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**Does Your Targeted Customer Really Wants to Buy Online?
A Guide to Analyze Customer Purchase Decision on
Local Brand Personal Care Product**

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***Abstract** – Personal care product is part of the activities that make us physically comfortable. To provide this comfort, a person needs to apply a product that suitable the most. Local brand product is also on the rise because of the love-local-product campaign and the recently appear brand can compete with the international product regarding to the composition, ingredient and function of the product. Surprisingly, with this competitive product quality, local brand provides the lower price that make local customer easy to choose to shift from international to local brand. To prove that the local people has willingness to purchase local brand for their personal product, this research provide framework and guide to conduct in-depth interview and a concept for other research method. E-WOM, product innovation, product quality, product review, social media marketing, and pricing can predict customer purchase decision in online platform.*

Keywords: personal care product, decision to purchase, online platform.

I. INTRODUCTION

Not only the face that needs to be treated, but also hair and other body parts. Many local Indonesian brands are now involved in making personal care products. Various choices of body care products are now increasingly available in the market and are easy to find. Personal care treatment consists of toileting and cleaning activity such as bathing, shampooing, brushing teeth, moisturizing the skin, wearing fragrances, using brightening stuff, make-up, oral hygiene, shaving, foot care, cleaning intimate area, applying product to the skin to prevent sores and other relevant product for head to toe.

Personal care product supports and be around our everyday activity. That can be the reason that personal care product must be selected specifically that comfort personal routine. Popular product can be the easiest to choose, but then due to its character such as formula that applicable for different climate, demography, limited access to reach the product, local brand can be the alternative.

In service industry, localness has substantial impact on brand loyalty compared to the global one (Rambocas & Narsingh, 2022). In contract, global brand is more attractive for fashion industry (Akturan & Bozbay, 2018). *Glocal* brand also can be considered in this research, local brand that has stronger clarity over global brand or when the global brand wants to entry the local market by adopting the local character (Vaziri, Llonch-Andreu, & López-Belbeze, 2021). The modern attitude arise from globalization has significant effect to global brand purchase intention but not happen to local product (Srivastava, Gupta, & Rana, 2021). These phenomena require a further study especially in personal care product segment.

Online platform enable customer find the most suitable personal care product with specific criteria according to consumer interest. Technology advancement shifts the purchasing behaviour that enable customer has wider option, brand and available to purchase 24/7. So, the purchase decision by using online platform also increase the assurance in making decision. The purpose of this research is to gather the aspect that strengthening the purchasing decision on personal care product through online platform. For future research, this relevant aspect will be developed as guideline in research that using experiment approach. For quantitative research, the supporting factor in purchase decision can be

the dimension that can be developed into indicator and question items. This research is the first stage on idea development in conducting in-depth interview.

II. METHODS

The methods of this research are to map the aspect that enable the potential customer buy a personal care product through online platform. The online platform itself consist of website selling, e-commerce, social media and business through messenger app.

This research is useful for brand that produce personal care product with customer segment from local to assure whether their potential customer decide to purchase or not. In the research point of view, this guideline can be use as the indicator for future research regarding to the similar topic or for research experiment in detecting people decision in purchasing local brand personal care product.

III. RESULTS AND DISCUSSION

To prove that customer decide to purchase local brand personal care product, this research classify based on the e-word of mouth, product innovation, product quality, product reviews, service quality, and price on their purchase decisions.

Purchase decision is the ultimate purpose of this research due to the final execution of intention, willingness, and consideration. Decision to purchase means that buyer believe about product existence, product is easy to use, easy to dispose, promised benefit or in this case product well functioned, and interesting packaging (colour, shape, size) (Salem, 2018).

To make sure that the dimension of purchase decision achieves, supporting aspect are listed as e-word of mouth, product innovation, product quality, product review, social media marketing, and pricing.

E-word of mouth has phenomenal implication on positive and negative respond of consumer and potential consumers. A positive WOM work effective on the consumer who use their social network in positive way, for instance, not anonymous, interactive with the follower or following and has personal closeness with their friend (Y. Li, Wu, & Li, 2020). In the

other point of view, the “tall poppy syndrome” will affect faster and wider to the consumer perception of our product. So, local brand product must be aware of the gloating behaviour (Hornik, Shaanan Satchi, & Rachamim, 2019). This behaviour produce joy over someone misfortune.

Product quality in comparison of foreign and domestic brand is interesting to discuss. In developing country most likely to purchase foreign brand if there is any alternative, especially when it comes to purchase for other (Yu, Zhou, & Huang, 2021). For personal care, the alternative of foreign brand is highly favourable. Even if local brand can develop the formula, packaging and promising result as the early popular foreign brand, the competition still can be unfair due to the general perception.

Product review has impact significant to customer expectation over a product. Positive review has higher expectation. If the product function or feature is not well delivered, has possibility in customer returning the product (M.-Y. Li, Zhao, Zhang, Ye, & Li, 2021; X. Li, Ma, & Chu, 2021). That is why positive review is not always a positive business signal. Service quality from local and foreign service company is in the strict competition due to the customer demand of innovation and technology advancement to make their activity easier (Moghavvemi, Lee, & Lee, 2018).

Social media marketing is the effort of the product to communicate their product or service and how to interact with the customer. Social media marketing has significant impact to the purchase decision (Hanaysha, 2018).

Pricing strategies works for specific product that has strong characteristic. Customer wants to pay above their expected price for a product that has special character (Rödiger, Plaßmann, & Hamm, 2016).

To define purchase decision, 6 aspect consist of e-word of mouth, product innovation, product quality, product review, social media marketing, and pricing must be analysed. Local brand is the product where the initial creation, development, and marketing is in a national scope. The customer also centred and dominated from one nation where the product initiated.

The dimension of this purchasing decision aspect can be explored to become indicator for

quantitative regression or path analysis research. For quantitative research can be used as the framework for in-depth interview or experimental research. The question listed as follow.

Table 1. Component of Purchase Decision

E-WOM	
<ol style="list-style-type: none"> 1. Platform assistance 2. Venting negative feelings 3. Concern for Other Consumer 4. Extraversion/positive self-enhancement 5. Social Benefits 6. Economic Incentives 	<ol style="list-style-type: none"> 1. I often access product information through social media. 2. The product provides a means for consumers to interact about the product online through social media. 3. I feel confident about the product because of the many reviews that are shared from consumers using social media regarding the product. 4. I provide a review of the product on the platform provided. 5. I understand the quality and product variance of the content recommendations made by influencers. 6. I see a lot of negative comments from other social users regarding the product. 7. I recommend the product to others. 8. I can see and feel the willingness of others to publish the product. 9. I get product recommendations from other consumers who use social networking sites. 10. I am interested in buying the product because of the many positive comments from social media users. 11. I am confident when recommending products. 12. I am willing to use the product. 13. I already use the product. 14. It helps me when looking for information about products from social media and websites. 15. I get information about product benefits from social media and

	<ol style="list-style-type: none"> websites. 16. I benefit from the product financially. 17. I benefit from the product in a non-financial way.
Product Innovation	
<ol style="list-style-type: none"> 1. Line extensions 2. Me-too products 3. New products 	<ol style="list-style-type: none"> 1. The product has a wide variety of product choices. 2. I think the product offers products at an affordable price. 3. The product is able to create uniqueness in its product packaging. 4. Is a treatment product that is currently popular. 5. I am interested in using the product because it is popular. 6. I use the product because it is popular. 7. Including new products in the care industry. 8. The variants issued by the product are very innovative so that they have a special attraction for consumers 9. Product development carried out by the product has succeeded in attracting the attention of consumers.
Product Quality	
<ol style="list-style-type: none"> 1. Performance 2. Endurance 3. Compatibility 4. Features 5. Reliability 6. Aesthetics 7. Quality Impressions 8. Serviceability 	<ol style="list-style-type: none"> 1. I know that the product has the benefit of brightening and making skin look healthier. 2. The product is easy to apply or use on the skin. 3. The product is well packed. 4. The product has good packaging durability. 5. Can brighten the skin in a short time. 6. Can moisturize the skin. 7. Has a fragrant aroma. 8. Has the impression of a luxurious fragrance. 9. Have products for every need for body, hair, and facial care. 10. Has a fragrant aroma variant so that it can adjust consumer desires. 11. Has a safe packaging and is not easy to leak. 12. The ingredients in the product are safe for all skin types. 13. The benefits of the product are guaranteed

	<p>according to its quality</p> <p>14. Attractive packaging.</p> <p>15. The texture of the product is comfortable to use.</p> <p>16. The use of attractive product colours.</p> <p>17. Attractive product logo.</p> <p>18. Attractive product labels.</p> <p>19. Quality products.</p> <p>20. I look for products when I have skin problems.</p> <p>21. I trust products when I have skin problems.</p> <p>22. The range of products is my top priority in choosing skin care products.</p>
Product Review	
<p>1. Give feedback about visual beauty.</p> <p>2. Provide feedback about the function.</p> <p>3. Provide feedback about no problems that occur.</p>	<p>1. I give a review on the online platform after I buy the product.</p> <p>2. I give a review voluntarily.</p> <p>3. I give a review if the product is visually appealing.</p> <p>4. I give a review if the product works well.</p> <p>5. I give a review if the product is not problematic.</p>
Social Media Marketing	
<p>1. The effort to communicate the product by using social media.</p> <p>2. The effort to reach customer of the social media.</p>	<p>1. I get the promotion notification.</p> <p>2. I get the message of the product.</p> <p>3. I get the info of the product function.</p> <p>4. I have interest to purchase the product.</p> <p>5. I have willingness to purchase the product.</p>
Pricing	
<p>1. Price range</p> <p>2. Price threshold</p> <p>3. Price classification</p>	<p>1. The product price is in my price range reference.</p> <p>2. The product price is fit the benefit of the product.</p> <p>3. In general, the product of this brand is cheap.</p> <p>4. I will still consider to purchase the product even the price is increasing.</p> <p>5. This product price is cheaper than the product that has similar function.</p> <p>6. I will still consider to purchase the product even the price is above the more popular brand.</p>

	<p>7. I will still consider to purchase the product even the price is above the global brand.</p>
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IV. CONCLUSION

The component in the table 1 can be the guideline to conduct interview, experiment or develop for future research in quantitative. This research expected to have the framework to predict customer purchase decision and E-WOM, product innovation, product quality, product review, social media marketing, and pricing can be the major factor. Other factor that has relation with behavioural aspect is excluded in this framework. Future study will relate mental well-being also needs to be examined, and specific product like culture or ethnicity, halal or diet aspect (Dogerlioglu-Demir & Tansuhaj, 2011; Rachmawati, Suliyanto, & Suroso, 2022; Staniewski & Awruk, 2022). This research also not include the family product where the consumer and purchaser might be distinctive (Chikweche, Stanton, & Fletcher, 2012).

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