

EXPLORING THE MILLENNIALS PREFERENCES IN MOISTURIZER PRODUCT USING MIX METHOD APPROACH

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ABSTRACT

In recent years, we have witnessed the growing interest from millennials to preserve their skin health. In order to maintain their skin health, they consume a variety of skincare products. One of the essential products for them is moisturizer product. This research objective is to explore the critical moisturizer product features for customer purchase decision. This research employs mixed method that consists of descriptive study and interview to millennials. The result of descriptive study indicates that price of the product is important cue for quality, therefore, consumer is preferring to select product with middle range prices. Descriptive analysis also reveals that consumer has weighted their decision based on the product composition and product efficacy. In addition, the analysis shows that consumer prefer small size product so it will be more practical to keep in carry on container. The interview gives us detailed information regarding the purchase decision process. The analysis of interview uncovers that beauty vlogger with honest review is more credible for purchase behavior compared with well-known brand ambassadors.

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INTRODUCTION

Social media presence has raised the millennial generation's awareness of skin health. To maintain the health of the skin, members of this generation need to make a selection from various available methods and products. One of the must-have items necessary for maintaining skin health is a moisturizer. Technological advances have pushed companies to make innovations in moisturizer products that meet the ever-changing demand of the consumers every year.

To introduce their products, companies typically employ a variety of strategies. One of such strategies is to appoint a brand ambassador, as is done by the brand Wardah. The

appointment of Tatjana Saphira as the brand ambassador for Wardah Hydra Rose, for instance, is intended to attract consumers' attention. In addition to that, Wardah also opens booths at certain events or shopping centers. Video ad making also constitutes one of the venues in which Wardah makes its products known to the public. A separate moisturizer brand, Somethinc, also named brand ambassadors from the Korean celebrity circle.

With a myriad of moisturizer products available in the market, one question that now arises is what underlies the consumers' decision to purchase a certain moisturizer product. It is described by marketing theories that prior to making a purchase decision consumers will make, among other things, a comparison between products based on the products' features and characteristics (Schiffman & Wisenblit, 2019). Research in marketing also describes that to find out more about a product, consumers will make use of a variety of channels, one of which is consumers' reviews (Kim, 2021) [2]. As a further matter, as explained by a previous study, the primary motive for purchasing a beauty product is to derive benefits from the product; therefore, the consumers' evaluation of the product will be based more on the product's features (Faza et al., 2022).

In developing and marketing a product, companies frequently have no understanding of what the consumers really need, which in turn will impact the product sales. Therefore, this research intended to explore on which features of a product the millennial generation's decision of a moisturizer product purchase is based. This research employed mixed methods with a descriptive study approach and interviews with some members of the millennial generation.

LITERATURE REVIEW

Identifying consumers' needs is the first step in a product design and development project. It refers to the process of consumers' needs data collection to understand consumers' needs and to maximize sales (Haq & Aditio, 2018). The objectives of consumers' needs identification are listed in the following:

1. To direct a focus on consumers' needs
2. To establish a basis for developing product specifications
3. To identify consumers' implicit needs
4. To ease development needs identification activity archiving
5. To ensure that no consumers' needs are neglected
6. To develop a common understanding of consumers' need.

Product attributes refer to the characteristics that create an image and perception in the consumer's eye that informs the consumer's decision-making regarding a product (Arifiana et al., 2017). Product attributes may differentiate one product or brand from another product or brand. According to Lantos (2011), product attributes can be classified into two types. The first of the two is the intrinsic attribute that is directly tangible in the product. The intrinsic attribute depicts the physical characteristics of a product, including the size, aesthetics, and design. The second type is the extrinsic attribute, which refers to external characteristics such as the price, composition, or anything else that illustrates the subjective characteristics of the product in the consumer's perspective.

In this research, the product attributes under study were the product mix, packaging design, price, and composition, all being research variables in this investigation into consumers' moisturizer products preferences. These attributes are explained in more

detail in the following: A product mix is the collection of all products or goods offered by a seller to a consumer (Kotler & Armstrong, 2012). It is classified by length, width, depth, and consistency. Not only does it function as a protector for a product or good, packaging, but also it functions as a medium of promotion and communication between the producer and the consumer. It is for this reason that the information that the consumer must know is included in the packaging. Such attempt is intended so that the consumer becomes acquainted with the product inside the packaging (Mukhtar & Nurif, 2015). The packaging design, thus, becomes an essential attribute that influences the consumer's preference, attracting the consumer into making a decision to buy the product.

Price is an amount of value or money imposed on a product or service that is provided for a consumer in exchange for benefits, which serves as an important factor in influencing purchase decision-making (Kotler & Armstrong, 2012). Price is one of the attributes that the consumer takes into account prior to making a purchase decision. At times, the consumer will also associate price with the product quality available for their enjoyment. According to Kotler & Armstrong (2012), indicators of price are classified into the following:

1. Price affordability

Affordability refers to the consumer's expectation before a purchase. The consumer will seek and buy a product that is affordable.

2. Price match with product quality

Price match with product quality frequently becomes an issue, where the consumer is unwilling to purchase a relatively expensive product or service. On the contrary, if the product or service offered is of good quality, the consumer will usually consider to make a purchase of it.

3. Price competitiveness

The price set by a company is usually judged against competitors' prices, allowing for the product competitiveness in the market.

4. Price match with product benefits

Some consumers usually value the benefits that are available for them when purchasing a product irrespective of the price that they must pay. Moisturizer products are normally priced in the range from Rp45,000 to Rp300,000, depending on the size and composition.

A moisturizer provides hydration for the skin, preventing the skin from being dry (Wolff et al., 2008). There are a myriad of moisturizer products with varying ingredients according to the type and need of the skin. In general, moisturizers are used to reduce fine lines, moisturize the skin, and even correct dark spots and acne scars. Wardah Hydra Rose Dewy Aqua Day Gel contains moisture-locking ingredients, including 72-hour active hydrating pentavitin, rose oil, and bio-hyaluronic acid (bio-HA) that add layers to the skin and keep the skin hydrated all day long.

Improved advertisement is an effort to improve a product or service advertising quality over the Internet media (Rejón-Guardia et al., 2013). This includes endorsement and video advertising updates.

Endorsement is a form of cooperation between a business owner and a well-reputed individual that takes the form of promotions on social media with the individual's followers being the targets (Hardilawati et al., 2019). This well-known individual may be a celebrity, a *selebgram* (Instagram celebrity), or a *selebtok* (TikTok celebrity). A

selebgram is an Instagram celebrity or an active Instagram user whose uniqueness attracts other Instagram users to follow them at large scale (Sakinah, 2018). A *selebgram*'s large follower base pulls business owners to engage with them to promote their products.

Endorsement usually involves requesting help from a popular celebrity with a high engagement rate. However, with time, the public starts to find big celebrities' endorsements doubtful. This doubt is rooted from the possibility of the celebrities to lie when making a review of the product that they promote. With the increase of their awareness, the public now place a greater extent of trust in ordinary people in their review of a product as these ordinary people are considered more honest in their review. In this manner, the public is rid of the worry if they might be harmed from buying the product offered.

Video advertising is one of the conduits for business owners to promote their products or services which allows for disseminating information in an engaging audiovisual form (Khairunnisa & Nurfebiaraning, 2020). It is hoped that positive responses may be elicited from the viewers to the published advertisements and that the advertisements may be enduring in the viewers' memory. Multimedia information technologies can be impactful to information dissemination (Chaeriyantama et al., 2021).

Video advertising can be encountered in two forms of media: in physical form it can be found through videotron, and in online form it can be found over social media platforms through Instagram Ads, YouTube Ads, Facebook Ads, and Twitter Ads. Of the two forms of media, the latter is considerably more effective in fulfilling advertising purposes at present day (Hardilawati et al., 2019). Ads on social media are more easily encountered and adjustable in terms of display period, less costly, and wider in reach. On the other hand, video advertising in the physical form (videotron) tends to be costly, complicated in the licensing process, and narrow in reach.

RESEARCH METHODS

This research employed a non-probability sampling method with a purposive sampling technique. This method was selected since completing this case study and solving problems would require an in-depth analysis of a sample, giving the right perspective for answering the research questions.

The number of respondents involved in the research was determined based on the collected information. The information adequacy requirement was fulfilled by determining a sufficient number of subjects to provide necessary information; thus, the number of subjects was based not on the representativeness, but on the depth and point of saturation of the collected information (Heryana, 2018). In conclusion, data collection from the respondents was underpinned by the depth of the collected information, with a focus on the needs and wishes of the consumers with respect to a moisturizer product.

Table 1. Questionnaire

No	Question Topic	Required Information
1	User Profile	Background Information
2	Experience in using Moisturizer Product	Skin Face Condition before using the product Skin Face Condition after using the product
3	Preferential Question	Preferences in design of packaging Preferences in Price Preferences in Composition

In this research, primary data were obtained directly from informants through interviews and interpretation of questionnaire survey data. In-depth interviews were conducted to gain useful insights from the informants to solve the problem. The interviews conducted were of the semi-structured interview type, where questions were posed following a devised flow with an extent of flexibility during the interview process (Newcomer et al., 2015). The interviews were carried out with experts and users, who were primary data sources in this research, by eliciting necessary information in-depth. To ensure that the questions were in accordance with the research objectives, the interview guide was first evaluated by a marketing expert.

Table 2. Guidelines for Interviews

No	Topic	Question
1	Product Use	Before and After Use Duration and Frequency of use Use of Other Product
2	Product Selection	The Use Method Buying Process Selection Reason Benefit of Product Product information Importance of Feature

In addition to interviews, primary data collection was also performed by disseminating a questionnaire. It was intended to figure out the respondents' demographics and preferences related to the product attributes under study, i.e., product mix, packaging design, composition, and price. A non-probability sampling method with a purposive sampling technique was selected since the sampling was conducted following several predetermined criteria, i.e., the prospective respondents should be males or females who were using a moisturizer product for at least three months. The questionnaire was self-administered to allow the respondents answer the questions independently. The questionnaire was disseminated through a short message via WhatsApp, Line, and Instagram.

RESULTS AND DISCUSSION

The results of the research that was conducted for two weeks since May 17, 2022 until May 31, 2022 showed that 93.3% of respondents (n = 83) were moisturizer users, and 6.7% (n = 6) were non users. As many as 91% of users (n = 81) were using a moisturizer for three months or more, and 9% (n = 2) were for less than three months. Of 81 respondents who used a moisturizer for three months or more, 45.7% (n = 37) earned less than Rp1,000,000 per month, 34% (n = 28) did Rp1,000,001–2,500,000 per month, 11.1%

(n = 9) did Rp2,500,001–4,000,000 per month, and the rest did more than Rp4,000,001 per month.

Of all respondents, nearly 50% (i.e., 49.4%) chose a 50 ml moisturizer, and 33.3% (n = 27) did a 100 ml moisturizer. This shows that travel-kit-sized products gained less interest from the respondents. The questionnaire results also showed that 37% of respondents (n = 30) preferred tube packaging, 28 respondents did jar packaging, and 28.4% (n = 23) did pump packaging. As for the price, it was figured out that over 50% (i.e., 58% or 47 respondents) preferred a moisturizer product priced between Rp75,001 and Rp150,000. Meanwhile, 33.3% (n = 27) found a price below Rp75,000 more preferable for a moisturizer product. Finally, with regard to the composition, the respondents' preference revealed that hyaluronic acid, ceramide NP, niacinamide, and hydrolyzed marine collagen are indispensable ingredients in a moisturizer-type skincare product.

After disseminating the questionnaire and obtaining 89 respondents in the aftermath, a total of 81 respondents were considered eligible to complete the questionnaire. Of the 81 respondents, six were selected as informants for interviews. The interviews were carried out to collect information and gain new insights from the informants. No specific criteria were applied to the informants. The informants were selected randomly, but for the interview validity, the researchers would match the interview results and the questionnaire results. Below Table Provide the respondent background

Table 3. Respondent Background

Respondent Code	Sex	Age	Income	Profession
3	Perempuan	22	Rp2.500.001 - Rp4.000.000	Student And Work
13	Perempuan	23	<Rp1.000.000	Student
21	Perempuan	21	<Rp1.000.000	Student
40	Laki-laki	22	<Rp1.000.000	Unemployment
48	Perempuan	22	<Rp1.000.000	Student
85	Perempuan	22	<Rp1.000.000	Student

From the interview results, Respondent 48 stated that, for a moisturizer-type skincare product, they would consider the composition in making a purchase decision.

“I will consider the composition as I intend to find a brightening product.”

Meanwhile, Respondent 40 preferred a moisturizer product that is capable of locking the skincare products applied previously.

“To me, the moisture-locking ability is a must.”

Respondents 3, 13, and 85 similarly sought a moisturizer that fit their skin types and needs. As for the packaging, Respondent 40 preferred a moisturizer in a pump packaging. In their opinion, this type of packaging allows for a higher degree of cleanliness and hygiene as it prevents direct contact between the moisturizer and the finger.

“I have a preference for a pump packaging because it is clean. There is no need to take out the moisturizer with your fingers”.

Jar packaging was, on the other hand, the preference of Respondents 48 and 85, as this packaging allowed them to empty the container completely.

“The bottle or tube packaging makes it difficult to extract the last bit of the moisturizer. The jar otherwise allows you to use up the product completely”.

Respondent 40 placed more trust in the reviews of fellow users than in the brand ambassador in choosing a moisturizer product.

“In picking a skincare product, I’d rather consider users’ reviews on the product because they are honest about the product’s advantages and disadvantages.”

Contrarily, in addition to the reviews of other users, Respondent 21 also considered the brand ambassador that they acknowledged from the product’s advertisement.

“I viewed various advertisements in addition to product review videos about Somethinc on YouTube. I found out that NCT were the brand ambassadors, so I got interested because I am a K-pop fan. In other words, I was interested to know more because of the BA”.

According to Respondent 40, a brand ambassador is supposed to be able to introduce a skincare product well as much as a beauty influencer should influence the public to buy the product.

“So, in my opinion, the skincare world is much influenced by influencer-beauty vloggers like Tasya Farasya, Suhay Salim, and Affi Assegaf ‘Female Daily’. They are people to whom we listen to in the skincare world. Their honest reviews solidify our trust as users considerably”.

Based on the interview results, consumers’ needs and wishes can be classified in four categories, i.e., packaging, composition, price, and perception on the brand ambassador. In the packaging category, four of six informants preferred the moisturizer product to be packed in a pump container. This type of packaging was preferred for hygiene and cleanliness reasons. However, it comes with a weakness as it does not allow the users to empty it completely. The users found it difficult to take the last bit of the product within the pump container. The informants contrarily found that the jar packaging allows for maximum use of the product. However, it does not prevent direct contact with the finger, and if the lid is not properly closed, the product will become discolored or oxidized.

The second category was composition. The majority of the informants needed a moisturizer that is compatible with the oily type of skin, does not trigger an acne breakout, and is not sticky to the skin. An informant stated that a moisturizer must have a moisture-locking ability, which allow the skincare products applied previously to be locked. In the third category, the informants expressed a preference for a product whose price fell within the Rp100,000–200,000 range. The informants did not see a reasonable price coupled with a large volume as a bad deal. This was because the product would last for several months. The last category was perception on the beauty ambassador. Some informants preferred a beauty ambassador who could reflect the image of the brand that they were representing. There was an informant who wished for an addition of brand ambassador role. A company may partner with influencers and beauty vloggers to review its product to make the public more acquainted with it. In this case, the influencers and beauty vloggers must provide honest and objective reviews by informing about the advantages and disadvantages of the product.

CONCLUSION

Based on the questionnaire results, consumers expressed a preference for product packaging in jar. This type of packaging was preferred because it allows for maximum use of the product until the container is completely emptied. Besides, the consumers preferred a higher price with a larger volume of the product. They favored big-sized over travel-kit-sized packaging. The price the consumers were willing to pay for a moisturizer product was in the range of Rp75,000–100,000. Finally, the consumers expressed their preference for ingredients such as hyaluronic acid, ceramide NP, niacinamide, and hydrolyzed marine collagen, whose presence in a moisturize-type skincare product is imperative.

From the in-depth interviews conducted in this research, a few novel insights were gained. It was found that influencers and beauty vloggers influenced consumers' decision to purchase a product, consumers' preference for a product was based more on the skin type than the product composition, and, particularly to consumers with an oily skin type, a moisturizer product that does not produce a wet and excessively moist impression was preferable as it will not trigger an acne outbreak and purging. However, there were several limitations to this research. Firstly, the respondents of this research were exclusively members of the millennial generation. Secondly, the research was focused only on product features and disregarded consumers' personalities or backgrounds.

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