The Effect of Consumer Involvement on The Purchasing Decision of Skincare Products in The Somethinc Brand

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ABSTRACT

This study aims to determine the effect of consumer involvement on purchasing decisions of skin care products at the Somethinc brand in Indonesia. Consumer involvement is an unobservable state of motivation, arousal, or interest. It is evoked by a particular stimulus or situation and has driven properties. Its consequences are types of searching, information processing, and decision-making. The subjects in this study were 370 respondents aged 13 to 30 years. Knowing skin care products in the brand Somethinc and using social media to find information related to skin care products. The research method used in this study is a quantitative method using accidental sampling. The method for collecting data using a Likert scale, which is a scale of the purchase decision and consumer involvement in skin care products at the brand Somethinc. The simple regression analysis method is a data analysis method used to test the hypotheses that have been proposed. According to the study, it is evident that the positive effect of 42.4% in purchasing skin care products from Somethinc is directly linked to consumer involvement. The remaining 57.6% is influenced by other factors not examined in the study. This shows that the higher the level of consumer involvement, the more they influence consumers when making purchasing decisions for skin care products at the Somethinc brand.

Keywords: Consumer Involvement, Purchase Decision, Somethinc

INTRODUCTION

Appearance is important in building a person's self-confidence, both when interacting and during daily activities [1]. Physical appearance and body shape are also important because they will be the center of attention regarding visual self-identity [2]. As reported on the official psychology website of Semarang State University, a slim body, white skin, a sharp nose, and a clean face without acne are some of the ideal body shapes desired by Indonesian women [3]. The media also influences in formation of beauty standards, beauty products provide assumptions about the definition of beauty which are continuously repeated to create beauty standards [3]. Repeated advertising broadcasts for skin care products make people subconsciously define beauty as having white skin. This beauty standard makes many women feel insecure about their physical appearance, which can cause perpetrators to hurt themselves [3].

Maintaining and improving physical appearance can be done in various ways, one of which is by paying attention to clothing style, maintaining diet, exercising, and using cosmetics. However, using cosmetics too often can cause skin problems such as acne, blackheads, red rashes, itching, and even scaly skin-like eczema [4]. Unlike cosmetic products, skin care products are used to treat and prevent skin problems. Therefore, the use of skin care

products is needed by women and men [5]. This can be seen by the increasing need for the use of skin care products in 2022 which will reach IDR 111.83 trillion and is predicted to continue to increase [6]. The increase in the need for skin care products has led to the emergence of various brands of skin care products that encourage consumers to be more selective by looking for information before making a purchase.

Purchasing decisions are consumer decisions about which brand to buy, which involves two or more choices [7]. Purchasing decisions consist of five process stages, namely problem recognition, information search, alternative evaluation, purchasing decisions, and post-purchase behavior [7]. This also applies to consumers when making purchasing decisions on skin care products. Somethinc is a local brand that produces skin care products, it was only founded in 2019 but is already in the first position with the largest sales of 10 local brands with total sales of IDR 53.2 billion in e-commerce in the April-June 2022 period, beating Scarlet, Ms Glow, Avoskin, Whitelab, Azarine, and other well-known brands [8]. This shows that the choice of products produced by Somehinc can compete with other local brands. Choosing products that do not suit your skin's needs from a variety of product choices can cause damage to the skin such as dry skin, acne, blackheads, dermatitis or inflammation of the skin, itching or allergies, and so on [9]. Consumers need to recognize the problem, seek information, and evaluate alternative brands of skin care products that suit their skin's needs when making purchasing decisions.

Consumers as potential buyers must of course make considerations by seeking as much information as possible before purchasing. Searching for information first about the goods to be purchased aims to find out the advantages and benefits that will be obtained as well as to reduce possible risks during use. Sometimes consumers think quickly or take longer just to decide the pros and cons, the advantages or benefits that can

be obtained before they decide to buy it. In the world of marketing, this is called consumer involvement. Consumer involvement can make consumers become loyal consumers so that they not only become consumers but also marketers for a company [10]. Through consumer involvement, a company can improve its ability to communicate interactively with its consumers [11]. This communication process produces an experience for consumers so that consumers will feel and be able to determine their attitude towards a brand.

In line with previous research regarding the influence of consumer involvement on actions after purchasing, it shows that consumers who have a lot of information before purchasing, the less likely it is that disappointment will arise because consumers involve themselves in looking for product information before making a purchase [12]. Research conducted by Suma shows that purchasing decisions cannot be separated from consumer involvement, meaning that consumers are willing to devote thought and time to evaluating information about products so that the best decisions can be made based on positive or negative consequences [13]. The higher the consumer involvement, the higher the information search and evaluation process because the higher the consumer involvement will influence the consumer purchasing decision process [14]. Based on the explanation above, this research aims to find out whether there is an influence of consumer involvement on purchasing decisions for Somethinc brand skin care products.

LITERATURE REVIEW
Purchase Decisions
Purchasing decisions are a form of consumer behavior in using or consuming a particular product through a process where the process is a description of how consumers analyze various kinds of input to make decisions when making a purchase [15]. Purchase decisions are taken after going through several calculations and considering

alternatives [16]. Purchasing decisions are consumer decisions about which brand to buy, which involves two or more choices [7]. Purchasing decisions are also the stage of the decision process when consumers purchase products [17]. According to Kotler and Keller, purchasing decisions are the actions of consumers whether they want to buy or not a product [18]. The decision to buy or consume a product with a certain brand will begin with the following steps: (1) Recognition of the problem, (2) Search for information, (3) Evaluation of alternatives, (4) Purchase decision, (5) Behavior after purchase [7]. Also purchasing decisions consist of four indicators to determine purchasing decisions, including the stability of a product, purchasing decisions based on the most preferred brand, habits in purchasing products, and providing recommendations to other people [18].

Consumer Involvement
Involvement can be interpreted as the level of personal relationship felt by an individual that influences decision-making regarding basic values, goals, and understanding of the product [19]. According to Zaichowsky, consumer involvement is a person's perceived suitability for an object based on needs, values, and interests [19]. According to Setiadi, consumer involvement is a motivational status that drives and directs consumers' cognitive processes and behavior when they make decisions [20]. Consumer involvement is considered and generated by stimuli or situations that have the nature of encouragement. An important concept contained in it is consumer involvement as a form of motivation [21]. Involvement can also be said to be motivation or encouragement to process product information in situations that are by needs, goals, or values and knowledge about the product [21].
Setiadi (2008) also believes that involvement is the level of personal interest and interest that is aroused by stimuli in a specific situation so that in their presence, consumers act deliberately to minimize risks

and maximize the benefits obtained from purchase and use [20]. Another definition put forward by Dahlgren states that consumer involvement is the intensity of attention shown by buyers towards a particular product or brand [22].
According to Kapferer, involvement is an unobservable state of motivation, passion, or interest that is generated by a particular stimulus or situation and has an encouraging nature. The consequence is a type of search, information processing, and decision-making [23]. The level of consumer involvement will differ in the purchasing decision process, depending on the level of involvement in purchasing decision process which is indicated by the length of the process of selecting and comparing brands, searching for information, and the willingness to achieve maximum levels of satisfaction [23]. High consumer involvement in a product is characterized by high interest from consumers, the pleasure obtained is also high, while consumers who have low involvement will have the opposite result [24]. Kapferer & Laurent (1985) in their research introduced 5 dimensions that make someone have different involvement in making product purchasing decisions including, interest, pleasure, sign value, risk importance, and risk probability [24].

Impact of Consumer Involvement
The concept of consumer involvement is closely related to consumer behavior. Marketers need to understand the extent of consumer involvement in making purchasing decisions because it will have an impact on whether consumers become loyal or not to the brand [25]. Loyalty can be formed from the level of consumer involvement because consumer involvement is a form of consumer evaluation before deciding to buy a product [26]. Loyalty is formed by customer satisfaction which has a positive effect on the company, such as repeat purchases of products or services, and the willingness to recommend products and services to others [27].

Consumer involvement in purchasing decisions arises from consumers' concern about what they want to buy, and their interest in making the right choice [28]. In decision-making, consumer involvement is often associated with emotional outcomes. If consumer involvement is high, consumers will be more satisfied with the products they buy because they provide benefits, and a feeling of joy, pride, or pleasure. On the other hand, feelings of anger, hatred, disgust, and annoyance can arise if consumers feel that their decisions are wrong or the goods, they buy have negative effects. This shows that consumer involvement has a fairly large role in purchasing decisions. High involvement leads to decisions that include actively seeking and using information, careful processing of information, assessing and evaluating various product features before having formed beliefs, developing attitudes, and moving toward behavioral intentions and purchasing decisions. In contrast, low engagement is related to impulsive, habitual, or routine behavior that does not require extensive information processing [14].

MATERIALS & METHODS

This research is quantitative research with an explanatory nature. The population in this study were all people who live in Indonesia with a sample size of 370 people. The sampling technique used is accidental sampling, namely a sampling technique that happens to be available in a place according to the research context [29]. By selecting participants who are easy to obtain, based on their availability and willingness to become respondents, but still following the criteria set by the researcher [30]. The criteria for respondents determined by researchers were 13-30 years old, familiar with some skin care products, and using social media as a means of accessing information related to skin care products.

Data were collected using a Google form in the form of a Likert scale with 5 answer choices as shown in Table 1.

Table 1. Scale Determination Table

Favorable		Unfavorable	
Answer Choices	**Score**	**Answer Choices**	**Score**
Strongly Agree	5	Strongly Agree	1
Agree	4	Agree	2
Neutral	3	Neutral	3
Don't Agree	2	Don't Agree	4
Strongly Disagree	1	Strongly Disagree	5

This research uses 26 purchasing decision items [31]. Consumer involvement contains 15 items designed by Kapferer & Laurent [25]. Then it is modified by the researcher according to research needs and then further tests are carried out.

STATISTICAL ANALYSIS

The validity test used in this research is content validity. The assessment of the items on the scale cannot be based solely on the researcher's assessment, but also requires an agreed assessment from several competent assessors (professional judgment) [32].

Table 2. Purchase Decision Reliability Scale Table

Cronbach'sAlpha	N of Items
.885	26

Table 3. Consumer Involvement Reliability Scale Table

Cronbach's Alpha	N of Items
.932	15

The reliability test was carried out on 26 purchasing decision items that had good item differentiation and obtained a reliability result of 0.885. On the consumer involvement scale, 15 items obtained a reliability result of 0.932. A reliability coefficient approaching 1.00 means that the measurement is increasingly reliable [33].

Data were analyzed by processing data in the SPSS 26.0 for Windows program.

The normality test in this study used the one-sample Kolmogorov-Smirnov statistical test with the help of SPSS version 26 for Windows. If the significance value is > 0.05 it means the data is a normal distribution [34].

Table 4. Normality Test Table

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		370
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	8.24252407
Most Extreme Differences	Absolute	.046
	Positive	.046
	Negative	-.029
Test Statistic		.046
Asymp. Sig. (2-tailed)		.062[c]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Based on the table of normality test results above, the significance value shows that p = 0.062 > 0.05. So through this significance value, it can be concluded that the research data for purchasing decision variables and consumer involvement are normally distributed.

The norm used to determine the linear relationship between the independent variable and the dependent variable is if the Sig. linearity in the ANOVA table is < 0.05, so the conclusion is that there is a linear relationship between the independent variable and the dependent variable [35].

Table 5. Linearity Test Table

ANOVA Table			Sum of Squares	df	Mean Square	F	Sig.
Purchase Decision*	Between Groups	(Combined)	23450.500	47	498.947	7.747	.000
		Linearity	18756.914	1	18756.914	291.240	.000
Consumer Involvement		Deviation from Linearity	4693.586	46	102.034	1.584	.013
	Within Groups		20737.989	322	64.404		
	Total		44188.489	369			

Based on the table above, it can be seen that the linearity significance value is 0.000, so the p-value = 0.000 < 0.05. Therefore, it can be concluded that the consumer involvement variable has a linear relationship with the purchasing decision variable.

This research aims to find out whether there is an influence of consumer involvement on purchasing decisions. The hypothesis test used in this research uses a simple linear regression data analysis method with the help of SPSS 26.0 for Windows.

The test used is the t-test, by looking at the test results in the form of a t value which shows how big the difference is between the two variables, and the p-value which shows how significant the difference is between the two variables. If the significance value of the t-test is <0.05 then H0 is rejected and Ha is accepted, meaning that there is an influence between the two research variables [29].

Table 6. Hypothesis testing

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	69.220	2.196		31.518	.000
	Consumer Involvement	.655	.040	.652	16.475	.000

Based on the table above in the hypothesis test, the significance value is 0.000 < 0.05.

So it can be concluded that there is an influence of consumer involvement on

purchasing decisions for skin care products of the Somethinc brand.

The hypothesis in this research is involvement consumers have a positive influence on purchasing decisions. Therefore, to test the research hypothesis, researchers used a simple linear regression data analysis method with the help of the SPSS 26.0 for Windows program. A variable is said to have a significant influence if the significance value is $p < 0.05$.

Table 7. Regression Calculation Analysis table

Model		Sum ofSquares	df	Mean Square	F	Sig.
1	Regression	18756.914	1	18756.914	271.416	.000[b]
	Residual	25431.575	368	69.108		
	Total	44188.489	369			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Consumer Involvement

Based on the table, the p-value = 0.000, where $p = 0.000 < p = 0.05$. Through this value, it can be concluded that the consumer involvement variable has a significant influence on purchasing decisions. So the model in this research can be accepted, namely Consumer Involvement has a Positive Influence on Purchasing Decisions for Skin Care Products in the brand Somethinc.

Table 8. Determinant Coefficient Table (R2)

Model	R	R Square	Adjusted RSquare	Std. Error ofthe Estimate
1	.652[a]	.424	.423	8.313

Based on the table above, the determinant coefficient (R-square) value is 0.424 or 42.4%. This shows that there is an influence of consumer involvement on purchasing decisions, while the remaining 57.6% is influenced by other factors not examined in this research.

RESULT
Based on the regression line equation obtained from the results of the regression analysis test, it is $Y = 69.220 + 0.655$ Thus, the more positive consumer involvement is, the higher the individual purchasing decision will be in purchasing skin care products from the Somethingnc brand. Based on the results of the descriptive analysis that has been carried out, the empirical mean of the consumer involvement variable is greater than the hypothetical mean (54.12 > 45).

Table 9. Categorization of Consumer Involvement

Range Value	Categorization	Amount	Percentage (%)
X - 35	Low	15	4,1%
35 ≤ - X < 55	Medium	180	48,6%
55 ≤ X	High	175	47,3%
Total		370	100%

Based on the categorization of consumer involvement variables, it can be seen that there are 15 people (4.1%) in the low category, 180 people (48.6%) in the medium category, and 175 people (47.3%) in the high category. Based on this data, it can be seen that the majority of respondents fall into the high category, so the subjects in this study show strong consumer involvement in understanding information about Somehinc products.

Table 10. Categorization of Purchase Decisions

Range Value	Categorization	Amount	Percentage (%)
X - 60,7	Low	0	0%
60,7 ≤ X < 95,3	Medium	74	20%
95,3 ≤ X	High	296	80%
Total		370	100%

Based on the presentation of the purchasing decision variable category table above, it can be seen that there were no respondents (0%) with a low level of purchasing decision (not buying) Somethinc brand skin care products, as many as 74 respondents (20%) subjects with a medium level of purchasing decision (between willing buy or not), and as many as 296 respondents (80%) with a high level of purchase decision (willing to buy) Somethinc brand skin care products.

The Influence of Consumer Involvement on Purchasing Decisions

In this research, the hypothesis tested is that consumer involvement has a positive effect on purchasing decisions for Somethinc skin care products. This means that the higher the consumer's involvement regarding the brand, the more it influences consumers to buy the Somethinc brand skin care products. After testing, results were obtained which showed that the hypothesis was accepted so that it could be concluded that there was a positive influence of consumer involvement on the decision to purchase Somehinc skin care products. Purchasing decisions are influenced by several factors, but in this research, the researcher's focus is based on psychological factors, namely consumer involvement. If consumer involvement is high, consumers will be more satisfied with the products they buy because they provide benefits, and a feeling of joy, pride, or pleasure. Loyalty can be formed from the level of consumer involvement because consumer involvement is a form of consumer evaluation before deciding to buy a product [26].

DISCUSSION

Based on the data that has been collected, it is known that 58 people (15.7%) of the subjects who participated in filling out the scale were male and 312 people (84.3%) of the subjects who participated in filling in the scale were female.
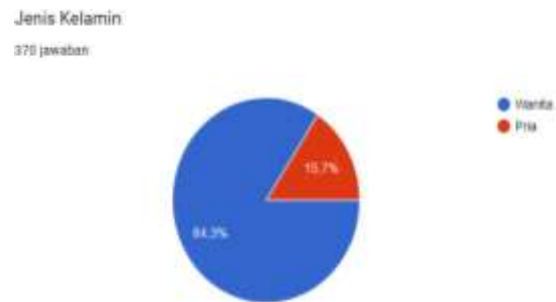

Image 1. Gender

This shows that in this study all of the respondents were women. According to gender theory, women are described as having feminine characteristics such as being delicate, weak, sensitive, polite, and timid [36]. Based on the results of research conducted by Diana, women tend to make purchasing decisions more easily for the products offered due to the influence of feminine feelings and are more sensitive when seeing advertisements on social media [37]. Based on observation data conducted by researchers on Somethinc Instagram, shows that the majority of women are actively asking questions and providing comments regarding advertised products.

CONCLUSION

Consumer involvement is proven to influence 42% and has a positive influence on purchasing decisions for Somehinc skin care products. This means that the higher the consumer involvement, the more willing consumers are to devote their time to searching for and collecting information, and evaluating brand-related information, and the more it influences consumer purchasing decisions. However, in this research there is a shortcoming, namely that the geographical distribution of respondents is still too wide with an uneven distribution, so that in future research it is hoped that we can divide respondents into only one particular area or divide them into several regional categories proportionally. In future research, it is also better to use a form rather than a Google form so that it can be more accurate in ensuring that respondents are filling out the form seriously.

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