
CONSUMER DECISIONS IN CHOOSING BIORE PRODUCTS (CASE STUDY OF BIORE BODY FOAM PRODUCT SALES IN YOGYA CIWALK BANDUNG)

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Abstract

Personal care products are consumer goods products, consumables that are used daily. PT. Kao Indonesia is one of the companies that makes this consumable product, by issuing the Biore Body Foam brand, this product is sold in the market with approximately 15 different fragrance variants according to consumer needs. However, based on sales data in the field, Biore's bath soap products have actually decreased over the last two years, even though there is always a demand to add more places to display their product variants. This research is aimed at prospective consumers at the Yogya Ciwalk supermarket, Bandung, as many as 110 respondents, they will be asked to fill out an online form which will be automatically recorded, respondents will be asked to answer several questions about product variants of Biore bath soap and how the layout is made. is in the supermarket, so it will be seen how much influence each of these variables has on consumer decisions to buy Biore bath soap products. The method used in this research is descriptive verification method and uses multiple regression analysis tools. And finally, partial and simultaneous testing will also be carried out so that research conclusions can be drawn based on the data obtained from the population.

Keywords : Interior Display, Variety of Product , Consumer Buying Decision

Introduction

Kao Corporation has been present in Indonesia since 1985, when Kao Corporation cooperated with PT Dino Indonesia Industrial Ltd, which has been producing Dino detergent powder since 1969. The combination of these two companies is still named PT Dino Indonesia Industrial Ltd with a share ratio of 50%/50%. In 1990, PT Dinokao Indonesia was formed which markets the products of PT Dino Indonesia Industrial Ltd, and in early 1997, PT Dino Indonesia Industrial Ltd, merged with PT Dinokao Indonesia to become PT Kao Indonesia, despite having acquired 100% of the shares under the ownership of PT Rodamas.

PT. Kao Indonesia is engaged in the business of consumer goods which are broadly grouped into 3 categories as follows:

1. Skin Care which includes facial care soap and "BIORE" Body Foam.
2. Health care in the form of "LAURIER" sanitary napkins, and "MERRIES" baby diapers.
3. Household products in the form of laundry soap "ATTACK" and floor cleaner "MAGICLEAN".



Kao business activities are based on a consumer driven principle, individual divisions cooperate with each other in an organic manner and through “yoki-monozukuri”, we provide products, brand and services that enable to us to share joy with consumers and customer. Yoki-monozukuri define as a strong commitment by all members to provide products and brands of excellent value for consumer satisfaction. The following is pre-survey data regarding consumers who come to the Yogya Ciwalk supermarket and the researcher asks questions about the layout of Biore products and the diversity of products sold in the supermarket. This pre-survey was conducted to find out the behavior of potential consumers when deciding to buy a consumer goods product, as well as what considerations make consumers switch to Biore Body Foam products.



Table. 1
Pre-Survey Results of 30 consumers at Yogya Ciwalk Supermarket

No.	Question	Option	Answer
1.	Are the Biore Body Foam product variants at the Yogya Ciwalk Supermarket complete?	a. Yes b. No	a. 53% b. 47%
2.	Is the stock of Biore Body Foam products at the Yogya Ciwalk Supermarket sufficient and adequate?	a. Yes b. No	a. 63% b. 38%

3.	Is the interior display of the Biore Body Foam product at the Yogya Ciwalk Supermarket attractive?	a. Ya b. Tidak	a. 56% b. 44%
4.	Is the display of the Biore Body Foam product visible from a distance?	a. Yes b. No	a. 72% b. 28%
5.	Are you going to buy Biore Body Foam products because the product variants are very complete?	a. Yes b. No	a. 34% b. 66%
6.	Or will you buy the Biore Body Foam product because the layout is attractive?	a. Yes b. No	a. 43% b. 57%

Source : Pra-Survey Questionnaire Result, 2021

Based on the table above, from the results of the pre-survey that has been done to 30 respondents from Yogya Ciwalk Bandung. In terms of product completeness, it was found that 53% of consumers considered that the Biore Body Foam product variant was very complete and the availability of all Biore Body Foam product variants was very adequate. So that consumers do not need to worry if the desired Biore product variant is not found in any supermarket, at Yogya Ciwalk supermarket its completeness and availability are guaranteed.

When we talk about the interior display of the Biore Body Foam product at the Yogya Ciwalk supermarket, the display technique carried out by the salesperson of PT. Kao Indonesia is very attractive, consumers can be directed to make purchases just because the display space is wider than other products. However, the display of the Biore Body Foam product is not visible from a distance, so that sometimes consumers mistake it for other brands. When the product is seen up close, consumers will realize that it is not a Biore Body Foam product. It can be said that the packaging of the Biore Body Foam product has similarities with other brands.

Meanwhile, if we talk about what underlies consumers to make a purchase, it turns out that it is not seen from the completeness of the product variants and not from the way the product is arranged, but based on other things. If we look at the completeness of the product, only 34% of consumers buy based on the completeness of the product variants, this usually happens to consumers who are already loyal to this product, so they just want to try other variants of their products without switching to other brands. As for product arrangement, only 43% of consumers buy Biore Body Foam products based on its attractive interior display, so we can conclude that consumers do not think about the interior when buying a product, but rather in terms of product benefits or in terms of price.

Bath soap marketing research can be a bit tricky. With various brands of bath soap on the market, buyers can easily choose the product they want. Producers must be able to provide attractive benefits from using their products to attract buyers. Producers can conduct research by examining current trends. They must understand market trends in order to find the best solution for the benefit of the products they sell. Sellers must pay attention to their competitors.

There are two ways that can be applied by manufacturers. The first way is to identify the appropriate method for the current trend. In this day and age where people are susceptible to disease, it would be better for sellers to sell bath soap products with antiseptic ingredients.

This promotion will be very interesting because people are very concerned about their health. Furthermore, producers can use promotions using advertising through influencers on social media.

Based on the survey conducted by Top Brand Award, we can see in the table below:

Table 2.
TOP BRAND AWARD (Bath Soap Product Category)

BRAND	TBI 2021	CATEGORY
Lifebuoy	34.7%	TOP
Lux	12.2%	TOP
Dettol	11.6%	TOP

Biore 8.0%
Shinzu'i 6.9%

*TBI (Top Brand Index)
 ** Online and offline category

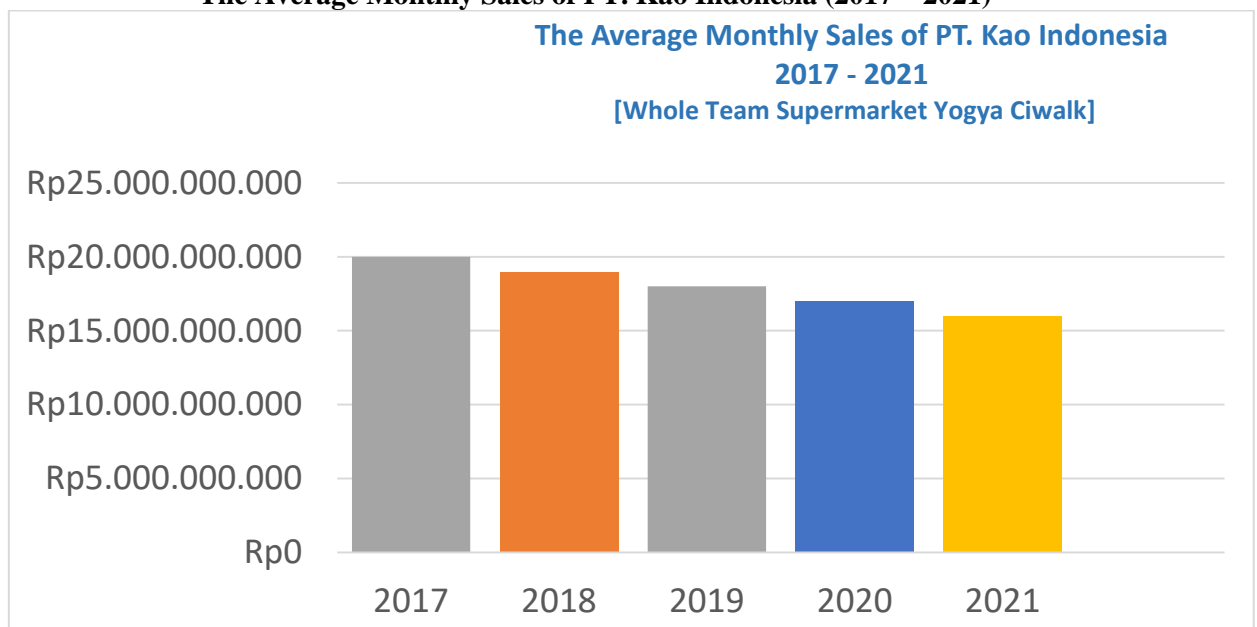
Table 3.
TOP BRAND AWARD (Facial Wash Product Category)

BRAND	TBI 2021	
Pond's	24.8%	TOP
Biore	16.4%	TOP
Garnier	14.5%	TOP
Wardah	9.9%	
Gatsby	5.7%	

*TBI (Top Brand Index)
 **Online and offline category

Researchers also get data on the average sales of the products of PT. Indonesian Kao sold at Yogya Ciwalk supermarket. Sales data for the last 5 (five) years can show that the entire product of PT. Kao Indonesia has experienced a decline in sales every year. If we look at the last two years during the pandemic, which is the lowest sales compared to previous years. Considering the products of PT. Kao Indonesia is a Consumer Goods product, it should not be affected by the pandemic. Because consumables are used every day, even consumers sometimes buy in large quantities because during the pandemic there is a prohibition on crowding when entering the supermarket. For more details, shown by the following sales graph:

Figure 1.
The Average Monthly Sales of PT. Kao Indonesia (2017 – 2021)



Source : Yogya Ciwalk, 2021

Meanwhile, the researchers also found data regarding requests for placement of the overall product display arrangement from PT. Kao Indonesia in the last two years, namely 2020 and 2021, especially for Biore Body Foam products. We can see from the table below that the market space share of the Biore Body Foam product occupies the top space at 59.40%, an increase of 0.7% compared to the previous year, which was 58.70%. This 0.7% increase shows us all that the Biore Body Foam product has a wider space in terms of product arrangement when compared to other bath soap products. And usually the demand for market space like this is a request from consumers to add product variants or increase the availability of products they are interested in so they don't run out by other consumers.

Table 5.
Total Market Space Share Body Foam

Merek Body Care	2020	2021
Biore	58,70%	59,40%
Lux	18,40%	19,20%
Giv	11,40%	12%
Lifeboy	9,30%	9,45%
Others	0%	0%

Sumber : Yogya Ciwalk 2021

As we can see based on the data that has been shown and explained earlier that the product of PT. Kao Indonesia, especially the Biore Body Foam product, is in great demand by potential consumers, be it consumers who have received references or information about Biore Body Foam products or consumers who have not received any recommendations regarding Biore Body Foam products, so they can only see it from the interior displays and also only look at the interior displays. based on the variety of products offered by Biore Body Foam products.

The data further explains that consumers are given a wide selection of Biore Body Foam products that vary according to the needs and benefits provided. consumers are given the freedom to choose the product variants they like and buy in large quantities because the availability of this product has been taken into account by the salesperson, the cycle of availability of goods has been very well planned. However, when we look back at the overall product sales data, in the last two years, sales have actually decreased, not commensurate with product demand in the field. Therefore, the researcher intends to find out whether interior displays and product diversity have an influence on consumer decisions in purchasing Biore Body Foam products at the Yogya Ciwalk Supermarket, or whether there are other variables that have a greater effect than these two variables.

Literature Review

Interior Displays

Store atmosphere has several dimensions, all of which affect the atmosphere of the store that will be created by the company. Dimensions of store atmosphere according to Berman and Evans (2010:455) are as follows:

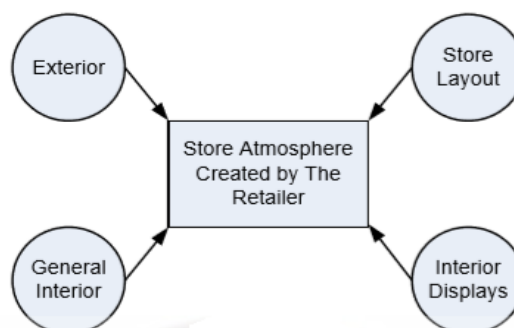


Figure. 2
Store Atmosphere's Elements
Source: Berman dan Evans (2010:455)

Posters, signboards, and various other interior displays can affect the atmosphere of the store because they provide clues for consumers. In addition to providing instructions for consumers, interior displays can also stimulate consumers to make purchases.

Interior displays include:

- a. Assortment displays
Is a form of interior displays that are used for a variety of different products and can influence consumers to feel, see, and try the product. Greeting cards, magazines, books, and other similar products are products that use assortment displays.
- b. Theme-setting displays
Is a form of interior displays that use certain themes. Theme-setting displays are used with the aim of evoking a certain atmosphere/feel. Usually, it is used in certain events such as welcoming Independence Day, Valentine's Day, and other big days.
- c. Ensemble displays
Is a form of interior displays used for a set of products which is a combination of various products. Usually used for a set of clothing products (shoes, socks, pants, shirts, and jackets).
- d. Rack displays
Is a form of interior displays that have the main function as a place/hanger for the products offered. Another form of rack displays is case displays which have almost the same function as rack displays, except that they are used for products such as records, books, and the like.
- e. Cut cases
It is an inexpensive interior display because it only uses plain paper. Usually used in supermarkets or by stores that are holding discounts. Another form of cut case is a dump bin, which is a place to pile clothes or books that are on sale.

Product Diversity

Product variety as a separate unit within a brand or product line that can be distinguished based on size, price, appearance or some other feature. Kotler and Keller (2012:15)

Dimensions of product diversity

Product diversity according to Kotler and Keller (2012:16) is the diversity of products produced by a company that has a certain width, length, depth, and consistency, providing an overview of the width of the product mix and the length of the product line.

- Wide; refers to how many different types of products the company has.
For example: P&G products have many lines in the form of hair care products, health care products, personal hygiene products, soft drinks, food.
- Depth; refers to the brand by the total number of goods in the mix. which includes the quality of the product itself, Example: The length of the P&G detergent product line is 4 pieces consisting of: Ivory Snow, Drift, Tide, Cheer. With different quality
- Breadth; refers to how many types each product in the line offers.
Example: P&G toothpaste branded Crest has three sizes and two formulas, namely regular and mint.
- Product mix consistency; refers to how closely related the various product lines (product variations) are in end use, production terms, distribution channels, or otherwise.
Example: P&G's various product lines are consistent in terms of consumer goods passing through the same distribution channel

Consumer Decision

Decisions are the result of solving a problem that must be faced firmly. In the Big Dictionary of Science decision making is defined as the selection of decisions or policies based on certain criteria. This process includes two or more alternatives because if there was only one alternative there would not be a single decision to be made. According to G.R. Terry (2012: 5) suggests that decision making is a selection based on certain criteria on two or more possible alternatives.

The dimensions used in this study, according to G.R. Terry (2012:16), consist of:

1. Intuition : Decision making based on intuition or feelings has a subjective nature, so it is easy to be influenced.
2. Experience : Decision-making based on experience has benefits for practical knowledge, because one's experience can predict the state of something, can calculate the pros and cons of the decisions that will be made.
3. Fact : Decision making based on facts can provide healthy, solid, and good decisions, with facts, the level of trust in decision making can be higher, so people can accept the decisions made willingly and gracefully.
4. Authority : Decision making based on authority is usually carried out by the leader against his subordinates or people who are in a higher position to people who are lower in position.
5. Logic : In rational-based decision making, the resulting decisions are objective, logical, more transparent, consistent, so that they can be said to be close to the truth or in accordance with what is desired.

Research paradigm

The research paradigm in this study is as follows;

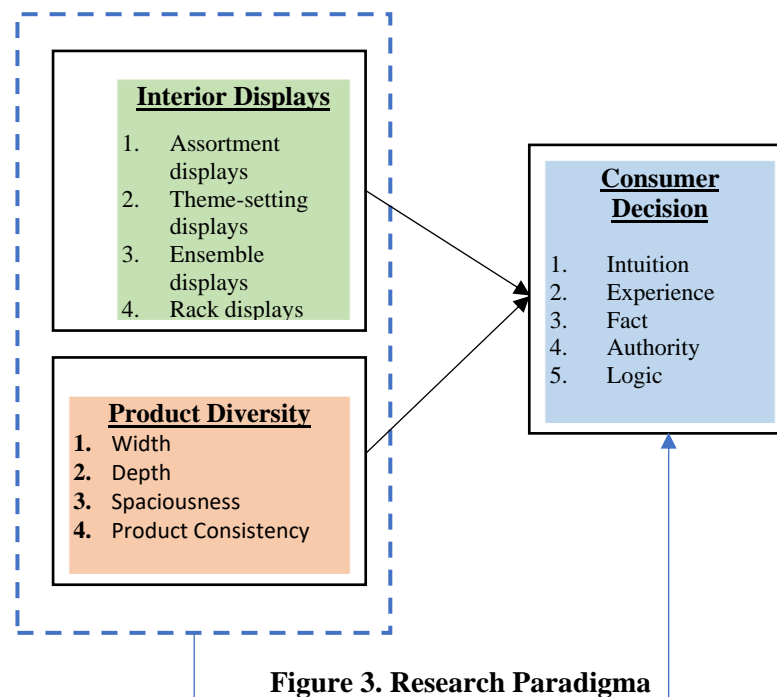


Figure 3. Research Paradigma

Hypothesis Research

The research hypothesis can be stated below;

- H_{a1} = Interior Displays has a significant impact to Consumer Decision Biore Body Foam Products at Yogya Ciwalk Bandung
- H_{a2} = Product Diversity has a significant impact to Consumer Decision Biore Body Foam Products at Yogya Ciwalk Bandung
- H_{a3} = Interior Displays and Product Diversity has a significant impact to Consumer Decision Biore Body Foam Products at Yogya Ciwalk Bandung

Research Methods

This study applies descriptive and verification methods, which explains each variable calculated by level analysis and explains the field findings from the questionnaire results. Furthermore, the verification method explains the results of statistical processing using SPSS, namely the regression counting method.

The Non Probability Sampling technique used in sampling is more precisely the accidental sampling technique, which is a sampling technique based on chance, that is, anyone who coincidentally or incidentally meets the researcher can be used as a sample, if it is deemed that the person who happened to be met is suitable. as a data source (Sugiyono, 2017:122). Because in this study the population is unknown, according to Malhotra (2012:103) which states that "The size of the number of samples taken can be determined by transferring 4 or 5 times the number of items observed or observed".

How to calculate the number of samples to be studied based on the above explanation

$$\begin{aligned}
 &= \text{Number of Indicators} \times 5 \\
 &= 22 \times 5 \\
 &= 110
 \end{aligned}$$

After going through the above calculations, the number of samples that will be used as respondents in this study is 110 people

RESULT AND DISCUSSION

a. Demographic Profile of the Respondents

Female	: 87%	Male	: 13%
Age	: >25 years old		
Education Background	: Senior High School		
Income	: >Rp.2.000.000,- – Rp. 4.000.000,-		

b. Description Analysis

Interior Displays

Table 6. Recapitulation of Consumer Decision Regarding Interior Displays (X₁)

INDICATORS	%	CATEGORY
A Wide Variety of Displays are Offered by each Products	56,8%	Quite Good
Varoius Displays Setting can be applied	53,4%	Quite Good
Display Setting are Very Interesting	55,0%	Quite Good
Display Setting are Visible From a Distance	55,6%	Quite Good
Product Display Setting are Differentiated by Brand	52,8%	Quite Good
Display Setting Depend On Supermarket Theme	69,0%	Good
Shelf Display Attractive Shelving	72,0%	Good
Clean Shelf Display	55,6%	Quite Good
Interior Displays	58,78%	Quite Good

Based on the descriptive analysis recapitulation table explaining consumer decision regarding the interior displays the results of the study obtained the highest average value of 72,0% with respect to "Shelf Display Attractive Shelving", while the lowest average value was obtained at 52,8% with respect to "Product Display Setting are Differentiated by Brand", and then the average value obtained is 58,78%. This value is in the quite good category. So it can be concluded that the Interior Displays of Biore Body Foam Products can be considered quite good.

Product Diversity

Table 7. Recapitulation of Consumer Decision Regarding Product Diversity (X₂)

INDICATORS	%	CATEGORY
The Number of Product Lines of Biore Body Foam	63,0%	Quite Good
Completeness the types of Biore Body Foam Products	62,4%	Quite Good
Availability the types of Biore Body Foam Products	64,8%	Quite Good
The Large Variety of Biore Body Foam Products	59,8%	Quite Good
Availability of Various Shapes and Size of Biore Body Foam Products	66,0%	Quite Good
Ease of Getting Biore Body Foam Products	71,2%	Good

The consistency of the Biore Body Foam products on display	67,6%	Quite Good
Product Diversity	64,97%	Quite Good

Based on the descriptive analysis recapitulation table explaining consumer decision regarding the interior displays the results of the study obtained the highest average value of 71,2% with respect to "Ease of Getting Biore Body Foam Products", while the lowest average value was obtained at 59,8% with respect to "The Large Variety of Biore Body Foam Products", and then the average value obtained is 64,97%. This value is in the quite good category. So it can be concluded that the Product Diversity of Biore Body Foam Products can be considered quite good.

Consumer Decision

Table 8. Recapitulation of Consumer Decision (Y)

INDICATORS	%	Category
The feeling what you feel when you see the benefits of the Biore Body Foam product	67,8%	Quite Good
The feeling what you feel when you see the packaging of the Biore Body Foam product	62,0%	Quite Good
Experiences of the sales person who become reference material	58,6%	Quite Good
Experiences of other people who become reference material	62,0%	Quite Good
Decisions taken after seeing product displays	61,6%	Quite Good
Involvement of others in buying Biore Body Foam products	71,4%	Good
The decision to buy Biore Body Foam products is based on logical thinking	54,6%	Quite Good
Consumer Decision	62,57	Quite Good

Based on the descriptive analysis recapitulation table explaining consumer decision regarding the interior displays the results of the study obtained the highest average value of 71,4% with respect to "Involvement of others in buying Biore Body Foam products", while the lowest average value was obtained at 54,6% with respect to "The decision to buy Biore Body Foam products is based on logical thinking", and then the average value obtained is 62,57%. This value is in the quite good category. So it can be concluded that the Consumer Decision of Biore Body Foam Products can be considered quite good.

c. Verification Analysis

Multiple Regression Analysis

Multiple regression analysis is a method or technique of analyzing research hypotheses to test whether there is an effect of two or more independent variables (independent variable or X) on the dependent variable (dependent variable or Y)

Correlation Coefficient Analysis

Table 10. Partial Correlation Coefficient Analysis

		Interior Displays	Product Diversity	Consumer Decision
Interior displays	Pearson Correlation	1	,262**	,517**
	Sig. (2-tailed)		,008	,000
	N	100	100	100
Product Diversity	Pearson Correlation	,262**	1	,464**
	Sig. (2-tailed)	,008		,000
	N	100	100	100
Consumer Decision	Pearson Correlation	,517**	,464**	1
	Sig. (2-tailed)	,000	,000	

N	100	100	100
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**** Correlation is significant at the 0.01 level (2-tailed).**

Source: Results of primary data processing, 2021

To calculate how much influence (contribution) given by Interior Displays (X_1) on Consumer Decision (Y) partially can be known through the coefficient of determination (K_d), with the formula:

$$\begin{aligned} K_d &= r^2 \times 100\% \\ &= (0.517)^2 \times 100\% \\ &= 26.73\% \end{aligned}$$

While the coefficient of determination of Product Diversity (X_2) on Consumer Decision partially is as follows:

$$\begin{aligned} K_d &= r^2 \times 100\% \\ &= (0.464)^2 \times 100\% \\ &= 21.53\% \end{aligned}$$

Table 11. Simultaneous Correlation Coefficient Analysis Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,619 ^a	,383	,371	3,28991

a. Predictors: (Constant), Interior Displays, Product Diversity

b. Dependent Variable: Consumer Decision

Source: Results of primary data processing, 2021

The simultaneous calculation to calculate how much influence (contribution) given by Interior Displays (X_1) and Product Diversity (X_2) on Consumer Decision (Y) at Yogya Ciwalk can be seen by looking at the R square value in the model summary table.

Based on the results of the SPSS output in Table 11, the R square value is 0.383 or 38.3%. Simultaneously, the large influence (contribution) between Interior Displays (X_1) and Product Diversity (X_2) on Consumer Decision (Y) at Yogya Ciwalk 38.3%. While the remaining 61.7% is influenced by other variables not examined in this study.

Table 12. Hypothesis Test Result (t) Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,854	1,966		1,961	,053
	Interior Displays	,380	,074	,425	5,146	,000
	Product Diversity	,244	,057	,352	4,265	,000

a. Dependent Variable: Consumer Decision

Source: Results of primary data processing, 2021

Partial Testing the Interior Displays Hypothesis on Consumer Decision

In this study with $t_{count} 5.146 > t_{table} 1.985$. This indicates that Interior Displays are interrelated with Consumer Decisions at the Yogya Ciwalk Supermarket, which can be proven from the responses of consumers who have made purchases at the Yogya Ciwalk Supermarket. The influence value that is not too large can be seen from the Product Display Setting are Differentiated by Brand. Thus, H_0 is rejected and H_a is accepted, which means that Interior Displays have an effect on Consumer Decisions in Yogya Ciwalk.

Partial Testing the Product Diversity on Consumer Decision

In this study with $t_{\text{count}} 4.265 > t_{\text{table}} 1.985$. The influence value is not too large due to the diversity of products in getting the products sold at Yogya Ciwalk. In this case, the respondents considered that there were quite a lot of product variants sold in Yogya Ciwalk. They got the lowest score in the questionnaire. In the sense that H_02 is rejected and H_a2 is accepted, it means that Product Diversity has an effect on Consumer Decision at Yogya Ciwalk.

Then the results of the F statistical test between the independent variables, namely interior displays and product diversity on the dependent variable, namely consumer decisions at the Yogya Ciwalk Supermarket are presented in Table 13. below:

Table 13.
F Statistical Test Results
ANOVA^a

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	652,795	2	326,397	30,156	,000 ^p
	Residual	1049,881	97	10,824		
	Total	1702,676	99			

a. Dependent Variable: Consumer Decision

b. Predictors: (Constant), Interior Displays, Products Diversity

Source: Results of primary data processing, 2021

Simultaneous Testing the Interior Displays and Product Diversity Hypothesis on Consumer Decision

$F_{\text{count}} 30,156 > F_{\text{table}} 3,090$. Thus H_03 is rejected and H_a3 is accepted, Interior Displays and Product Diversity affect Consumer Decisions at the Yogya Ciwalk Supermarket

Conclusion and Suggestion

Conclusion

Based on the results of research and discussion in the previous chapter, the following conclusions can be drawn:

1. Interior displays, Product Diversity and Consumer Decision at the Yogya Ciwalk Supermarket can be said to be quite good.
2. This study with $t_{\text{count}} 5.146 > t_{\text{table}} 1.985$ indicates that Interior Displays are interrelated with Consumer Decisions at the Yogya Ciwalk Supermarket, which can be proven from the responses of consumers who have made purchases at the Yogya Ciwalk Supermarket. The influence value that is not too large can be seen from the Product Display Setting are Differentiated by Brand. Thus, H_01 is rejected and H_a1 is accepted, which means that Interior Displays have an effect on Consumer Decisions in Yogya Ciwalk.
3. The study with $t_{\text{count}} 4.265 > t_{\text{table}} 1.985$ it means the influence value is not too large due to the diversity of products in getting the products sold at Yogya Ciwalk. In this case, the respondents considered that there were quite a lot of product variants sold in Yogya Ciwalk. They got the lowest score in the questionnaire.
4. Simultaneous Testing the Interior Displays and Product Diversity Hypothesis on Consumer Decision the result is $F_{\text{count}} 30,156 > F_{\text{table}} 3,090$. Thus H_03 is rejected and H_a3 is accepted, Interior Displays and Product Diversity affect Consumer Decisions at the Yogya Ciwalk Supermarket

Suggestion

1. The lowest average value was obtained at "Product Display Setting are Differentiated by Brand", Sales people should arrange product displays based on product brands and packaging so that they are easily found by consumers, so consumers will tend to choose products that suit their needs
2. The lowest average value was obtained at " The Large Variety of Biore Body Foam Products" Product variants from Biore Body Foam should be equipped based on the packaging and fragrance variant, so that consumers can choose according to the variant they like, or the packaging they need
3. The lowest average value was obtained at " The decision to buy Biore Body Foam products is based on logical thinking", when consumers are asked to make decisions in buying a product based on logic, it should be avoided because for consumer goods products, consumers should be given a choice of products that are in accordance with their current benefits and needs.

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