THE EFFECT OF PRODUCT AND CONSUMER CHARACTERISTICS ON IMPULSE PURCHASING (STUDY AT FEMALE COSMETIC PRODUCTS)

PENGARUH KARAKTERISTIK KONSUMEN DAN PRODUK TERHADAP PEMBELIAN IMPULSIF
(PENELITIAN PADA PRODUK KOSMETIK WANITA)

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Abstract: Cosmetic products are a set of products that are purchased by women, frequently or unintentionally. Theory related research are impulse purchasing, product and consumer characteristics. The data was collected from 100 respondents they are all female customers that use product cosmetic like compact powder in Manado. This research methodology utilized in this study was survey research and Multiple Linear Regressions Analysis was used to analyze the data. Product characteristic and consumer characteristic are all factors that influence impulse purchasing for female cosmetic products in Manado The result of T-test shows that the independent variables such as product characteristics and consumer characteristics partially have very significant and significant influence. There are three constructive findings that can be concluded from the overall result in this research, which are listed as follow : Product Characteristics and Consumer Characteristics influence the Impulse Purchasing for female cosmetic products in Manado, simultaneously. Product Characteristics influence the Impulse Purchasing for female cosmetic products in Manado, partially. Consumer Characteristics influence the Impulse Purchasing for female cosmetic products in Manado, partially.

Keywords: product, consumer, characteristic, impulse purchasing

Abstrak: produk kosmetik adalah seperangkat produk yang dibeli oleh perempuan, sering atau tidak sengaja. Teori terkait penelitian adalah pembelian, produk dan konsumen impuls karakteristik. Data dikumpulkan dari 100 responden mereka adalah pelanggan semua perempuan yang menggunakan produk kosmetik seperti bedak padat di Manado. metodologi penelitian ini digunakan dalam penelitian ini adalah penelitian survei dan Regresi Linier Analisis Regresi digunakan untuk menganalisis data. karakteristik produk dan karakteristik konsumen merupakan faktor-faktor yang mempengaruhi pembelian impulsif untuk produk kosmetik perempuan di Manado Hasil T-test menunjukkan bahwa variabel independen seperti karakteristik produk dan karakteristik konsumen secara parsial memiliki pengaruh yang sangat signifikan dan signifikan. Ada tiga temuan konstruktif yang dapat disimpulkan dari hasil keseluruhan dalam penelitian ini, yang terdaftar sebagai berikut: Karakteristik Produk dan Karakteristik Konsumen mempengaruhi Pembelian Impulsif untuk produk kosmetik perempuan di Manado, secara bersamaan. Karakteristik produk mempengaruhi Impulsif Pembelian untuk produk kosmetik perempuan di Manado, sebagian. Karakteristik konsumen mempengaruhi Impulsif Pembelian untuk produk kosmetik perempuan di Manado, sebagian.

Kata kunci : produk, pelanggan, karakteristik, pembelian impulsif

INTRODUCTION

Research Background

Products or services are important for many people in this world, because the presence of these items will ensure the fulfillment of people's needs and wants. In practice, the availability of goods and services in the marketplace have a contribution in the process of making and selling products or preparing and providing services to consumers. Due to the continuous changing in consumer concept, consumers become more aware about the products and/or services that are appropriate for satisfying their needs and wants.

Independently or collectively, the different perception from every individual about the right goods and services makes the purchasing decision from people in one environment can be quite or even very contrasts. As the consequence, there is one partial concept of purchasing that is evolved in the marketplace, called the Impulse Purchasing. the understanding of the Impulse Purchasing is impacted by Product Characteristics and Consumer Characteristics.

Products Characteristics can be associated with the uniqueness from the available product in the marketplace and Consumer Characteristics can be linked with the exclusivity from the majority of consumers in the environment. The understanding of the Impulse Purchasing is impacted by Product Characteristics and Consumer Characteristics. Products Characteristics can be associated with the uniqueness from the available product in the marketplace and Consumer Characteristics can be linked with the exclusivity from the majority of consumers in the environment. Cosmetic products are a set of products that are purchased by women, frequently or unintentionally.

These items are used by them for making each one of them become prettier in the office and in the place of social interaction. Owing to the variety from cosmetic products in every different marketplace is differ each other, there is a possibility that any individual woman in any city or region will choose the cosmetic products without in-depth consideration. Therefore, the concept of Impulse Purchasing and the influence from Product Characteristics and Consumer Characteristics to this essential aspect are important to be considered by companies that produce and selling cosmetics in the market. Manado City becomes one major sales area from cosmetic products of a brand, after considering the availability of other similar goods in this city. Because of this note, the influence from Product Characteristics and Consumer Characteristics to the Impulse Purchasing for cosmetic products of a brand is important to be deliberated.

Research Objective

To analyze the influence of :

1. Product Characteristics and Consumer Characteristics to the Impulse Purchasing for female cosmetic products in Manado, Simultaneously.
2. Product Characteristics to Impulse Purchasing for female cosmetic products in Manado partially.
3. Consumer Characteristics to the Impulse Purchasing for female cosmetic products in Manado, partially.

THEORETICAL FRAMEWORK

Impulse Purchasing

Shahan (2010) commented that an impulse purchase or impulse buy is an unplanned or otherwise spontaneous purchase. One who tends to make such purchases is referred to as an impulse purchaser or impulse buyer. Impulse items can be anything, a new product, samples or well-established products at surprising low prices. (Parboteeah, 2005 based on Piron, 1991:512) performed concept analysis of impulsive buying presented by scientists and introduced comprehensive definition of impulse purchasing: Impulse buying is a purchase that is unplanned, the result of exposure to a stimulus, and decided on-the-spot. After the purchase, the customer experiences emotional and/or cognitive reactions. Hausman (2000) explained that consumers buy goods because of non-economic reasons, such as fun, fantasy, social and emotional satisfaction which help them to ignore the negative consequences of impulse purchasing.

The most important characteristic of impulsive purchasing is that the behavior of impulsive buying appears as a consumer's response to a stimulus, experienced in purchase environment and that is immediate decision and after purchase a consumer feels emotional and/or cognitive reactions (Virvilaite, Saladiene & Bagdonate et.al.,2009).

Evolution of Impulse Purchasing

Stern (1962) was the first scholar to suggest four distinct types of impulse purchases namely - pure, reminder, suggestion, and planned impulse buying. Shahan (2010) argued that situational variables - time available and money available and individual difference variables were found to influence a set of endogenous variables, including positive and negative affect and so on.

Process of Impulse Purchasing

Shahan (2010) considering the nature of impulse buying, Churchill's and Peter's (1998:630) model has been modified by the Kim (2003) to describe the impulse buying process by omitting several steps, such as need recognition, information search, and alternative evaluation, and reclassifying influencing factors. The impulse buying process starts with product awareness. Impulse buyers begin browsing without having an intention to purchase a certain item or visiting a certain store. As consumers browse, they are exposed to the stimuli, which triggers customers' urge to buy on impulse.

Explaining Impulse Purchasing Through Theoretical Framework

Shahan (2010) noted that researchers from economics and psychology have proposed theoretical models or frameworks to explain the impulse buying behavior.

Factors Affecting Impulse Purchasing

Context of Developed and Developing Countries. These factors can be classified in four general categories, namely consumer characteristics, store characteristics, situational factors, and product characteristics.

Literature Review

Asim and Hasnu (2013) An Analysis Of Consumers' Characteristics On Impulse Buying: Evidence From Pakistan. This research found Thus, consumer characteristics have expected relationship with impulse buying behaviors in consumers. Among these gender, age and income show expected relationship with impulse buying, while area of residence shows no association with impulse buying behavior of consumers.

Ekeng, Lifu and (2012) Effect Of Demographic Characteristics On Consumer Impulse Buying Among Consumers Of Calabar Municipality, Cross River State. This research The study shows that consumer's demographic characteristics have significant influence on impulse buying behavior, while impulse buying phenomenon decreases with the age of the consumer. In addition, it shows that impulse buying differs significantly between male and female shoppers/consumers, with the phenomenon more common among female shoppers due to their likeness and spontaneous attraction to fanciful products.

Tinne (2010) Impulse Purchasing: A Literature Overview. Impulse purchasing does not match with rational decision making model of a consumer: when need emerges, a consumer buys impulsively and does not search for alternatives. Various factors such as consumer characteristics, store characteristics, situational factors, and product characteristics have strong influence on consumer's impulse purchasing behavior.
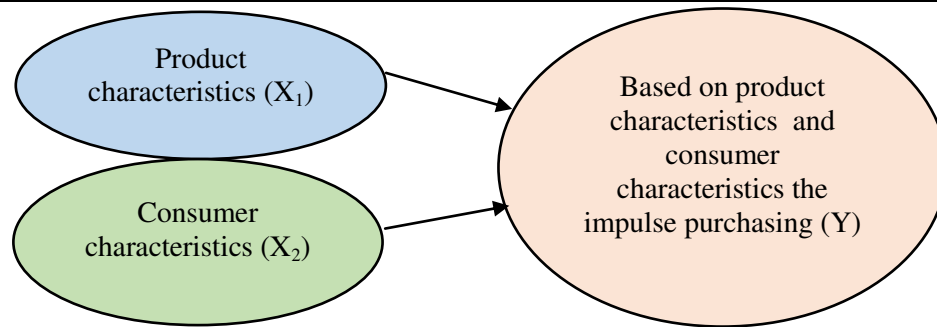
Figure 1. Theoretical Framework

Hypothseses Testing

Hypotheses those can be drawn and further examined, which are:

H_1: Product Characteristics and Consumer Characteristics influence the Impulse Purchasing for female cosmetic products in Manado, simultaneously.

H_2: Product Characteristics influences the Impulse Purchasing for female cosmetic products in Manado, partially.

H_3: Consumer Characteristics influences the Impulse Purchasing for female cosmetic products in Manado, partially.

RESEARCH METHOD

Type of research

This research is causal type of research because this research will be compare one product to Product Characteristics and Consumer Characteristics of the product and the relationships with the Impulse Purchasing.

Place and time of research

The study was conducted in the Manado City, Hypermart store between July until August 2014.

Source of data

For this current research, there are two types of data that are used to make an appropriate result, which are: Primary data primary data is data originated by the researcher specifically to address the research problem. Self-administered survey the researcher also gets primary data from the result of questionnaires. Secondary data Secondary data is data collected for some purpose other than the problem at hand. The secondary data is taken from books, journals, and relevant literature from library and internet. These secondary data were used in the background, literature review, research method, and discussions.

Population and Sample.

For this current research, there are two main parts of respondents' sources that are used to make an appropriate result of data, which are: Population the population in this research is all people (female customers) that use product A in Manado. Sample the sample of this research is people (female customers) who purchase product A in Manado, as many as 100 respondents.

Operational Definitions of Research Variables

In this research, the general explanation about two Independent Variables and one Dependent Variable in this current research that will be analyzed, are stated as follows:

Two Independent Variables in the Research

Product Characteristics (X_1)

Product Characteristics can be defined as all unique features from the available goods in the marketplace that can differentiate products from one company with others.

Consumer Characteristics (X_2)
Consumer Characteristics can be defined as the shared individualities from the majority of people in the marketplace when choosing and utilizing offered products or services.
Dependent Variable (Y) : The Impulse Purchasing

The Impulse Purchasing can be defined as the purchasing action from common people for products or services that is not based on planed considerations, but on unintentional idea.
Measurement of Research Variables one to another on the variables of interest to our study (Sekaran 2003:185).

Data Analysis Method

This given section will be explained about the overall analysis methods that are used in this current research, either the fundamental testing of the obtained data and the main analysis method of the tabulated data for proving hypotheses in this research. Toward questionnaire design conducted is to perform validity and reliability test and to prove the truth of hypothesis and to know the relation rate between variable Y and variable X_1 & X_2. Multiple Regression Analysis Model Cooper and Schindler (2001:767) stated that multiple regression analysis is a technique to observed value of more than one X to estimate or predict corresponding Y value. Multiple regressions is a descriptive tool used to (1) develop a self-weighting estimating equation by which to predict values for a dependent variable from the values of independent variables, (2) control confounding variables to better evaluate the contribution of other variables, or (3) test and explain a causal theory.
Two formula of multiple regression models in this research are shown below:

Where $Y = \alpha + \beta_1 X_1 + \beta_2 X_2$

Y   = The Impulse Purchasing for A product in Manado
α = The constant for the equation, when all the independent variable equal to 0
β_1, β_2 = The regression coefficient of each variable in the equation
X_1 = Product Characteristics
X_2 = Consumer Characteristics

RESULT AND DISCUSSION

Validity Test:

From the result of validity test shows the validity test of variable X_1 as indicators. The total number for $X_{1.1}$ is 0.777; $X_{1.2}$ is 0.837, and $X_{1.3}$ 0.773. All the indicators are above 0.3 means that the indicators are valid.

Reliability Test:

From the table 1 shows the Cronbach's Alpha > 0.6, indicated that all research instrument indicator of variable are reliable.

Table 1. Reliability Statistics

No	Variables	Cronbach's Alpha
1	X_1 Product Characteristic	.700
2	X_2 Consumer Characteristic	.698
3	X_3 Consumer Perception	.783

Source: Processed Data, 2014
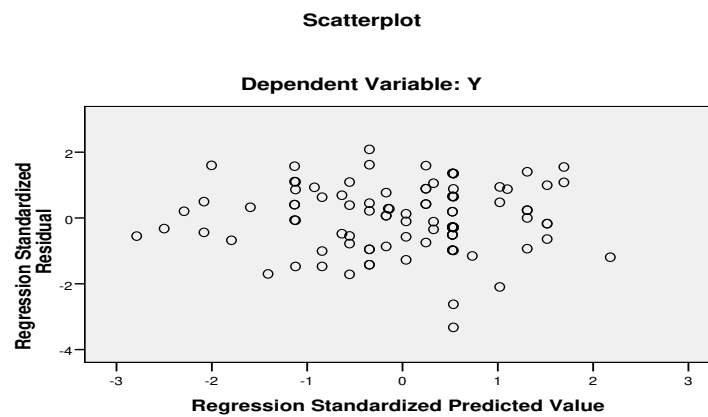
Heteroscedasticity Test

Figure 2. Heteroscedasticity Test
Source: Processed Data, 2014

The Figure 2 it can be seen that there is no established pattern, in other words the graph describing the plot spread above and below the number 0 (zero) on the Y-axis. This proves that the independent variable product characteristic and consumer characteristic are free of Heteroscesdasticity.

Multicolinearity Test

Table 2. Coefficients (a)

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	X_1	.338	2.956
	X_2	.277	1.656

Source: Processed Data, 2014

a Dependent Variable: Y(Consumer Perception)

Table above shows the calculation of Multicolinearity. Moreover, it can be known through the VIF and tolerance, whereby if the value of VIF and tolerance to be around the number <10 then the regression model id free from multicollinearity. Based on the results in the table above can be seen by SPSS output does not occur because the symptoms of multicollinearity VIF value of product characteristic and consumer characteristic were below numbers < 10 or has a value of 2.956 and 1.656, this means that there is no connection between the independent variables. Thus, multicollinearity assumptions are met (free of multicollinearity).

Autocorrelation Test

Table 3. Model Summary(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.845(a)	.816	.804	.42784	1.923

Source: Processed Data, 2014
a Predictors: (Constant), X_2, X_1
b Dependent Variable: Y

Based on the output table 3, test using Durbin-Watson rate of 1,923 which is in the free area autocorrelation, so the regression model of Product Characteristic and Consumer Characteristic on impulse purchasing towards female cosmetics is free from autocorrelation.
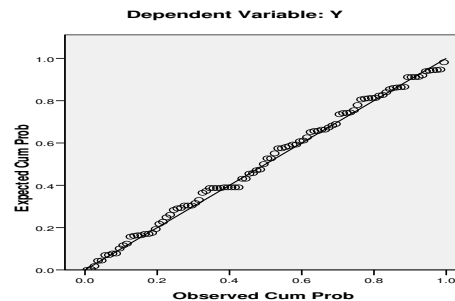
Normality Test

Figure 3. Normality Test
Source: Processed Data, 2014

From the figure above it can be seen that the points spread and spread around the diagonal line in the direction diagonal lines. This proves that the model Regression of The Analysis of Product Characteristic (X_1) and Consumer Characteristic (X_2) on Impulse Purchasing (Y) towards Female cosmetics in test normality regression between The Analysis of Product Characteristic (X_1) and Consumer Characteristic (X_2) on Impulse Purchasing (Y) towards female cosmetics as the dependent variable, with the help of a computer program package Based on the statistical software SPSS Version 15.0, of the data processing on the attachment is as follows:

Table 4. Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta	Tolerance	VIF	B	Std. Error
1	(Constant)	1.730	.245		7.068	.000		
	X_1	.248	.121	.275	2.060	.001	.338	2.956
	X_2	.343	.114	.401	3.007	.003	.277	1.656

Dependent Variable: Y
Source: Processed Data, 2014

From the analysis, obtained by linear regression equation as follows

Y = α + b₁X₁ + b₂X₂ + e
Y = 1.730+ 0.248 X₁ - 0.343 X₂ + e

From the multiple linear regression equation above, it can inform the interpretation as follows:
a. Constant value of 1.730 means that if the variables in this research of product characteristic and consumer characteristic simultaneously increased by one scale or one unit will increase the Consumer perception towards Chinese Products of 1.730.
b. Coefficient value of 0.248 means that if the variables in this research of product characteristic increased by one scale or one unit it will improve and increase impulse purchasing towards female cosmetics of 0.248.

c. Coefficient value of 0.343 means that if the variables in this research of consumer characteristic increased by one scale or one unit it will improve and increase impulse purchasing towards female cosmetics of 0.343.

Discussion

There are some factors that influence impulse purchasing for female cosmetic products in Manado. Based on the result of F-test there is a linear relationship in this multiple regression equation model, in other words all the independent variables influence the impulse purchasing simultaneously. Product characteristic and consumer characteristic are all factors that influence impulse purchasing for female cosmetic products in Manado The result of T-test shows that the independent variables such as product characteristics and consumer characteristics partially have very significant and significant influence.

Product Characteristics

The result shows that product characteristics (X_1) has significant influence to impulse purchasing for female cosmetic products in Manado. According to the data, the respondents who are doing impulse purchasing are influence by the product itself. Affordable price of the product, make consumer buy the product, without thinking twice. And sometime they interested by the packaging and color of the product, make them want to buy the product. These results conclude that product characteristic such as price, packaging, and color became a considering for the consumer to making impulse buying.

Consumer Characteristics

The result shows that consumer characteristics (X_2) significant influence to impulse purchasing for female cosmetic products in Manado. The researcher find out every consumer do impulse buying because their desire to get that product, although they do not needed that product, and they is just push by their wanted. Besides that, trend and mode make consumer do impulse buying, they just interest because the product is popular at that time. This finding conclude that, the reason why consumer do impulse buying because the consumer characteristics him/her - self, such as desire, wanted, and follow the trend or mode.

CONCLUSIONS AND RECOMMENDATION

Conclusions

There are three constructive findings that can be concluded from the overall result in this research, which are listed as follow:
1. Product Characteristics and Consumer Characteristics influence the Impulse Purchasing for female cosmetic products in Manado, simultaneously.
2. Product Characteristics influence the Impulse Purchasing for female cosmetic products in Manado, partially.
3. Consumer Characteristics influence the Impulse Purchasing for female cosmetic products in Manado, partially.

Recommendation

There are two practical recommendations that can be concluded from the overall result in this research, which are listed as follow:
1. The marketers of female cosmetic products in Manado must consider about the importance of product characteristics and consumer characteristics regarding with it in advanced.
2. The other hand, the seller of female cosmetic products in Manado must also evaluate other important factors that affect the the consumer impulse buying, regarding with the continuity of their business in the future.

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