

Brand Image and Consumer Internal Factors in Determining Preferences of Male's Make-Up Artist in Bandung

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Abstract- This study aims to determine the extent to which consumers' internal factors and imagery influence the preferences of male's makeup artists in Bandung. The research method used is descriptive-verification method. The sample used was 120 people living in Bandung. Data processing is done namely validity test, reliability test, descriptive test, hypothesis test, t test, f test. Data collection method is done through interviews and questionnaires. Data were analyzed by path analysis through the SPSS program. The result showed that consumer's internal factors did not significantly influence the preferences of Male's Makeup Artists in Bandung. Therefore, Male's Makeup Artists need to increase their attractiveness to potential customers who can generate interest in using their services.

Keywords: *Consumer's Internal Factors, Brand Image, Preferences.*

INTRODUCTION

The increasing number of times, the more and more male and male Makeup Artist. The intense competition makes every Makeup Artist must always strive to make new breakthroughs and upgrade their makeup skills in their consumer makeup. If a Makeup Artist can promise a good image for her makeup techniques, it will easily dominate the market. In this case, the consumer experience can build a preference because consumers can feel satisfied or not with a service and provide an assessment. Competition between Makeup Artists in retaining customers and attracting new customers occurs due to less than optimal quality and service.

In addition, the image factor also affects consumers to be loyal so that they have a positive perception of the brand. The definition of brand image according to Kotler and Keller (2016) is the consumer's perception of a brand as a reflection of the associations that exist in the minds of consumers. As well as reinforced by previous research conducted by Gagan Sugandi (2011) states that experiential marketing variables and internal factors affect the interest in watching mask dance significantly and positively. However, the explanation from previous research has not been able to give a good influence on consumer preference interest towards male Makeup Artist in Bandung. Although male Makeup Artist has provided a good image, good service, comfort. It turns out that it hasn't been able to attract consumers to use its services. According to Kotler (2015), consumer preferences are the preferences of consumers from a wide selection of existing service products. Preference is a liking (inclination of the heart) to something. Consumers have an interest in a product or service, but it is not certain that consumers will purchase the product or service. Based on the description above, and the research that makes this research accurate, the authors are interested in conducting a study entitled: "Internal Consumer Factors, Image in Determining Makeup Artist Preferences in Bandung".

LITERATURE REVIEW

Brand Image

The brand image in every company is always considered important because it can help companies to position themselves, the market and also in retaining consumers. This is because consumers often interpret a product with a good brand as a product of good quality. The attachment of consumers to a brand will be stronger if it is based on a lot of experiences or appearances to communicate it so that a brand image will be formed. A good brand image will encourage to increase sales volume. According to Soltani et al. (2016) argues that brand image is: "brand image includes knowledge, opinions from customers and characteristics of non-physical and physical products; images that customers provide to the product." Meanwhile, according to Safiee et al. (2014), "brand image is a set of perceptions about a brand that is reflected through brand associations in the minds of consumers". Brand image according to Kotler and Keller (2016) is "consumer perceptions of a brand as a reflection of the associations that exist in the minds of consumers".

Consumer's internal factor

Consumer behavior is influenced by internal consumers themselves which include: (1) cultural factors, (2) social levels, (3) personal characteristics, and (4) psychological factors (Kotler & Keller, 2012; Lamb et al., 2012; 2010). Meanwhile, according to Engel et al., (2012) the internal factors of consumers consist of: (1) culture, (2) social class, (3) personal, (4) family, and (5) situation.

Preference

According to Kotler (2015), consumer preferences indicate consumer preferences from a wide selection of existing service products. Preference is a liking (inclination of the heart) to something. Preference is also defined as whether someone likes or dislikes a product, goods or services that are consumed. Abdul Rahman Shaleh and Muhib Abdul Wahab (2015) define that preference can be interpreted as a tendency to pay attention to people and act towards people. Activities or situations that become the object of this interest are accompanied by feelings of pleasure or satisfaction. Meanwhile, according to Andi Mappiare (2014) the definition of preference is a mental device consisting of a mixture of feelings, expectations, convictions, prejudices, fear or other tendencies that lead individuals to a certain choice.

according to Gina (2019), based on an analysis of potential consumers and consumption patterns, it is known that product awareness is low and not interested in products due to the absence of segmentation, targeting and positioning, lack of product innovation, absence of marketing communications, and SOPs.

Previous Research

- a. Previous Research Regarding the Variables of Internal Consumer Factors on Preference (Purchase Interest) The relationship between the variables of Internal Consumer Factors and Preferences, it can be seen from the results of previous studies are as follows:

Table 1. Previous Research Regarding Consumer Internal Factors Against Preference

Source	Research Result
Perception and motivation to purchase organic products in Mediterranean countries. Journal of Research in Marketing and Entrepreneurship (Nedra et al., 2015)	Purchasing intention, implication and motivation (health and environmental concerns) have a strong direct and positive effect on the purchasing behaviour of organic products. However, the relationship between the motivation and the attitude, on the one side, and between attitude/purchasing intention and attitude/purchasing behaviour, on the other side, are not significant.
Motivations and barriers to purchasing online: Understanding consumer responses South Asian Journal of Business Studies (Rahman et al., 2018)	The results of this study demonstrate that, more than hedonic values, trust, and privacy concerns, utilitarian values positively influence consumers' attitudes to online purchasing. Consequently, consumers' attitudes positively influence their online purchasing intentions. The findings indicate that Pakistani consumers buy online for goal-oriented reasons. Not surprisingly, they feel unsafe buying online due to concerns over trust and data privacy.
Engaging the purchase motivations to charm shoppers Marketing Intelligence & Planning (Miranda, 2009)	Hedonic values of consumer motivations vary for different products categories. Convenience items, like bread, allow little scope for self-congruence, whereas shampoo offers significant scope for pleasurable emotive appeals to boost consumers' status enhancement and social image. This study identified opportunities to create good feelings for the purchase of both bread and shampoos, by engaging shoppers' attention on themes relating to social referents and family values. Shopping items like apparel and specialty items like cosmetics offer prospects of titillating consumer motives of status and self-image enhancement, respectively, by engaging them with reputable merchandise in reputable settings.

- b. Previous Research Regarding Image Variables to Preference (Purchase Interest) The relationship between Image variables to Preference, can be seen from the results of previous studies are as follows:

Table 2. Previous Research Regarding Image Against Preference

Source	Research Result
Effects of multi-brand company's CSR activities on purchase intention through a mediating role of corporate image and brand image Journal of Fashion Marketing and Management (Lee & Lee, 2018)	Hedonic values of consumer motivations vary for different products categories. Convenience items, like bread, allow little scope for self-congruence, whereas shampoo offers significant scope for pleasurable emotive appeals to boost consumers' status enhancement and social image. This study identified opportunities to create good feelings for the purchase of both bread and shampoos, by engaging shoppers' attention on themes relating to social referents and family values. Shopping items like apparel and specialty items like cosmetics offer prospects of titillating consumer motives of status and self-image enhancement, respectively, by engaging them with reputable merchandise in reputable settings
The effect of electronic word of mouth on brand image and purchase intentions Marketing Intelligence & Planning (Yu et al., 2015)	A common assumption is that negative brand information has a negative influence on all aspects of a brand. However, this study finds that brand blame and information severity have differential effects on consumer evaluations of the affected brand. Specifically, brand blame negatively impacted attitudes and purchase intentions, but not brand image. In contrast, information severity negatively impacted brand image, but not attitudes or Intentions. Further, the relations between brand image and brand attitudes and intentions depended on the level of information severity. In the mild-severity condition, brand image positively influence attitudes and intentions, but not in the high severity condition.
The relationship between country-of-origin image and brand image as drivers of purchase intentions International Marketing Review (Dianamantopoulos et al., 2011)	Controlling for the effects of brand familiarity, the analysis shows that COI impacts purchase intentions indirectly in that its influence is fully mediated by brand image. These findings are consistent with an "irradiation" perspective of COI effects and demonstrate that brand image evaluations already encapsulate consumers' COI perceptions. Research limitations/implications – Based on the country/

Research Paradigm

These phenomenons is interesting for research by the author, where the knowledge of consumers who get information and also awareness of male makeup artists and a good image have been formed by male makeup artists, but are unable to attract interest in choosing male makeup artists. From these problems it can be concluded that this study will explore the internal factors of consumers, image in determining the preferences of male Makeup Artist in Bandung. From the framework above, it can be concluded that the paradigm of this research is as follows:

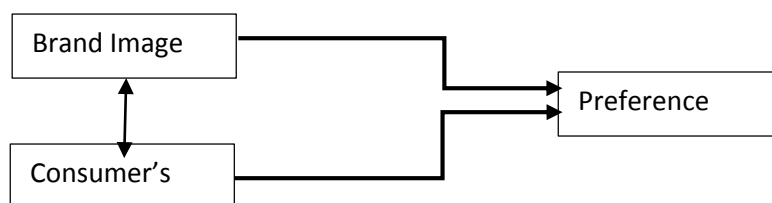


Figure 1. Research paradigm

Research Hypothesis

The hypothesis of this research can be concluded by the author as follows:

1. Internal Consumer Factors have a significant effect on the Preference of Male Makeup Artist in Bandung
2. Image has a significant effect on the Preference of Male Makeup Artist in Bandung

METHODOLOGY

This research was conducted at Bandung City, respondents in this study were women who have used the services of a male makeup artist, but have never used the services of a male makeup artist. Therefore, the population using the services of makeup artist is unknown by researchers. By using the Maholtra method in Zulganef, this study used 120 respondents. In the research, 150 data were collected. For the first test carried out only for 30 respondents the results must be in accordance with the questionnaire determined by Alpha Cronbach more than 0.6. With this question can be asked and submitted to the right respondent. In data collection, sampling is done randomly.

RESULTS AND DISCUSSION

Profile of makeup artist user

Respondents who have been researchers distributed questionnaires, as many as 90.8% of women aged 17-25 years, while the rest were aged 15-40 years. This means that the dominant age of 17-25 years uses Makeup Artist services compared to those aged 25 years and over.

Brand Image of Male's Makeup artist

In Table 3, it can be concluded that excellence in a Makeup Artist is important because more and more new Makeup Artists are appearing. If you can't highlight the advantages you have, you will lose out in competition with others. Likewise, there is a need for new updates by following existing trends.

Table 3. Recapitulation of Male Makeup Artist Images in Bandung

Question	Score	Category
1. How satisfied are you using a Female Makeup Artist	481	Satisfied
2. How important is the service provided by a Female Makeup Artist so that it can give a good impression	550	Important
3. How high are the expectations using the Female Makeup Artist	529	High
4. How important are the advantages that a Female Makeup Artist must have	563	Important
5. How important is it that a Makeup Artist has different skills so that it can attract interest	555	Important
6. How much is the desire to use a Female Makeup Artist	462	Large

7. How important is the feature that a Female Makeup Artist needs to have	518	Important
8. How important are the characteristics of a Female Makeup Artist	502	Important
9. How important is the service that a Female Makeup Artist should have	511	Important
Average	4,671	Important

Source: Data analysis, 2020

Consumer's Internal factors of Male's Makeup Artist

In Table 4, it can be concluded that people in Bandung often use male Makeup Artists. This is reinforced by the number of male makeup artists appearing so that they can shift their competitors, especially male makeup artists. Thus, male makeup artists need to maintain the superiority of their different make-up compared to male makeup artists and improve services that can attract people to use their services.

Table 4. Recapitulation of Internal Consumer Factors Regarding Male Makeup Artist in Bandung

Question	Score	Category
1. How much do consumers know about the Female Makeup Artist in Bandung	503	Knows
2. How often to use a Female Makeup Artist in Bandung	417	Often
3. How big will it affect the culture if men become Makeup Artist	481	Great
4. How important is the Makeup Artist's knowledge of current makeup trends	587	Important
5. How important a Makeup Artist has a lot of expertise in their field	589	Important
6. How important is the makeup artist's ability to be honed so that he becomes more proficient in his field	590	Important
7. How important are men in different views to become a Makeup Artist	294	Doesn't Matter
8. How important is the view that men and women are compared to being a Makeup Artist	291	Less Important
9. How important is it that male and female makeup artists have different perceptions in the eyes of society	289	Less Important
Average	4,041	Important

Source: Data analysis, 2020

Preference of Male's Make-up Artist

In Table 5, it can be concluded that the excellence of a Make-up Artist is important because more and more new Makeup Artists appear. If you can't highlight the advantages you have, you will lose out in competition with others. Likewise, there is a need for new updates by following existing trends.

Table 5. Recapitulation of Male Makeup Artist Images in Bandung

Question	Score	Category
1. How much do you like the Male Make-up Artist	468	Great
2. How interested in a comfortable service Male Makeup Artist	488	Interested

3. How interested in using a Male Makeup Artist	462	Interested
4. How much attention has paid to the Male Makeup Artist	466	Great
5. How sure if a Male Makeup Artist is the right choice	464	Sure
6. How much you want to recommend a Male Makeup Artist	468	Great
7. How confident is it if you want to use a Male Makeup Artist	448	Sure
8. How much desire to use a Male Makeup Artist	466	Great
9. How big is the urge to wear Male Makeup Artist	464	Great
Average	3,748	Interested

Source: Data analysis, 2020

Hypothesis Testing

Table 6. Hypothesis Testing

1. Simultaneous Test				
Hypothesis	F _{hitung}	F _{table}	Result	Statistical Conclusions
Image and Internal Factors affect Preference	3.189	3,07	Significant	H ₀ Rejected Image and Internal Factors affect Preference
2. Partial test				
Hypothesis	F _{hitung}	F _{table}	Result	Statistical Conclusions
Image affect Preference	0,43	1,98	Not Significant	H ₀ Rejected Image affect Preference
Internal factor affect Preference	2,53	1,98	Significant	H ₀ Rejected Internal factor affect Preference

Source: Data analysis, 2020

The table above shows that both simultaneously, the two variables have an effect on the preferences of Male Makeup Artist in Bandung. However, partially the internal factor variables affect preferences, while image shows no effect on preferences. Less influence on culture if men become Makeup Artist. It is proven that there are no rules or requirements to become a Makeup Artist unless she has expertise in her field. There is no standard that a Makeup Artist has to be a woman or a man.

CONCLUSION

From a series of explanations that have explained the gaps in the Internal Consumer Factors, Image in Determining the Preferences of Male Makeup Artists in Bandung, it can be concluded that the following conclusions are made:

1. Consumer Internal Factors for Male Makeup Artists shows that many consumers know that there are Male Makeup Artists in Bandung. Bandung, but there is no interest in using his services. From this explanation, Male Makeup Artist in Bandung should have more unique appeal to potential consumers, especially on social media, especially Instagram which is widely used by people of all ages, but indeed most teenagers like makeup. Therefore, potential customers will find out a lot of information about male makeup artists in Bandung.

2. Image does not have an impact on the preferences of male makeup artists in Bandung, this can be because

respondents who have used male makeup artists respond to the services provided and then consumers feel dissatisfied. Because maybe they use male makeup artists in regular salons. Where the makeup artist lacks a lot of experience and lack of knowledge, so that consumers are not satisfied with the results given. In choosing a Makeup Artist service, whether it is a woman or a man, it is not a problem, as long as it provides good service.

3. The preference of male makeup artists in Bandung gives a good impression so that consumers and potential consumers are interested in using these male makeup artists. But to make male Makeup Artist the right choice, consumers are not sure about it. Therefore, male makeup artists increase consumer interest in different ways and improve services so that consumers will be attracted. It is also necessary to convince consumers by spreading testimonials on social media, especially Instagram. 4. The relationship between internal consumer factors in influencing the preference of male makeup artists in Bandung has a strong relationship. This shows that consumers know that there are male makeup artists in Bandung. 5. The relationship between image in influencing the preference of male makeup artists in Bandung has a less strong relationship. This shows that consumers are less satisfied with using male makeup artists in Bandung.

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