THE EFFECT OF CONSUMER VALUE AND PERSPECTIVE OF VALUE TO INTENTION TO BUY THROUGH ATTITUDE ON ORGANIC PERSONAL CARE PRODUCTS IN JAKARTA

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ABSTRACT

The problem of this research was to identify the impact of consumer value and perspective of value to intention to buy through attitude, which is addressed to organic personal care product.

The objective of this research was to analyze the effect of consumer value and perspective of value to intention to buy through attitude in organic personal care product.

The methodology of this research was quantitative approach. Data were collected by 140 users of skin and hair care’s users at mall in Jakarta. The variable factors that used on this research are consumer value (health consciousness, environmental consciousness and appearance consciousness), perspective of value, attitude and intention to buy. Data analysis used Structural Equation Modelling (SEM).

Finding and contribution in this research was environmental consciousness, appearance consciousness, and perspective of value have positive effect on attitude; and attitude has positive effect on intention to buy organic personal care products.

Research limitation/implication in this research was the data only being collected in Jakarta. These findings here provide suggestion in order to increase intention to buy organic personal care, a product owner need to focus on ecological beauty, values and informational knowledge of organic benefit in their communication campaign.

Keywords: Consumer; Value; Attitude; Intention, Organic.
INTRODUCTION

Awareness of the destruction of natural resources increases efforts to protect nature, one of which is ecofriendly consumption or green consumerism. In the consumer industry, green products are gaining popularity in the market, where more and more consumers are looking for greener or environmentally friendly products (Mariam, 2016; Mariam & Ramli, 2017). Besides food products, industries that have a large market are the personal care sector (Kim and Chung, 2011).

Euromonitor International (2014) states that in 2013 many beauty and personal care products in Indonesia used natural ingredients. As consumers began to realize the dangers of using beauty products and personal care made from chemicals, consumers began to look for products made from natural which have the same function as products made from chemicals. During 2013 several Brands launched new products containing natural ingredients such as Oriflame (ecobeauty / organic series), The Body Shop Nutriganic series (organic-certified skin care), and Martha Tilaar as a local company also launched a new product line namely Sariayu Solusi Organic.

With the growing organic personal care market in Indonesia, it is vital for marketers to understand the characteristics and behavior of consumers towards the use of these products so that companies can formulate effective marketing strategies (Ramli, 2010; Ramli & Sjahruddin, 2015; Ramli, 2012a).

Much research has been done on the segmentation and behavior of consumers towards organic food products (Karakaya, 2014; Zhou et al., 2013) while very little research has been done on consumer behavior towards organic personal care products. Because the food and personal care product categories have very different consumption behaviors, further research is needed to determine the user profile of organic personal care products. Consumers with different values will show different behaviors related to the use of organic personal care products. In terms of consumption of organic food, values related to health (health) and the environment (environmental) and perspective values (perspective of value) such as self respect and enjoyment affect attitudes towards buying organic food (attitude toward buying organic food (Chryssohoidus and Kristallis, 2005).

But unlike food, skin care / hair care products are used to influence the appearance of consumers so that the value associated with appearance also influences attitudes
toward purchasing personal care products (attitude toward buying organic personal care) which then influences purchase intention (intention to buy) (Kim and Chung, 2011). The influence of the perspective of value has not been examined (Ramli, 2012b; Ramli, 2013), therefore this research will focus on the influence of consumer value and perspective of value on attitude toward buying (Ramli, 2016a; Ramli, 2016b) organic personal care and intention to buy.

**Formulation of the Problem**

The formulation of the problem is:

1) Is there a positive influence of consumer's value (health consciousness, environmental consciousness and appearance consciousness) on the attitude toward organic personal care?

2) Is there a positive effect of perspective of value on attitude toward organic personal care?

3) Is there a positive effect of attitude toward organic skin / hair care on intention to buy organic personal care?

**Definition of Terms**

Consumer's value: belief, a goal to be achieved by consumers (Zhou et al., 2013) in the context of this study, consumer's value referred to are those related to:

1. **Health consciousness**: A person's awareness to have a healthy attitude (Kim and Chung, 2011).

2. **Environmental consciousness**: A person's awareness to improve their environmental conditions (Kim and Chung, 2011).

3. **Appearance consciousness**: The concept of one's perception, feelings and thoughts about one's body, especially in terms of appearance (Argyrides and KKeli, 2013).

**Perspective of value**: The value that is most inherent in an individual is among the variations in the value system in which the individual is located, for example, more "self respect" chosen compared to "security", and "power" (Blackwell et al., 2001).

**Attitude toward organic personal care**: Evaluation of the attitude of an object, for example the most preferred product, has high quality (Blackwell et al., 2001); in this study the object evaluated was organic personal care (skin / hair care).
Intention to buy organic personal care: what represents what consumers think they will buy (Blackwell et al., 2001); where in this study whether they would buy organic personal care (skin / hair care) or not.

LITERATURE REVIEW

Consumer Value
Values are the overall assessment of consumers of the benefits of a product based on perceptions of what is received or what is given from the product (Ramli, 2017a), and focus on consumer benefits or the worth (worth) of using a product (Kim and Chung, 2011). Exploring consumers’ values is one way to understand why consumers vary greatly in decision making. Values reflect 3 universal needs of human existence, namely biological needs, social interaction needs, and the need to survive in groups and work. The nature of the permanence of values and their central role in nature makes it often used to understand many aspects of consumer behavior, including understanding advertising, product selection, brand selection and market segmentation (Blackwell et al., 2001).

Perspective of Value
The term value is defined as the basis that guides someone to choose an action, assesses other people and events and explains the reasons for an action or judgment (Schwartz, 2012). Therefore the value of a person is abstract, rooted in guiding, maintaining or explaining one’s attitudes, norms, opinions and behavior (Ester et al., 1994). People refer to values as rules when asked to give an assessment of the environment (Ramli, 2017b), other people and certain objects (e.g. BrunsÅ, et al., 2004). Values are important factors that can explain the existence of social, personal organization and a change (Puteri & Ramli, 2017). Values have an important role not only in sociology, but also in psychology, anthropology and other related sciences. Values are often used to characterize a person and society, and explain the motivational basis of an attitude and behavior (Schwartz, 2006).

Attitude
Kotler and Keller (2014) defines attitudes as evaluations, emotional feelings and propensities for actions that are beneficial or unfavorable and enduring for a person
against a particular object or idea. Attitude puts all of that into the framework of thoughts that like or dislike certain objects that move near or away from those objects. Attitudes cause people to behave consistently towards similar objects. Attitude, a key concept in the social and psychological fields, is a psychological tendency expressed through the evaluation of certain entities with certain levels of liking or dislike (Huang et al., 2013). Attitude can vary from several dimensions and properties. The two fundamental characteristics of attitude are valence and extremity. Attitude validity is whether the attitude is positive, negative or neutral. While the attitude extremity reflects the intensity of likes or dislikes. The validity and extremity of attitude are important in a number of ways, especially when we are going to segment consumers based on their preferred level of attitude towards certain things (Blackwell et al., 2001). Attitude, expressed in the form of level of liking or dislike (Eagly and Chaiken, 1993, p. 1). Attitude greatly influences consumer behavior (Kraus, 1995), especially when they are faced with many choices, someone tends to choose something that has the highest value according to his judgment in terms of attitude (Arvola et al., 1999).

**Purchase Intention**

Peter and Olson (2005) see the subject in interaction and exchange of experiences. They define consumer behavior as a process that involves thoughts and experiences and feelings in the consumption process. Consumer purchasing decisions are very complex and purchase intentions are usually related to consumer behavior, their perceptions and attitudes. Purchasing behavior is an important key to seeing consumers while considering and evaluating certain products (Kotler and Keller 2014). The intention of buying is an effective tool in predicting the buying process. Purchase intention can be defined as the intention of individuals to buy certain brands that they have chosen for themselves after conducting certain evaluations (Khan, Tauqir and Salman, 2012). Halim and Hamed (2005) explain purchase intentions occur when a number of customers have plans to buy products in the future and make repeat purchases and contact again to buy certain products. According to Hellier (2003), purchase intention is a decision made individually to buy or use the services / products provided by the same company. Every company needs to create purchase intentions for every consumer who has used a product or service. Purchase intention in companies can foster long-term relationships with consumers and make the company the first choice by consumers.
According to Spears and Singh (2004), purchase intention is someone who plans in the subconscious to make an effort to buy a brand.

**Conceptual Framework**

**Gambar 1:** Conceptual Framework

Hypothesis Formulation

**H1:** *Health consciousness positively influences attitude toward organic personal care*

**H2:** *Environmental consciousness positively influences attitude toward organic personal care*

**H3:** *Appearance consciousness positively influences attitude toward organic personal care*

**H4:** *Perspective of Value positively influences attitude toward organic personal care*

**H5:** *Attitude toward organic personal care positively influences intention to buy organic personal care*

**RESEARCH METHODS**

**Research Design**

This study refers to research conducted by Karakaya (2014). The research method used is correlational research which aims to detect the extent to which variations in a factor are related to variations in one or more other factors based on the correlation coefficient. The independent variable "dependent variable" of this study is consumer value (health consciousness, environmental consciousness and appearance consciousness) and perspective of value, and the dependent variable "independent
variable” is intention to buy organic personal care. The intermediate variable is attitudes toward organic personal care.

Samples and Data Collection
The sampling method used in this study is purposive sampling, which is sampling based on considerations where the sample chosen is based on certain criteria (Hermawan, 2013) that are in accordance with the research criteria. The sample chosen was consumers who shop at cosmetics stores in malls located in Jakarta. Data collection was carried out by distributing questionnaires directly to 150 respondents. According to Roscoe (1975) the requirements for determining sample size ie sample sizes over 30 and less than 500 are appropriate for most studies. In multivariate studies (including multiple regression analysis), the sample size should be 10x larger than the number of variables in the study. Hair et al (2006) also added, for regression analysis, it is recommended that 15 to 20 observations per independent variable. Target respondents were consumers who made purchases of premium cosmetic products at the mall, namely Martha Tilaar Shop products, The Body Shop, The Face Shop, Loccitane, Bath and Body Works, Victoria Secret and the counter Sogo Department Store. After distributing to 150 respondents, it is known that 140 respondents have filled in accordance with the provisions and the respondents' answers will be used in research.

DATA ANALYSIS METHOD

Structural Equation Model (SEM)
In this research, data processing with AMOS 20 is used as software for structural equation model (SEM) with confirmatory factor analysis (CFA) method. SEM is a procedure for estimating a series of dependency relationships between a set of concepts or constructs represented by several variables that are measured and incorporated into an integrated model (Maholtra, 2010). In SEM, constructs are latent or concepts that cannot be directly observed, which can be conceptually defined but cannot be measured directly or without errors. Also referred to as a factor, a construct is measured by various indicators or observed variables.

In this study, researchers used a research model of exogenous variables and endogenous variables in the form of observable variables. Researchers do not use latent variables because the totals for exogenous and endogenous variables have been made
before using SPSS software after the validity and reliability of the measuring devices are known.

RESULTS AND DISCUSSION

Analysis of Results and Interpretation
Data analysis was obtained from the results of testing the hypothesis. The purpose of hypothesis testing is to find out whether the tested H0 hypothesis is accepted or rejected. This can be seen by looking at the significance value (p) of each hypothesis test result. The error tolerance limit (α) of acceptance and rejection of the hypothesis is 5%. If p <α or <0.05, there is a significant effect of variable x on the variable y.

In this study, the authors used the help of AMOS software to test the research hypothesis. The model used is a model with observable variables. For more details about the results of calculations with AMOS software, here are pictures of AMOS results in Ustandardized Solution and Standardized Solution:

Gambar 2: AMOS Unstandardized Solution model for regression of health consciousness, environmental consciousness, appearance consciousness and perspective of value towards attitude toward organic personal care and intention to buy organic personal care.
Gambar 3: AMOS Standardized Solution model for regression of health consciousness, environmental consciousness, appearance consciousness and perspective of value towards attitude toward organic personal care and intention to buy organic personal care.

The results of the data analysis shown in the figure are summarized in the following table:

**Tabel 1: Dimension Value Perception Regression Test**

<table>
<thead>
<tr>
<th>IV</th>
<th>DV</th>
<th>Estimate</th>
<th>S.E.</th>
<th>C.R.</th>
<th>P</th>
<th>Keterangan</th>
</tr>
</thead>
<tbody>
<tr>
<td>AT</td>
<td>HC</td>
<td>-0.072</td>
<td>0.051</td>
<td>-1.194</td>
<td>0.233</td>
<td>Tidak</td>
</tr>
<tr>
<td>AT</td>
<td>EC</td>
<td>0.220</td>
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<td>2.534</td>
<td>0.011</td>
<td>Signifikan</td>
</tr>
<tr>
<td>AT</td>
<td>AC</td>
<td>0.284</td>
<td>0.072</td>
<td>3.960</td>
<td>***</td>
<td>Signifikan</td>
</tr>
<tr>
<td>AT</td>
<td>PV</td>
<td>0.229</td>
<td>0.100</td>
<td>2.280</td>
<td>0.023</td>
<td>Signifikan</td>
</tr>
<tr>
<td>PI</td>
<td>AT</td>
<td>0.567</td>
<td>0.089</td>
<td>5.79#</td>
<td>***</td>
<td>Signifikan</td>
</tr>
</tbody>
</table>

**Hypothesis # 1**

Health consciousness positively influences attitude toward organic personal care. Based on the results of data analysis, it is known that the value of CR (t) = -1.194, with an estimate (β) = -0.072 and a significance level (p) = 0.233 > 0.05. Because the value of p > 0.05 then H0 fails to be rejected and H1 is rejected, which means that there is no effect of health awareness on attitude toward organic personal care. Thus the higher the health consciousness, the less positive the evaluation / consumer perception of organic personal care products or the lower the health consciousness, the less negative the evaluation / consumer perception of the organic personal care product may be.
Hypothesis # 2
Environmental consciousness positively influences attitude toward organic personal care.
Based on the results of data analysis it is known that the value of CR (t) = 2,534, with an estimate (β) = 0.220 and a significance level (p) = 0.011 < 0.05. Because the value of p < 0.05 then H0 is rejected and H1 is accepted, which means there is a positive influence of environmental consciousness on the attitude toward organic personal care. Thus the higher the environmental awareness, the more positive the evaluation / consumer perception of organic personal care products, conversely the lower the environmental consciousness the more negative the evaluation / consumer perception of organic personal care products.

Hypothesis # 3
Appearance consciousness positively influences attitude toward organic personal care.
Based on the results of data analysis it is known that the value of CR (t) = 3,960, with an estimate (β) = 0.284 and a significance level (p) = 0.000 < 0.05. Because the value of p < 0.05 then H0 is rejected and H1 is accepted, which means there is a positive influence of appearance consciousness on attitude toward organic personal care. Thus the higher the appearance of consciousness the more positive the evaluation / consumer perception of organic personal care products, conversely the lower the appearance of consciousness the more negative the evaluation / consumer perception of organic personal care products.

Hypothesis # 4
Perspective of Value positively influences attitude toward organic personal care.
Based on the results of data analysis it is known that the value of CR (t) = 2,280, with an estimate (β) = 0.229 and a significance level (p) = 0.023 < 0.05. Because the value of p < 0.05 then H0 is rejected and H1 is accepted, which means there is a positive influence of perspective of value on the attitude toward organic personal care. Thus the higher the perspective of value, the more positive the evaluation / consumer perception of organic personal care products, conversely the lower the perspective of value the more negative the evaluation / consumer perception of organic personal care products.
Hypothesis # 5

Attitude toward organic personal care positively influences intention to buy organic personal care.

Based on the results of data analysis, it is known that the value of CR (t) = 5.798, with an estimate (β) = 0.567 and a significance level (p) = 0.000 <0.05. Because the p value <0.05 then H0 fails to be rejected and H1 is accepted, which means there is a positive influence of Attitude toward organic personal care on the intention to buy organic personal care. Thus the more positive evaluation / consumer perception of organic personal care products, the higher the purchase intention of organic personal care products, conversely the more negative the evaluation / consumer perception of organic personal care products the lower the purchase intention of organic personal care products.

Discussion of Research Results

Hypothesis 1

Based on the results of hypothesis 1 testing, it can be concluded that there is no effect of health consciousness on attitude toward organic personal care at a significant level of 0.05.

Kim and Chung (2011) define health consciousness as one’s awareness to have a healthy attitude. Blackwell et al (2001) define attitude toward organic personal care as an evaluation of the attitude of an object, for example the most preferred product, has a high quality; in this study the object evaluated is organic personal care (skin / hair care). So with an increase in awareness of health does not necessarily lead to a more positive assessment of an organic personal care product. Through this study, it was found that consumer behavior in buying organic food is different from organic personal care products, according to Karakaya (2014) health consciousness positively influences attitude toward organic food while in organic personal care products, health consciousness does not affect attitude toward organic personal care.

CONCLUSION

Based on the results of hypothesis testing, it is known that of the three consumer values, there are two variables, namely environmental consciousness, appearance
consciousness which has a positive effect on attitude toward organic personal care. The perspective of value variable also has a positive effect on attitude toward organic personal care.

Attitude toward organic personal care also positively influences intention to buy organic personal care.

MANAGERIAL IMPLICATIONS

The results of this study found that consumers will receive more marketing messages that emphasize environmental benefits and appearance (ecological beauty) compared to health benefits.

In addition, it is important to inform consumers and increase awareness about organic personal care. Attributes from organic personal care must be clearly communicated to consumers, for example by communicating information about the advantages of organic personal care products compared to non-organic organic products that are richer in nutrition and environmentally friendly, even using organic certification and label attributes to increase their trust in organic products.

REFERENCES


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