Rp 0.3 – 0.7 mill) at cities which is 66.7% or 92 respondents.

Complete profile of the respondents are on table 2.

Table 2 Respondents profile lipstick user in Bogor, 2010

Keterangan	Frek	%	Keterangan	Frek	%
<b>Jenis kelamin</b>			<b>Pekerjaan</b>		
• Pria	0	0,0	• Pelajar/Mahasiswa	18	13,0
• Wanita	138	100,0	• Pegawai Negri/TNI/POLRI	10	7,2
<b>Usia</b>			• Pegawai Swasta	50	36,2
• 7-12 th	0	0,0	• Wiraswasta	18	13,0
• 13-18 th	0	0,0	• Ibu rumah tangga	27	19,6
• 19-25 th	55	39,9	• Pekerjaan lainnya	15	10,9
• 25-50 th	81	58,7			
• lebih dari 50 th	2	1,4			
<b>Status Pernikahan</b>			<b>Penghasilan rata-rata/bulan (dalam ribuan Rp)</b>		
• Belum Menikah	61	44,2	• di bawah 300	25	18,1
• Menikah belum mempunyai anak	13	9,4	• 300 – 700	32	23,2
• Menikah memp. anak balita	26	18,8	• 700 – 1500	60	43,5
• Menikah memp. anak remaja	24	17,4	• 1500 – 3000	18	13,0
• Menikah memp. anak dewasa	14	10,1	• 3000 – 6000	2	1,4
<b>Pendidikan</b>			• > 6000	1	0,7
• SD/ sederajat	7	5,1			
• SMP/ sederajat	10	7,2			
• SMA/ sederajat	67	48,6			
• Akademi	30	21,7			
• Sarjana	19	13,8			
• Pasca Sarjana	5	3,6			

Source: Primary Data, 2010

## B. Conjoint Analysis

The result of this research is valid due to the predictive accuracy of Pearson level (0.964) and Kendal (0.889) which is a higher correlation result  $< 0.5$  and its significant level is less than an actual level  $\alpha = 0.05$ , this result has explained that there is a positive strong relationship between the estimates part-worth result and the actual opinion of respondents. (picture 3)

The result of this research has explained that in general the respondents have chosen the the highest level of colour attribute refers to the one that is suitable with the colour of their skin but the most uninteresting colour is a mild and a bright one. (table 3)

SUBFILE SUMMARY				
Averaged Importance	Utility	Factor		
0000000000		MANFAAT	manfaat bagi jenis bibir	
031,84	0,0161	0	pewarna bibir saja	
0000000000	-0,2182	-0	pelembab bibir	
0	0,2021	0-	menghilangkan kerut	
0				
0000000000		MUTU	keunggulan produk	
034,95	-0,2907	--0	awet/tahan air	
0000000000	0,0862	0-	tidak tahan air	
0	0,2045	0-	tidak meninggalkan n	
0				
0000000000		JNSWRN	jenis warna	
033,21	0,3205	0--	lembut	
0000000000	0,3205	0--	menyala	
0	-0,6409	---0	sesuai warna kulit	
0				
	5,5757	CONSTANT		
Pearson's R	= 0,964		Significance = 0,0000	
Kendall's tau	= 0,889		Significance = 0,0004	

Benefit	Benefit of the lips Lips colour only Lips moisturizer Wrinkle elimination
Quality	Quality of the product Long-lasting/water resistant Erasable No dots left
Colour	Colour Mild Bright Suitable with the colour of the skin

Picture 3. Summary of the result of conjoint analysis output of the respondents in Bogor in 2010

Table 3. Lipstick benefit attributs value

Atribut	Level	utility
Benefit	Lips colour	0,0161
	moisturizer/lips protection	-0,2182
	wrinkle elimination	0,2021
Quality	Awet/tahan air (tidak mudah luntur) Long-lasting/ water resistant	-0,2907
	Erasable	0,0862
	no dots left	0,2045
Colour	mild	0,3205
	bright	0,3205
	suitable with the colour of the skin	-0,6409

This research has been indicating that at the beginning the respondent has been interested in the quality attribute and then the colour of the lipsticks and finally the benefit of the lipsticks, as mentioned on the table 4 here below:

Table 4. Nilai relatif penting atribut lipstick.

Attribute	important value relatively	
	%	Ranking
benefit	31,84	3
quality	34,95	1
colour	33,21	2

It explains that quality is the most interesting one for the respondents to choose. The respondents have chosen the colour of the lipstick more than the benefit of the lipsticks. Therefore, the benefit attribute is the last thing being chosen by the respondents obviously.

Since the quality is the most interesting one for the respondents, so that the company should have to focus on the quality of the lipsticks (based on the attribute level). In overall trade-off respondents have been indicating that the respondents have chosen the quality mostly rather than two other attributes (colour and benefit).

The combination attributes of the lipsticks, the respondents are more interested in the lipsticks which is long-lasting / water-resistant, suitable with the colour of their skin, and as lips moisturized / protection.

### Lipstick products segmentation.

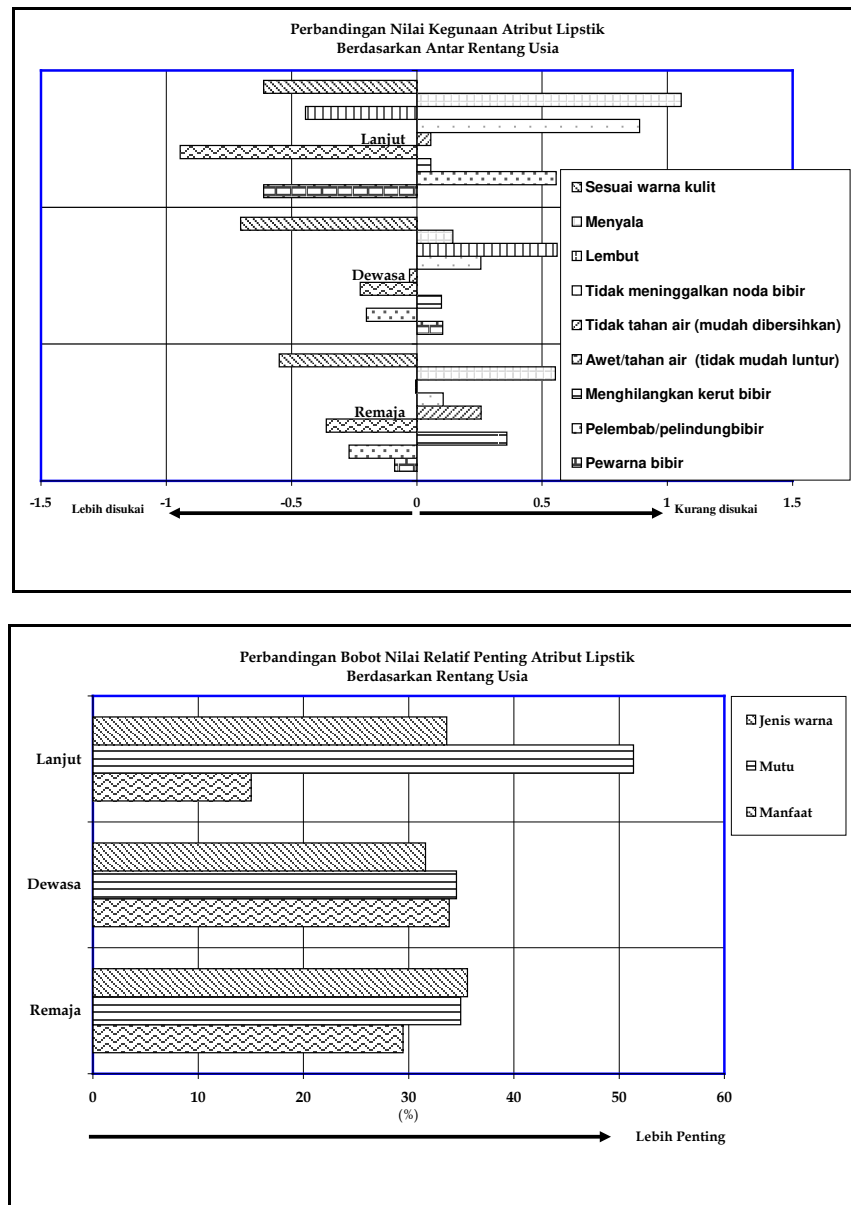
#### 1. Segmentation based on the age of the consumers.

The respondents of > 50 years old respondents are more interested in the long-lasting or water resistant lipstick (not easy to vanish) which is (0.9444) and 1.0556 are not interested in strong colour mostly, meanwhile the respondents of 25-50 years old has indicated that the most interesting one is a lipsticks that is suitable with the colour of their skin = -0.7037, and the most uninteresting one is mild colour (0.5597).

The result of the research according to the teens respondents opinion (19 – 25 years old) has indicated that the most interesting lipsticks is the lipstick which is suitable with the color of their skin (-0.5495) and the most uninteresting one is a strong/bright colour (0.5535). The complete result is on the picture 4.



Picture 5 has indicated the value of lipstick preferences, oldest people are interested mostly in quality (51.36%), then colour (33.61%) and the last one is its benefit(15.04%). Teens are more interested in the quality of the product (34.54%) than its benefit (33.86%) and the last one is its colour (31.6%). But teens respondents are interested mostly in colour is (35.58%), quality (34.95%) and the last one is its benefit (29.47%).



Picture 4. Segmentation based on the age of the consumers.

## **2. Segmentation based on their income.**

Rp 0.3 million / month segmentation has indicated that they are interested mostly in the moisturizing function (- 0.5333) and the most uninteresting one is the bright colour (0.72)

Rp 0.3 – 0.7 million segmentation has indicated that the respondents are interested mostly in the lipstick which is suitable with the colour of their skin (0.4271) and the most uninterested one is the bright colour of the lipstick (0.3437).

Rp 0.7 – 1.5 million / month segmentation has indicated that the respondents are interested mostly in the colour of the lipstick which is suitable with the colour of their skin (- 0.8444) and the most uninteresting one is a mild colour of the lipstick (0.7056).

Rp 1.5 – 3.0 million / month segmentation has indicated that the respondents are interested mostly in the long-lasting /water resistant one(it is not easy to vanish) (- 0.7778) and the most uninteresting one is non-water resistant which is easy to vanish (0.7407).

The four segmentations aforementioned (income < Rp 3.0 mill / month), the consumers preferences have not differentiated between one atribut and another one, it has explained that the differences is relatively small (at average of benefit value < 2)

Rp 3.0 – 6.0 mill / month segmentation has indicated that the respondents are interested mostly in a long-lasting/water resistant lipsitck (-1.9444) and the most uninteresting one is the bright colour of the lipstick (1.5556)

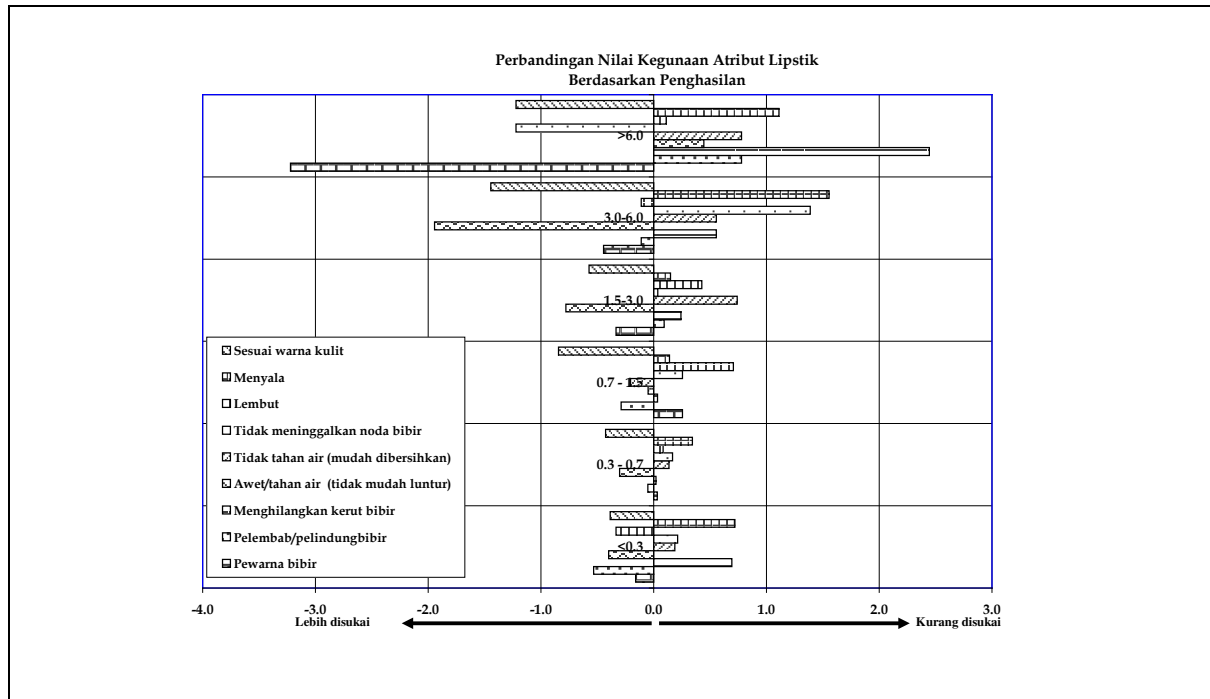
Rp 6.0 mill / month segmentation has indicated that the respondents are mostly interested in its colour (-3.222) and the most uninteresting one is an anti-wrinkled lipstick (2.4444)

Rp 3.0 mill / month segmentation has indicated that the consumers preferences have differentiated the lipsticks attributes refers to its big differences (average of benefit value > 2).

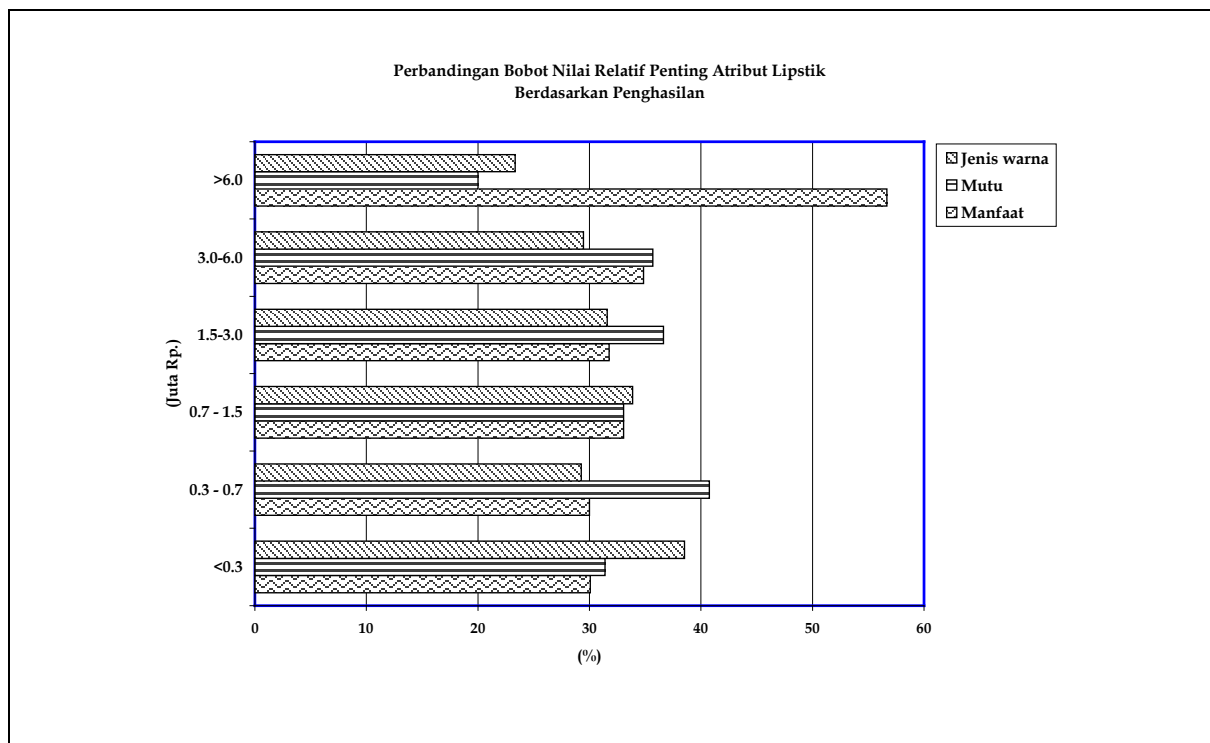
Complete result of all the segmentation value based on their monthly income is on the picture 6.

Picture 7 has indicated the value of lipstick preferences attribute for the respondents refers to their income < Rp 0.3 mill/month which is they are interested mostly in its colour (38.53%), followed by the quality value (31.4 %) and the last one is the benefit of the lipstick (30.07%)

The result of the research within the range of the income about Rp 0.3 – 0.7 mill/month has indicated that the respondents are mostly interested in the quality of the product (40.74%), then followed by the benefit attribute (30%), finally the colour of the lipstick (29.27%).



Picture 6. Segmentasi Nilai Kegunaan berdasarkan penghasilan responden



Picture 7. Segmentasi Bobot Atribut berdasarkan penghasilan responden

Rp 0.7 – 1.5 mill / month segmentation has indicated that the respondents are having the same interest refers to the small different value among them which is 33.88% colour type. 33.06% benefit and 33.05% quality.

Rp 1.5 – 3 mill / month segmentation has indicated that the respondents are more interested in the quality of the product (36.64%), then its benefit (31.77%) and the last one is its colour (31.59%). The same result with the result of Rp 3.0 – 6 mill / months which is 35.69% refers to its colour, 34.85% its benefit and 29.6% its quality

But at the segmentation of Rp 6.0 mill / month the respondents are mostly interested in its benefit attribute (56.67%), then its colour (23.33%) and the last one is the quality of the product (20%)

The complete results of the segmentation value based on their monthly income are on the picture 7.

## **CONCLUSION**

1. Late teens segmentation are interested more in the lipstick which colour is suitable with the colour of their skin than other attributes, but they like the combination products which is suitable with the colour of their skin, long-lasting/water resistant, and as the lips moisturizer.
2. Adulthood segmentation is interested more in the colour of the lipstick which is suitable with the colour of their skin than the other attributes. But they like the combination product refers to long-lasting / water resistant lipstick, moisturizer and suitable with the colour of their skin.
3. Middle adulthood segmentation is interested more in a long-lasting / water resistant one than other attributes. But they like the combination product refers to long-lasting / water resistant lipstick, suitable with the colour of their skin, and as lips moisturizer.
4. <Rp 0.3 mill / month segmentation respondents are interested more relatively in moisturizing lipstick than other attributes. But they like the combination of the product refers to the lipstick which is suitable with the colour of their skin, long-lasting / water resistant, and as lips moisturizer.
5. Rp 0.3 – 0.7 mill / month segmentation, the respondents are interested more in the colour of the lipstick which is suitable with the colour of their skin than other attributes. But they like the combination product refers to the lipstick which is long-lasting / water resistant, as lips moisturizer and suitable with the colour of their skin.
6. Rp 0.7 – Rp 1.5 mill / month segmentation, the respondents are interested more in the colour of the lipstick which is suitable with the colour of their skin rather than the other attributes, But they like the combination of the product refers to a lipstick which is suitable with the colour of their skin, as a moisturizer, and easy to erase.
7. Rp 1.5 – 3.0 mill / month segmentation, the respondents are interested more in a long-lasting / water resistant lipstick rather than other attributes. But they like the combination of the product refers to long-lasting / water resistant lipstick, lips colouring and is suitable with the colour of their skin.
8. Rp 3.0 – 6.0 mill / month segmentation, the respondents are interested more in a long-lasting/water resistant one rather than the other attributes. But they like the combination of the product refers to long-lasting / water resistant lipstick, colouring function, and suitable with the colour of their skin.
9. Rp 6.0 mill / month segmentation, the respondents are interested more in a lipstick as lips colouring rather than other attributes. But they like the combination of the product such as, colouring lipstick, suitable with the colour of their skin, and erasable.

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