

# Advertising, Perceived Value, Social Influence and Purchase Management

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**Abstract**— This study aims to examine the role of advertising, perceived value, and social influence in purchasing managements on cosmetic products. The data used in this research was obtained from questionnaires. The research model was tested quantitatively through a field survey of 257 Hasanuddin university students using multiple linear regression analysis with SPSS 23 (Statistical Product and Service Solutions). The results of this study indicate that advertising, perceived value and social influence have positive influence on purchase management. Advertising and perceived value are two variable that have significant influence on purchase management. Given the importance of consumer purchasing managements for business sustainability and often contributing strategically, this research has implications for theoretical and practical development.

**Keywords**— Advertising, Perceived Value, Social Influence and Purchase Management.

## 1. Introduction

In recent decades, the cosmetics industry has been growing rapidly, according to the dramatic growth and aggressive consumption in the market of Asia, Eastern Europe, and South America [15]. Consumers wearing makeup for the purpose of "sexual attraction", "success in professional and social interaction", "emotional pleasure", "a better physical appearance", "the perception of self", and to create the "perfect-looking face". Miller and Cox noted that cosmetic products such as foundation, mascara, and blusher are quick and not permanent to enhance the appearance of someone that will increase their confidence [23, 40].

The Ministry of Industry in Indonesia mentioned that the cosmetic industry market growth in Indonesia reached an average of 9.67% per year in the last six years (2009-2015). The growth of the company in this industry also experienced a fairly rapid increase of reaching more than 760 company in 2017 or as much as 153 companies grew compared to 2016 [17]. The results of pre-research that have been done discovered that 100% of the total number of 118 students of the Faculty of Economics and Business Hasanuddin University

had used cosmetics to campus.

The magnitude of the cosmetics market share made a variety of cosmetic manufacturers diverse their strategies in the attempt to persuade the target market to make a purchase. Consumer purchasing management describe and express consumer's behaviors and how they make a decision about the purchase process they do [10]. One of the strategies used most often and is said to be the most effective is Advertising [16, 41]. Ads are said to affect not only the attitude, behavior, lifestyle, exposure, but in the long run can also affect a country's culture. As a promotional strategy, advertising is the main tool to create awareness of products and customize the minds of potential consumer in purchase managements [20, 38].

Other important factor that influences purchase decisions is perceived value or value received by the customer. Value received by the consumer will spur further action from the consumer towards the business. Prasetyo and Suseno defines perceived value as value perceived by the consumer on products that they have used, and this is an important concept that needs to be known by the enterprise, because basically the consumer tends to maximized the value perceived from products used with constraints of funds, restricted knowledge, mobility, and income [25, 39].

One of the other important factors that also affect the purchase behavior is social influence. Purchase decisions of the community are usually influenced by their surroundings, whether families or friends. Kotler and Keller mentioned that the community forms the beliefs, values and norms. Consciously or not, people absorb the worldview that formulates their relationship with themselves, with others, with the organization, with society, with nature and with the universe [18, 42].

This research specifically analyzes customer purchasing decision by exploring the role of advertising, perceived value and social influence.

## 2. Literature Review

### 2.1 Advertisments

Advertising is one of the four main tools used by enterprises to communication directly to convince

target buyers and public. Advertising is a form of activated communication. Ads can be a very informative and persuasive communications; leveraging new media or mass to persuade consumers to buy goods and services as well as targeted to promote new products or planned to promote existing products. Dominic defined ads as a form of non-personal presentation and promotion of ideas, goods and service, which is usually paid by identified sponsors [7].

Shimp and Andrews stated that in general, the important function of advertising communication to business enterprises and other organizations, namely: informing, persuading, reminding, adding value. The ads include a variety of creative strategies and tactics, aimed at trying to convince the consumer to make a purchase [28]. Malik et al stated that most people rely more on advertising than other sources such as family, friends, and the opinions of the group concerning the reference product [22]. Jakstien et al. said advertising has an important role in modern times because it is a mechanism to build community behavior in relation to products. With the help of advertising, one can enjoy the information and make decisions about the product [14].

## 2.2 Perceived Value

Huber et al, stated that in this era of increasingly tight market competition perceived value is the key prerequisites for business sustainability and is also a key to success for all enterprises [13]. Customer-perceived value or commonly referred to Perceived value is something that customers get based on a different benefits obtained with fees paid for different choices and defined as "the consumer's overall assessment of the utility of a product based on was of what is given and what is received" [18, 32-34].

According to Sweeney and Soutar the measurement of value perception is formed by four indicators or dimensions where the higher the dimension value then the higher perceived value to the consumer [30]. Those four indicators are:

1) Emotional value. Emotional value is a utility that comes from feeling or affective/positive or negative emotion by consumers arising from consuming a product. The existence of emotional value that became the characteristic of the company would make it difficult for their competitors to imitate. The elements of emotional value consists of equity/trust, experience/relationship, as well as energy (convenience).

2) Social value, the utility based on consumer perception upon the ability of the product to enhance the concept of self or the social value of the consumers.

3) Quality/Performance Value, the consumer perception of the quality and benefits of the

products obtained are in accordance with the expectations of consumers. Then the company requires prior related research of what are the hidden needs and desires of consumers. This point relates to the utility of the product because of the short-term and long-term cost reduction.

4) Price/value for money, the consumers perception based on the price of a product is viewed from the consumers' financial ability. This relates to the utility obtained against expected products' performance and quality.

Groth stated that perceived value is an important factor in the purchase decision or consumption [11, 43]. Heskett et al. also argues that the purchasing decisions of customers was affected by the value offered by the product or service [12]. Research done by Wang et al, Lam et al and Cronin et al (2000) attest the positive impact of perceived value towards the purchasing decisions of customers [5, 21, 31].

## 2.3 Social Influences

When making a purchasing decision process, often the consumers were involved in 'observational learning', by observing other consumers' decisions. This occurs when there are concerns over the information or social impact on customers, so consumers will focus on product features or services that are relevant to understand the reality of the relationships with others or desired identity. Asch stated that the main mechanism of change caused by social influences is the change in the definition and meaning of an object rather than a change in the assessment of an object. That is to say, the influence of others will affect the interpretation of the person or the person's way of framing problems [2].

Social influence can be divided into informational and normative social influences. The influence of social information is the influence that comes from information obtained from others as evidence of reality [6]. When consumers need to make choices based on information, they consider the opinion or use of products by others as credible evidence of the quality or characteristics of the product. Thus, their purchasing decisions are influenced by the opinions of others [29, 35].

On the other hand, normative social influence is defined as the influence that comes from the desire to fit the positive expectations of people [6]. This influence can be further categorized into utilitarian and expressive influence value. The expressive value reflects the desire of consumers to enhance self image through association with the reference group. On the contrary the influence of utilitarian was reflected through the efforts of consumers to meet the expectations of others to reach the reward or avoid punishment [3, 4, 24].

## 2.4 Purchase Management

Schiffman and Kanuk, defined the decision as a selection of two or more alternative options. In other words, the alternative choice should be available to someone when taking decisions. Schiffman and Kanuk stated that the consumer decision making model is not intended to provide a thorough overview on consumer decision making complexity but rather designed to unify and harmonize the various relevant concepts into an overall meaning [26].

Engel et al., [8] presented the decision-making model of consumer purchases, which by Kotler refer to as the ' five-stage model ' [19]. These stages are introduction to information retrieval problems, evaluation of alternatives, purchase decisions and purchasing decisions. In the introduction to the issue, people feel the difference between their

current situations and what are desired therefore they tried to resolve this difference by searching for information. The second stage, information retrieval is also called data collection which involved the collection of information and information search and experience to determine whether alternatives are known and have been evaluated satisfactorily. At the third stage, evaluation of alternatives, consumers utilize information gathered to consider an alternative brand among options and narrow down their choices. The fourth stage of the decision-making process is purchasing decisions. During this stage the consumer make or do not make a buying decision. Finally, the level of the post-purchases related to buyers who use the purchased products and felt satisfied or not satisfied with the product. This stage gives results whether consumer's expectations have been fulfilled or not [8].

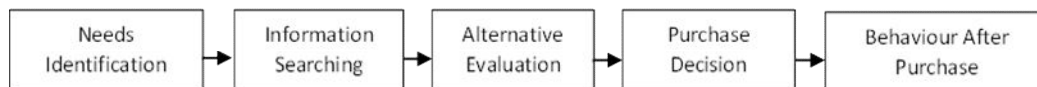


Figure 1. The Five Level Model of Consumer Purchase Process

## 2.5 Framework and Hypotheses

Based on the literature review above, this study proposes hypotheses as illustrated below:

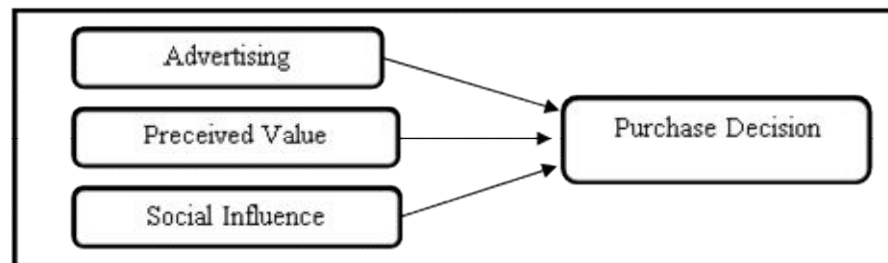


Figure 2. Framework

Hypothesis:

H1: *Advertising* is allegedly has positive and significant effect on purchase decision

H2: *Perceived Value* is allegedly has positive and significant effect on purchase decision

H3: *Social Influence* is allegedly has positive and significant effect on purchase decision

## 3. Research Methodology

### 3.1 Data Collection

This research uses a quantitative approach aiming to be able to reach more respondents, regardless of location and time constraints. The survey method approach with a questionnaire aiming to gather information quickly and efficiently with regard to the perception of the respondents. The population of this research is undergraduate students who use Wardah cosmetic products at Hasanuddin University, Makassar. The sampling technique used

is a *nonprobability sampling* technique with a purposive sampling approach that is the researcher chooses the sample subjectively in purpose [9]. The selection of samples aimed at this was done because it is possible researchers have understood that the needed information can be obtained from one specific target group that are able to provide the desired information because they did have such information and they meet the criteria defined by the researchers. Research analysis unit must have certain criteria, namely the respondents selected were consumers of Wardah cosmetics and active undergraduate students at Hasanuddin University. Data retrieval is done for three months, November 2018-January 2019. Sekaran and Bougie provide a common reference point to determine the sample size that is preferably 10 x greater than the number of variables in the study. With a total number of 16 variables tested in the research model, then it takes 100 respondents, then with respondents as much as

257 people it is expected this research will obtain accurate results [27].

All questions to measure any invalid constructs were adapted from the results of the literature review. All indicator questions used 5-point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree that reduce variability in the results that may be differences and enhances reabiity of the responses and it also simplifies coding, analysis and interpretation of data.

The data obtained is processed using SPSS (Statistical Product and Services Solution) version 22 hereinafter tested using Multiple Linear Regression equation. Multiple liner regression in this research is converted to test the influence of *advertising, perceived value and social influence*

towards purchasing decisions. Furthermore, this research used validity and reliability testing.

## 4. Results

### 4.1 Characteristic of Sample

Table 1 shows the sample characteristics used in this study. General descriptions of this research respondents consist of active female undergraduate students at Hasanuddin University Makassar academic year 2015 – 2018 that knew the Wardah cosmetics products advertising and or used Wardah cosmetics in the last twelve months.

**Table 1.** Characteristics of respondents

Age	Frequency (People)	Percentage (%)
< 20 years old	91	35,4
20 - 22 years old	159	61,9
23 - 25 years old	7	2,7
> 25 years old	0	0
Total	257	100

### 4.2 Validity and Reliability Test

Table 2 shows the result of validity test. The validity test is geared to measure accuracy of what wants to be measured. In conducting the

measurements regarding the validity done by doing correlation between the item statements with the total items (total score). An item is considered valid if it has the value of corrected item > 0,30.

**Table 2.** Validity Test Results

Variable	Statement	Total correlation corrected item	r <sub>standard</sub>	
<b>Advertising (X<sub>1</sub>)</b>	1	0,667	0,30	Valid
	2	0,597	0,30	Valid
	3	0,837	0,30	Valid
	4	0,705	0,30	Valid
	5	0,654	0,30	Valid
<b>Perceived Value (X<sub>2</sub>)</b>	6	0,800	0,30	Valid
	7	0,812	0,30	Valid
	8	0,815	0,30	Valid
	9	0,775	0,30	Valid
	10	0,743	0,30	Valid
	11	0,797	0,30	Valid
	12	0,789	0,30	Valid
<b>Social Influence (X<sub>3</sub>)</b>	13	0,329	0,30	Valid
	14	0,681	0,30	Valid
	15	0,340	0,30	Valid
<b>Purchase Decision (Y)</b>	16	0,622	0,30	Valid
	17	0,765	0,30	Valid

	18	0,723	0,30	Valid
	19	0,879	0,30	Valid
	20	0,827	0,30	Valid

Reliability test was used to measure a questionnaire that is an indicator of a variable. Reliability in this research was measured using the Cronbach Alpha

coefficient formula by comparing the Alpha value by default. Reliability of a variable is said to be good if it has the Cronbach's Alpha value > 0.60

**Table 3.** Reliability Test Result

No.	Variable	Cronbach's Alpha Based on Standardized Items	Reliability Standard	
1	X <sub>1</sub>	0,865	0,60	Reliable
2	X <sub>2</sub>	0,935	0,60	Reliable
3	X <sub>3</sub>	0,639	0,60	Reliable
5	Y	0,903	0,60	Reliable

## 5. Multiple Linear Regression

Regression analysis is one of the analysis which aims to find out the influence of a variable against other variables. This analysis aims to find out the

influence of the independent toards dependent variable that is advertising, perceived value, social influence and purchasing decisions. The processed data by using SPSS 23.0 can be seen in table 4 as follows:

**Table 4.** Multiple Linear Regression Result

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.269	1.162		1.952	.052
	X <sub>1</sub>	.177	.066	.152	2.692	.008
	X <sub>2</sub>	.372	.042	.536	8.778	.000
	X <sub>3</sub>	.128	.080	.083	1.601	.111

Multiple linear regression analysis results in the table above shows that H1, H2 and H3 were all accepted. Advertising (X 1), Perceived Value (X 2) and Social Influence (X 3) all have a positive influence towards purchasing decision. While Advertising and Perceived Value have a significant influence on purchasing decision, Social Influence did not significantly influence the purchasing decision.

## 6. Hypothesis Testing

Hypothesis testing done on this research aims to look at how variables influence the independent variable towards dependent variables. Testing this hypothesis consist of F Test (Simultaneous/Unison), Test of Determination (R<sup>2</sup>), test T (Partial).

F-test (Simultaneous/Unison) is used to find out whether the independent variable simultaneously (simultaneous) affect the dependent variables. When their significance (sig) 0.1 it can be said to be positively and significantly influential, the results of the F-test calculation can be seen in the following table:

**Table 5.** F test result (Simultaneously)

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1420.245	3	473.415	71.898	.000 <sup>b</sup>
	Residual	1665.880	253	6.585		
	Total	3086.125	256			

From the regression analysis results performed, it can be seen that the independent variables together

have a significant influence on dependent variables. This is proven by the significance value (sig) 0.000

that is less than 0.1 then it can be mentioned that Advertising, Perceived Value, Social Influence altogether is simultaneously positive and significant toward the purchase of Wardah cosmetics products by Hasanuddin University students.

Furthermore, the coefficient of determination ( $R^2$ ), which in essence will see to what extent the

contribution of independent variables toward dependent variables by observing the high total of determination coefficient ( $R^2$ ). The value of the determination coefficient for independent variables of more than two, then Adjusted R Square was used. The result of the determination coefficient can be seen in the following table:

**Table 6.** Determination Coefficient Test Result ( $R^2$ )

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.678 <sup>a</sup>	.460	.454	2.566

Based on table 4.12 above, in the result of the coefficient determination it can be known that the R value = 0.678. To know the magnitude variation of purchase decision can be viewed from the Adjusted R Square value acquired which is 0.454. This means that the variation of the purchase decisions are influenced by Advertising, Perceived Value and Social Influence of 45.4% and the rest of 54.6% was influenced other factors not included in this study.

The last is t test (Partial), that is used to determine if each of its independent variables i.e. Personal Relevance, Interactivity, Message, Brand Familiarity individually or partially effect on dependent variables i.e. purchasing decisions. If the significant value  $< 0.1$ , then it can be said that their independent variables individually influence positively and significantly the dependent variable. The t test can be seen in the following table.

**Table 8.** T test Results

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.269	1.162		1.952	.052
	X1	.177	.066	.152	2.692	.008
	X2	.372	.042	.536	8.778	.000
	X3	.128	.080	.083	1.601	.111

Based on the t test table above, the influence of each variables Advertising (X1), Perceived Value (X2) and Social Influence (X3) can be seen from its significant value (probability). If the significant value is lower than 0,1 then it can be said that that variable individually significantly influence the purchase decision of Wardah cosmetic products.

t test results (partial) between Advertising towards consumer purchase decisions as seen in table 4.13 showed that the probability value or significant value of 0,008 which is larger than 0,1. This means that Advertising significantly influence the purchase decision of Wardah cosmetic products by undergraduate students of Hasanuddin University. t test result (partial) between Perceived Value towards consumer purchase showed that the probability value or significant value of 0,000 which is larger than 0,1. It can be inferred that Perceived Value significantly influence the purchase decision of Wardah cosmetic. t test result (partial) between Social Influence towards consumer purchase showed that the probability

value or significant value of 0,111 which is larger than 0,1. It can be inferred that Perceived Value significantly influence the purchase decision of Wardah cosmetic.

So, based on the test results individually or partially, each independent variable towards the dependent variables i.e Advertising, Perceived Value significantly effect purchase decision of Wardah cosmetics product, while Social Influence do not significantly affect the purchase decision of Wardah cosmetics products.

As for the most influential variables or dominant toward purchase decision in this research is Perceived Value variable that can be seen in the highest  $t_{count}$  value that is 8.778.

## 7. Discussion

### 7.1 Influence of Advertising Towards Purchase Decision

The results of this research show that the independent variables namely advertising, perceived value and social influence are variables that influence dependent variable that is purchase decision of Wardah cosmetic product.

For Advertising, based on the regression results for Advertising is 0,177 and have sig value of 0,0008 that is less than 0,1. The test results show H1 is accepted and therefore it can be concluded that the advertising has positive and significant influence towards purchase decision of Wardah products. Furthermore, based on the answer description with a score of 1.055 which is the highest score namely Attention with the statement, Wardah products advertising provides information to the public of its excellence. This shows that PT Paragon Technology and Innovation as a manufacturer of Wardah cosmetics created a very informative advertising therefore the result of this research is considered in accordance with previous research [28].

### 7.2 The Influence of Perceived Value Towards Purchase Decision

For the Perceived Value variable, based on the regression results for Perceived Value of 0.128 and sig. 0,000 which is lower than 0,1. The test results show H2 is accepted and therefore it can be concluded that the Perceived Value variable consisting of four indicators, namely Emotional Value, Social Value, Performance Value and Value for Money has positive and significant influence towards Wardah products purchase decision. Based on the description answer with a score of 1.022 that is the highest score that is Performance Value with a statement that Wardah products offered has good quality. This shows that PT Paragon Technology and Innovation as a manufacturer of Wardah cosmetics in producing Wardah cosmetics is very concerned of the product's quality. Therefore, the influence of perceived Value towards purchasing decision in this research is considered in accordance with previous research [5, 11, 12, 21, 31, 36, 37].

### 7.3 The Influence of Social Influence Towards Purchase Decision

For the Social Influence variable, based on the regression results for Perceived Value of 0,128 and sig. 0,111 which is lower than 0,1 so that it can be concluded that Social Influence which consists of three indicators namely Family, Reference Group and Culture and Social Class has positive but not

significant result towards Wardah product purchase decision. Based on the description answer with 977 score which is the highest score that is Reference Group with the statement, friends and family opinions really influenced me in buying Wardah cosmetics. Therefore the results of this study contradict to Amaldos and Jain which state that social factors are the factors that most influence consumer purchasing behavior [1].

### 7.4 Variables Dominantly Influencing Purchase Decision

Based on the test results individually or partial of each independent variable towards dependent variables it can be seen that the most influential or dominant variables towards the purchase decision of Wardah cosmetic product is Perceived Value variable compared to Advertising and Social Influence. This can be proven by looking at the highest  $t_{count}$  of Perceived Value variable that is 8.778.

## 8. Conclusion

From the results of this study, following is the conclusions:

- 1) *Advertising* variables and *Perceived Value* altogether influenced or simultaneously have positive and significant influence toward purchase decision. Besides, *Social Influence* variable did not significantly influence purchase decision.
- 2) The most influential or dominant variable towards purchase decision of Wardah cosmetic product is *Perceived Value* variable compared to *Advertising* and *Social Influence* variables.

### 8.1 Research Limitations and Direction for Further Research

This study uses three independent variables that is said to influence purchasing decisions. But from the results of the hypothesis test, it was found that those three factors only contribute as much as 45,4 % and the rest of 54,6 % was influenced by other factors that are not included in this research. Further research is expected to be able to further refine this research, using other factors other than that is examined which can be significantly influence purchasing decisions. This research used a sample of undergraduate students at Hasanuddin University Makassar therefore it is expected that further research can expand the scope of research for the sake of research generalization.

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