

THE EFFECT OF BRAND IMAGE, PRODUCT VARIANTS AND PRICE PERCEPTIONS ON PURCHASING DECISIONS FOR COSMETIC PRODUCTS

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Abstract - This research was conducted using a survey method and data collection was carried out by distributing questionnaires to MS Glow product users in Surabaya. The purpose of this research is to assess the impact of brand image, product variants, and price perceptions on MS Glow purchasing decisions. Data analysis was carried out using multiple linear regression techniques. The research results show that brand image and product variants have a positive and significant influence on MS Glow purchasing decisions. However, there was no significant influence of price perception on purchasing decisions. These findings provide an important contribution to marketing management, highlighting the importance of understanding the factors that influence MS Glow consumer purchasing decisions. To improve purchasing decisions, it is recommended that management pay attention to and manage brand image and product variety carefully.

Keywords: brand imag, product variants, price perception, ms glow.

INTRODUCTION

Ms.glow Beauty, founded in 2013 by Shandy Purnamasari and Maharani Kemala, is a regional cosmetics brand that has successfully faced the impact of globalization in the cosmetics industry. This brand has an effective strategy to retain consumers and increase production. The main aim of establishing Ms.glow Beauty is to facilitate skin care and health, both for the face and body. In facing globalization, Ms.glow Beauty has implemented a strategy that focuses on a positive brand image and product variety. A positive brand image is an important factor in influencing consumer purchasing decisions. Consumers tend to choose brands that have a positive image related to product quality and consumer trust in the brand. Ms.glow Beauty has succeeded in building a positive brand image through effective marketing efforts and good product quality. Apart from that, product variety is also an important factor in retaining consumers and increasing production. By providing various products that suit consumer needs and preferences, Ms.glow Beauty can meet diverse market demands. This helps this brand to remain relevant and competitive amidst the increasingly fierce competition in the cosmetics industry. In facing the impact of globalization, adaptation and innovation continue to be the keys to success for Ms.glow Beauty. These companies must continuously monitor trends and changes in the cosmetics industry, and develop products and marketing strategies that suit global market needs. Thus, Ms.glow Beauty is a successful example in facing the impact of globalization in the cosmetics industry. Through a strategy that focuses on a positive brand image and product variety, this brand has succeeded in retaining consumers and increasing production (Djaelani & Darmawan, 2021).

Ms.glow Beauty has succeeded in managing its business effectively and increasing its product variety, so that it remains competitive in a market full of competition. Globalization has made a significant contribution to advances in science and technology, allowing humans to more easily achieve their desires and needs, including in terms of beauty care. In the context of the cosmetics industry, intense competition encourages Ms.glow Beauty to develop strategies that enable business continuity. Focusing on increasing product variants is one of the keys to success, considering the demands of consumers, especially women, for a variety of beauty care products. Along with that, the impact of globalization can also be seen in the accelerated development of science and technology. This allows Ms.glow Beauty to continue to innovate and improve their product formulations in accordance with the latest developments in the cosmetics industry. The ability to adapt to changing trends and global market needs is an important aspect in maintaining competitiveness. It is important to note that Ms.glow Beauty is not only focused on increasing production, but also on building a positive brand image. A good brand image is an important factor in influencing consumer purchasing decisions, and effective marketing strategies have helped build consumer trust in this brand (Issalillah et al., 2022). Thus, Ms.glow Beauty's success in facing the impact of globalization lies not only in increasing production and product variety, but also in the company's ability to adapt, innovate and maintain a positive brand image amidst the dynamic competition in the cosmetics industry.

The choice of MS Glow as the research object is because the current MS Glow is the result of Ms.glow's success in maintaining consumers and increasing its product variants. MS Glow Beauty has proven that the strategies it takes are effective in maintaining business and improving its products. Beauty products are one example of an industry that is currently developing a lot. Beauty or cosmetic products are included in self-care products that can increase the self-confidence of the user, most of the MS Glow products are used by women and men too. As time goes by, cosmetics have become a crucial need, especially for women. Not a few women feel dissatisfied with their beauty, therefore they look for solutions to take care of themselves so that they become more graceful and charming in the eyes of others. The self-care they carry out causes them to use grooming products to achieve the desired appearance.

Purchasing decisions are a process in which individuals make various choices and decide on a product from many choices. According to Kotler and Armstrong (2018), consumer purchasing decisions include product selection, brand, time of purchase, and payment method. Two factors can emerge between purchase intention and purchase decision. Marketing is required to fulfill consumer wants and needs, and companies can influence consumers by choosing consumer preferences regarding product variants, brand image and price. Price is one of the determining factors in brand selection which is related to consumer purchasing decisions (Khayru et al., 2022; Jahroni & Putra, 2022). Price is one of the elements in the marketing mix which has an important role and even really determines the success of a marketing activity. Companies can be superior in competition and profitable for the company itself by understanding and preparing for these factors.

In making purchasing plans, consumers are faced with various alternative product choices, product quality, brands and places (Arifin et al., 2021). Purchasing decisions involve preferences for brands in a collection of choices, and involve stages of consumer behavior that underlie consumers to make purchasing decisions before post-purchase behavior. Purchasing decisions can also be influenced by factors such as brand image, product quality, price, and promotions. The purchasing decision process includes problem recognition, information search, evaluating alternatives, making a purchasing decision, and post-purchase behavior.

If we look at the current situation, companies must have a brand image by developing a brand image that is distinctive, attractive, easy to recognize and easy for customers to remember so that it is different from other product competitors. Brands are very crucial for marketing progress. Brand image is a brand that is in a market that is valued by consumers. According to Kotler and Keller (2016), brand image is a customer's perception or assumption about a brand from the associations in the customer's mind. According to Thompson et al. (2006) brand image will arise in a person's feelings if they see or feel something interesting in a brand such as a brand that is easy to remember and attractive, the brand is easy to recognize, the brand has a good reputation because if the brand has a good reputation then the brand It will become famous so that a good brand image can be easily created in the minds of customers. According to Sigita and Al Hakim (2021), with a brand image customers can know the quality and variants of a product and minimize the impact of purchases and satisfaction with other products. If the brand image becomes stronger, consumers will be encouraged to buy the product and even consumers do not rule out the possibility of making repeat purchases (Darmawan, 2011; Irfan & Hariani, 2022).

Diverse product variants in Ms. Glow is an important factor that contributes to consumer attraction and satisfaction. In the rapidly evolving world of beauty and skin care, consumers have diverse needs and preferences. Ms. Glow, with its various products, is able to meet these various needs. According to Bond et al. (2009), the availability of diverse products provides consumers with a wider choice, allowing them to tailor their purchases to their skin type, the care concerns they wish to address, and their personal preferences regarding scent, texture, or desired benefits. As a result, consumers tend to feel more satisfied with their shopping experience at Ms. Glow because they can find products that suit their needs (Sahai et al., 2020).

The presence of various product variants in Ms. Glow can also influence consumer purchasing decisions. With a variety of choices available, consumers have the opportunity to explore and try different products, which in turn can increase their likelihood of making a purchase. In addition, a wide variety of products can create a strong brand image in the eyes of consumers, indicating that Ms. Glow is a brand that cares and is responsive to their customers' needs. Thus, diverse product variants are not only a determining factor in attracting consumer interest but also play an important role in shaping their purchasing decisions (Haitao, 2022).

Price perceptions have been proven to have an influence on consumer purchasing decisions (Rivai, 2021). When consumers consider purchasing a product or service, their perception of price is not just a number, but includes a subjective assessment of the value they receive in exchange for their money. Price perceptions can be influenced by various factors, including understanding of product quality, price relative to competitors, and perceptions of the added value provided by a particular brand or product (Lichtenstein et al., 1993).

Apart from that, price perceptions can also influence consumer perceptions of product quality, purchase satisfaction and brand loyalty (de Silva, 2020). If consumers perceive the price of a product to be commensurate with the value they receive, they are more likely to purchase it, even at a higher price. On the other hand, price perceptions that do not match the value provided can reduce the likelihood of purchase, even if the product is actually of good quality. Therefore, a deep understanding of how price perceptions influence purchasing decisions is very important for companies in designing effective and attractive marketing strategies for consumers.

This research aims to explore the relationship between brand image, product variants, price perceptions, and buyer satisfaction with Ms.glow products. It is hoped that the results of this research can provide insight to companies regarding factors that can increase buyer satisfaction and influence their purchasing decisions. In addition, it is hoped that the findings of this research can contribute to the development of effective marketing strategies, improving brand image, and increasing consumer loyalty to Ms.glow products, as well as to research in the field of marketing and consumer behavior. It is hoped that the results of this research will provide benefits for companies in developing effective marketing strategies to increase buyer satisfaction, strengthen brand image, and increase consumer loyalty to MS Glow products.

RESEARCH METHODS

This research is a planned and systematic activity carried out to find solutions to certain phenomenon problems. The object of this research is respondents' responses regarding product quality, brand image, and price perceptions on purchasing decisions for MS products. GLOW. The population in this study are consumers who buy MS. Glow that meets the criteria, with sampling using the Non Probability Sampling method, especially the Purposive Sampling approach. Sample respondents must meet the age criteria of at least 17 years, to be consumers of MS products. Glow Beauty, and is domiciled in the city of Surabaya. This type of research is quantitative research, using primary data and data collection techniques using a questionnaire with a Likert scale. The questionnaire is structured based on variable indicators.

Purchasing decisions according to Kotler and Armstrong (2016) are the stage in the purchasing decision making process where consumers actually buy. According to Schiffman and Kanuk (2014) a purchasing decision is defined as a choice from two more alternative options. Purchasing decisions are the result or choice of consumers through several stages to buy the product they want with the intention to buy that product and are influenced by consumer beliefs and personality (Kurniawan et al., 2023). According to Kotler and Armstrong (2016), there are four indicators of purchasing decisions, namely stability in a product, habits in purchasing products, giving recommendations to other people, and making repeat purchases.

According to Kotler and Sabrana (2006), product variants are a collection of all products and goods offered by a particular seller to buyers. With good product variants, the company can attract consumers to visit and make purchases. Product variants are the availability of all types of products starting from the large number of products, according to the tastes and desires of consumers as well as the availability of products offered to own and use. According to research conducted by Riyanto et al. (2020), there are three factors that can indicate product variations, namely variations in size dimensions, price variations, and variations in aspects of appearance and composition or materials.

According to Kotler and Armstrong (2016), brand image is the perception and belief of consumers, which is reflected in consumers' memories, it is always the first time they hear a slogan and is rooted in consumers' minds. Apart from that, according to Pars and Gulsel (2011), brand image is a set of memories that exist in consumers' minds regarding a brand, both positive and negative. A positive brand image provides benefits for producers to be better known to consumers, in other words consumers will make their choice to buy products that have a good brand image. According to Kotler and Armstrong (2016), there are several indicators of brand image, including brand identity, brand personality, brand associations, and brand attitude.

According to Sinaga (2021), price perception is a customer's interpretation of the amount of money that must be sacrificed in order to obtain a product or service that is needed and desired with the amount of money that has been spent according to the quality obtained from the product. Price perception is a consumer's view of the price of a product, which can influence purchasing decisions and consumer satisfaction (Wiyandarini & Mardikaingsih, 2021). Kotler and Armstrong (2016), there are four indicators of price perception, namely price affordability, price match with quality, price competitiveness, price match with benefits.

The use of quantitative research methods in this research uses multiple linear regression analysis, and the application of non-probability sampling, especially purposive sampling, to select research participants.

RESULTS AND DISCUSSIONS

In this study, of the total 100 respondents sampled, the majority were women, with a percentage of 61%, while men accounted for 39% of the total respondents. When looking at the age range, respondents were dominated by the 15-24 year age group, which covered 54% of the total sample. The remainder, namely 46%, were respondents aged over 25 years. In terms of respondents' profession, the majority of them were students, which made up 42% of the total sample. Then, 38% of respondents worked as private employees, and another 20% were civil servants. The average income of respondents shows that the majority of them have incomes below four million rupiah. Thus, it can be concluded that in this study, the majority of respondents were women aged 15-24 years, with the majority of them being students or private employees, and having incomes below four million rupiah.

To evaluate the legitimacy or validity of a questionnaire, validity testing is carried out. In this study, validity was tested using corrected items, where the instrument was considered valid if the corrected item value was more than 0.3. The test results show that all question items representing this research variable have corrected item values that meet the standards, namely more than 0.3. Therefore, the data obtained in this study is considered valid.

Reliability testing was carried out to evaluate the consistency of the results obtained from using this research questionnaire. One of the reliability methods used is Cronbach's alpha, where a value above 0.6 is considered a good level of reliability. In this research, Cronbach's alpha for the price perception variable is 0.897, the brand image variable (X2) is 0.797, the product variant variable (X1) is 0.843, and the purchasing decision variable (Y) is 0.801. All of these variables have a Cronbach's alpha value greater than 0.6, indicating that this research instrument is reliable and can be used with confidence in this research.

Table 1
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.682	.487		1.399	.165
	X1	1.895	.096	.698	19.662	.000
	X2	.811	.106	.292	7.670	.000
	X3	.226	.084	.091	2.683	.009

Source: SPSS Output

The t test results show that the significance value for each variable (Brand Image, Product Variant, and Price Perception) is less than 0.05, which shows that these variables have a significant influence on MS Glow customers' purchasing decisions when tested individually. This regression model gives the equation $Y = 0.682 + 1.895X_1 + 0.811X_2 + 0.226X_3$. This means that the constant in the regression equation represents the estimated value of Y when there is no contribution from the purchasing decision variable (Y).

Table 2
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1005.701	3	335.234	420.471	.000 ^b
	Residual	76.539	96	.797		
	Total	1082.240	99			

Source: SPSS Output

The analysis results show that the F value is 420.471 with a significance level of 0.000. A significance value smaller than 0.05 indicates that brand image (X1), product variants (X2), and price perception (X3) simultaneously have a significant influence on purchasing decisions (Y). This means that the variables studied, namely brand image, product variants, and price perceptions, together make a significant contribution to purchasing decisions.

Table 3
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.964 ^a	.929	.927	.893	.964 ^a

Source: SPSS Output

The coefficient of determination, presented in the form of an Adjusted R Square of 0.927, is used to evaluate the influence of product image (X1), product variants (X2), and price perception (X3) on purchasing decisions (Y). This value shows that 92.7% of the variation in purchasing decisions (Y) can be explained by product image (X1), product variants (X2), and price perceptions (X3), which are influenced by other factors not included in this research model.

The research results also show the significant influence of brand image on consumer purchasing decisions. This is in line with Darmawan's (2011) study; Foster (2016); Hapsoro and Hafidh (2018); Irfan (2021); Kridaningsih (2023). This means that if a product or company has a better image, the possibility of purchase by consumers will be higher than if the brand image is less good. The influence of brand image on consumer behavior has been widely documented in the marketing literature. When consumers perceive a brand as good and credible, they tend to be more inclined to trust recommendations or recommend the brand to others. This not only increases the likelihood of repeat purchases, but also forms a long-term relationship between the brand and the customer. Brand image also plays a role in increasing the perception of product quality and benefits, reducing the risks perceived by consumers, and reducing their tendency to only evaluate products based on price alone.

Thus, a deep understanding of brand image and its influence on consumer behavior is key for companies in designing effective marketing strategies. By building and maintaining a strong and positive brand image, companies can increase consumer trust, reduce price resistance, and strengthen customer loyalty. Therefore, research on brand image helps companies develop better strategic steps to win competition in an increasingly complex and dynamic market.

There is a significant influence between product variants on purchasing decisions. These results are in line with previous studies conducted by Sholihin et al. (2022); Haitao (2022); Kurnianingtyas (2023); Toendan and Tunjang (2023). In a market environment filled with choices, product variety is a key factor influencing individual purchasing preferences. When consumers are faced with a variety of product options that meet their needs, they tend to be more attracted to brands or products that offer a wide variety of choices. Product variety includes differences in features, attributes, sizes, and types, allowing consumers to tailor their purchases to their personal preferences, budget, and specific needs.

Consumers' perceptions of product variety can also influence their perception of the value of a particular brand or product. Greater variety is often considered a sign of innovation, flexibility and higher quality. Conversely, a lack of product variety can lead to a decrease in a product's appeal in the eyes of consumers, especially in a market full of competitors offering a wide variety of options. Therefore, brands and manufacturers need to pay attention to the development and marketing of their products by considering the variety offered to meet market demands and increase their competitiveness.

In the context of marketing strategy, a deep understanding of consumer preferences for product variations is important. Comprehensive market analysis can help brands and manufacturers identify consumer trends, preferences and needs related to product variations. By leveraging this knowledge, marketing strategies can be designed to emphasize product variety as significant added value, differentiate the brand from competitors, and positively influence consumer purchasing decisions.

Research results also show that price perceptions have a positive and significant effect on purchasing decisions (Rivai, 2021; Essardi et al., 2022; Fenneman et al., 2022; Djazilan & Darmawan, 2023). In the context of price perception, consumers tend to view price as more than just a number; price reflects the value attributed to the product. Lower prices often appeal to logic and rationality, while higher prices can trigger emotional responses such as perceptions of quality and social status. Companies leverage this understanding by implementing various pricing strategies, such as anchor pricing, prestige pricing, and perceived value pricing. Thus, pricing is not just about determining numbers but also plays an important role in shaping consumer perceptions of products and brands.

By understanding how pricing strategies influence consumer perceptions and behavior, companies can adapt their approach to suit their target audience and product characteristics. In a dynamic market environment, understanding how consumers evaluate prices is key to designing effective marketing strategies and winning the competition. Therefore, research on price perceptions and purchasing decisions provides valuable insights for companies to improve the attractiveness and performance of their products in competitive markets.

CONCLUSIONS

With the results obtained in this research, the quality of the products applied to MS products is getting better. Glow Beauty will make it easier for consumers to make purchasing decisions. The brand image variable has a positive and significant effect on purchasing decisions. With the results obtained in this research, the pros and cons of MS products. Glow Beauty can influence consumers in making purchasing decisions. The price perception variable has a positive and significant effect on purchasing decisions for MS products. Glow. With the results obtained in this research, it will be better to determine the selling price applied to MS products. Glow will make it easier for consumers to make purchasing decisions.

Some suggestions that can be given from the results of this research are that the company needs to focus on building a good brand image for MS Glow products. This can be done by carrying out effective marketing campaigns, improving product quality, providing good customer service, and communicating consistently with target consumers. Companies need to consider developing MS Glow product variants so they can meet the diverse needs and desires of consumers. By having a variety of product variants, consumers have more choices, so they can increase their purchasing decisions. Companies need to ensure that the perception of MS Glow product prices is in line with the value provided to consumers. Correct price perception can help avoid negative purchasing decisions. Therefore, management needs to carry out market analysis and ensure that the prices offered are in line with the quality of the products offered. Companies need to ensure that consumers are satisfied with their purchasing decisions for MS Glow products. This can be achieved by delivering quality products, fulfilling brand promises, and providing good after-sales service. With a positive buyer decision, consumers will most likely become loyal customers and recommend MS Glow products to others.

In implementing these suggestions, the company needs to carry out continuous monitoring and evaluation to see its effectiveness. Apart from that, they also need to adapt to market changes and update their marketing strategies according to consumer needs and preferences.

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