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The Relationship Between Brand-Minded Lifestyles and Reference Groups with Intentions to Buy Cosmetic Products in Working Women

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Abstract.

The emergence of cosmetic products is growing with time, technology, and lifestyle. Its impact can be easily found in women as the main sales target who have a tendency to have a brand-oriented lifestyle, otherwise known as brand minded lifestyles. Individuals who have these lifestyles are only oriented to buying and using well-known, expensive and exclusive branded products. This buying behavior is also entangled with the existence of a reference group that acts as a reference point in forming beliefs, attitudes and behavior. This study aims to determine the relationship between brand-minded style and reference groups with the intention of buying cosmetic products among working women. The population is women who work at PT Amaan Indonesia Sejahtera South Lampung Area, amounting to 45 people with a total sampling technique. The data collection method used a 27-item intention scale (α = 0,903), a 19-item brand-minded lifestyle scale (α = 0,866) and a 25-item reference group scale (α = 0,864). The data analysis technique used a multiple linear regression analysis. The results showed that the value of R = 0,556 and the value of F = 0,9401 with sig 0,000 ($p<0,05$); stating that there is a relationship between a brand-minded lifestyle and reference group with the intentions to buy cosmetics products in working women, with an effective contribution of 30.9% consisting of 21.9% in the reference group, and 9% from the brand minded lifestyle group.

Keywords: Strategy, Culture, Conflict, Society, Multicultural

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1. INTRODUCTION

The changing times and information technology are growing so fast and rapidly and have a role for human life. The presence of information technology can influence individual behavior, one of which is purchasing. This can be indicated by the emergence

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of cosmetic products which are increasingly prevalent among women as the main sales target. Apart from being the main sales target, cosmetic products for women have become a primary need (Pratama & Suwarto, 2021). Because, some things women do like to support appearance and beauty, namely by carrying out treatments, one of which is by using cosmetic products (Alfita & Sianipar, 2021).

The explanation regarding cosmetics is outlined in the regulation of the Minister of Health of the Republic of Indonesia No. 445, namely the use of materials used on the outside of the body to maintain cleanliness, improve appearance, increase self-esteem, and keep it in good condition. Based on its use, cosmetics for the skin are classified in the form of skin care cosmetics such as skin cleansing products, moisturizers, and peels which are used to lift the skin so that it is smoother and brighter and so on. Furthermore, there is a group of make-up cosmetics that can be used as makeup to produce a more attractive appearance, such as make-up (Tranggono, 2007)

The use of cosmetics for women is considered very important because it can play a role in work, career and romance. In addition, through social acceptance, popularity, choosing a partner, and work where appearance influences individual attractiveness (Stascia, 2018). Cosmetic growth occurred so rapidly in 2020, which increased by 5.59 % contained in the TS-1 data from the Central Bureau of Statistics. In addition, the Ministry of Industry explained that even though there is currently pressure and due to the ongoing Covid-19 pandemic, this cosmetics production group can contribute significantly to foreign exchange by achieving an export value of USD 317 million in semester 1-2020 or it can be said to have increased by 15, 2% compared to the same timeframe in the previous year. In addition, Indonesia has become a fairly large cosmetics market and a reliable sector so that annual growth in 2021 can increase by 7% (source : Cekindo) .

Fulfilling women's needs in using cosmetics encourages behavior to buy cosmetic products . In simple terms, intention is an individual's intention to behave. Purchase intention is an individual plan that aims to purchase a product at a certain time where previously the individual has saved the appropriate facts to determine the purchase (Wijaya, Djajali & Sofiah 2015) . Explanations regarding women as consumers are characterized into several points including being more interested in shapes and colors not in their uses, not easily carried away by persuasion from sellers, more interested in "fashion symptoms", often asking for opinions and views from others, liking something emotionally than objectively, less interested in technical matters of the goods to be purchased, easy to feel the atmosphere when shopping, and happy to do shopping

activities so it is difficult to quickly determine the items to be purchased (Munandar, 2014)

In connection with some of these explanations , the researchers tried to conduct interviews to find facts about the buying intentions of working women. Working women tend to have intentions that can encourage behavior to buy cosmetic products including skincare and make-up. This is done as a way to take care of yourself and part of the job demands which can support appearance. However, when you have the intention to buy cosmetics, you often feel confused because you are faced with a difficult choice to choose between two or more choices of which product to buy. Then, only looking at cosmetic products from the shape and color of their packaging without seeing and reading the uses and descriptions on the packaging, not being careful enough to read product descriptions and their uses as well as being less careful in buying , as well as the emergence of anxiety if the intention to buy is not carried out.

According to Feishbein & Ajzen (1975), intention is a subjective possibility that has a relationship between individuals and their behavior that can lead individuals to behave like buying behavior. Assael (2001) argues that buying intention is the final sequence when determining consumer purchasing decisions, namely starting from the emergence of a need for a product (need aousal), then there is information processing from con-sumers (consumer information processing), finally, an evaluation from consumers about the product that gives rise to buying intention. Buying intention can be examined because it is to find out how high and low the intention is as an individual directive in making a purchase .

Factors that influence buying intentions according to Kotler & Keller (in Nathania, 2018) namely cultural factors, social factors consisting of reference groups, family, social roles and status. Finally, personal factors, namely age and stages in life, work and economic conditions, self-concept and personality, lifestyle. This research focuses on one factor, namely lifestyle . This lifestyle includes the habits, interests and thoughts of each individual. Brand is the fulfillment of needs and the delivery of social status either directly or indirectly expected by the wearer (Savitri et al., 2021) . Furthermore, consumer confidence in making purchases is by making the brand the benchmark. McNeal, (2007) mention brand minded is an individual mindset towards several commercial products that tends to lead to the use of exclusive and well-known brands.

The brand minded lifestyle has two aspects that can influence consumers. First, a brand-minded lifestyle can make a brand a motivator that drives purchases, then a brand-minded lifestyle can be considered in positioning a brand as the basis for making decisions (Munandar, 2014) . The link between lifestyle and purchase intention is

supported by research by Safira (2007), research on both variables shows that there is a relationship in a positive direction so that an increase in individual lifestyle will increase purchase intention where the two variables have a relationship and attachment that shapes behavior in achieving satisfaction with a need . In addition, there is research on brand-minded lifestyles with the intention to buy a smartphone x in adolescents. The results show that the two have a significant positive relationship (Rizkiana, 2015) .

Furthermore, according to Kotler & Keller (in Nathania, 2018) Another factor that influences purchase intention is group reference. Individuals or groups of individuals who have a relationship with other individuals to provide opinions, aspirations or when behaving are called reference groups (Solomon, 2010) . Initially, reference groups were limited to groups that interact directly with individuals such as friends and family. However, gradually this concept was expanded to include the influence of one person or group that met face to face and not directly. Examples of groups that may not directly include movie stars, artists, political figures, someone who dresses well (Al-Faraqi, 2015) .

According to Bearden and Etzel's theory (in Permatasari et al., 2020) . that the reference group has three types of influence on individual consumption behavior including informational influence , which means that the reference group provides new knowledge that can be the basis for making choices. The second is utilitarian influence , namely reference groups make individuals desire to satisfy the expectations of their group so as to avoid exclusion. Finally, the value expressive influence Groups can influence individuals who wish to express themselves in order to get similarities and positive views from the group (Permatasari et al., 2020) .

Research that links reference groups and purchase intentions is by Zahra and Yulianto (2016) that reference groups have an effect of 19.7 % on purchase intentions . Intention to buy itself is part of a series of processes carried out to determine decisions in a purchase and its impact on individuals as consumers. For this reason, this research was conducted to reveal "The Relationship Between Brand Minded Lifestyles and Reference Groups With the Intention to Buy Cosmetic Products in Working Women".

2. METHODS

The population in this study were 45 women who worked at PT Amaan Indonesia Prosperous South Lampung Area. This study uses a non-probability sampling technique , namely by using a saturated sample. Saturated sampling technique is the determination of the sample in which all members of the population are used as research samples

(Sugiyono, 2018) . So that the sample of women who work at PT Amaan Indonesia Sejahtera in the South Lampung area is 45 women.

Data collection methods are the accuracy or methods used by researchers for data collection. This study used data collection using a questionnaire which can also be called using a psychological scale with a Likert scale model. There are three scales used, the first is the purchase intention scale . The S scale is used to measure the level of purchase intention in working women. The purchase intention scale was made independently by researchers with reference to aspects of purchase intentions according to Feishbein & Ajzen (1975) namely attitude , subjective norms , and behavior control . Second, the scale of lifestyle brand minded is a scale used to measure the level of lifestyle brand minded in working women. The preparation of the brand minded lifestyle scale was carried out with a modification of Pradnya Dirga Paramita Taviono 's scale (2016) which also refers to aspects according to Setiadi (2015) activity , interest and opinion . The reference group scale is used to measure the level of the reference group in working women. The reference group scale was made independently by the researcher with reference to the aspects of the reference group according to Assael (1992), namely credibility, similarity and strength.

Data analysis in quantitative research is an activity carried out after all respondent data has been collected. Researchers used the method of multiple regression analysis with two predictors used to test the relationship between the two independent variables to the dependent variable. SPSS 16.0 software for windows was used by researchers to assist data analysis in this study.

3. RESULTS

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The following data is the result of research data with a scale of purchase intention, brand minded lifestyle, and reference groups of working women.

The table above states that this study has empirical and hypothetical scores obtained through the help of the *SPSS.16.for windows program* . The table contains a description of the total number of items, the minimum score, the maximum score, the average score (mean) and the standard deviation. The average score on the empirical score obtained by the purchase intention variable was 88.89, the brand minded lifestyle variable received *an* average value of 48.36 and the reference group variable which had an average value of 73.00.

TABLE 1: Description of Research Data.

Variable	Aitem	Empirical Score				Hypothetical Score			
		Min	max	Means	Sd	Min	max	Means	sd
Intention Buy	27	72	107	88.89	8,998	27	108	67.5	14
Brand Minded Lifestyle	19	31	71	48.36	9,330	19	76	47.5	9,5
Group Reference	25	60	84	73.00	5,477	25	100	62.5	13

Furthermore, the categorization or grouping of research variable values is divided into three categories namely high, medium and low. The following is a categorization table for the purchase intention scale.

TABLE 2: Categorization of Purchase Intention Variable Scores.

Category	Categorization Norms	Amount (n)	Percentage
High	> 81	34	75.6%
Medium	54 ⬚ 81	11	24.4%
Low	X < 54	0	0%
Total		45	100%

Below is a pie chart showing a description of the frequency of respondents by category of purchase intention variable.
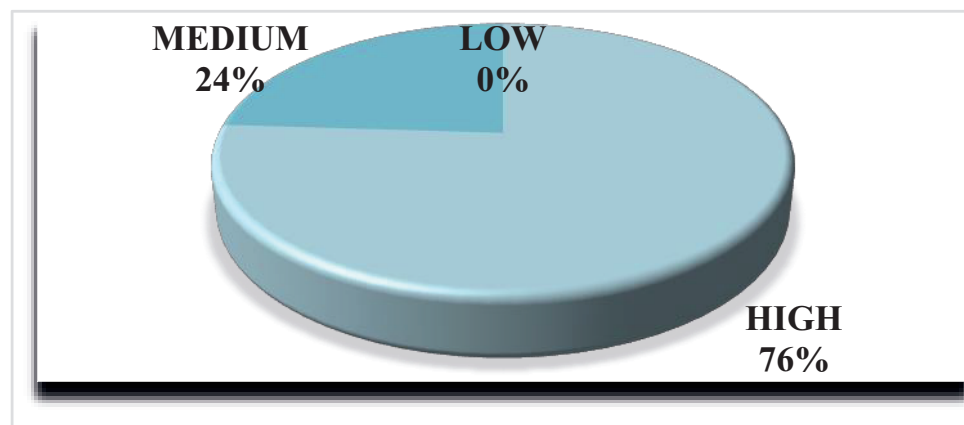

Figure 1: Categorization of Purchase Intention Variables.

Refer to tables and diagrams From the *pie cart* , it can be seen that the intention to buy cosmetic products for women who work at PT Amaan Indonesia Sejahtera Area, South Lampung is divided into three categories, namely high , which has a score range of $81 \leq X$ obtained from 34 women, has a percentage of 75.6 %. The second is having

a moderate category based on a score range of $54 \leq X < 81$ obtained from 11 women with a percentage of 24.4%. Meanwhile, for the third category, namely the low category, which has a score range of X <54, it is obtained from 0 women, which has a percentage of 0 %. The results of the categorization of the intention to buy cosmetic products for working women are included in the high category. Next are the categorization results for brand minded lifestyle variables shown *in* the table below

TABLE 3: Brand Minded Lifestyle Variable Score Categorization.

Category	Categorization Norms	Amount (n)	Percentage
Tall	> 57	7	16%
Currently	38 ⬚ 57	31	68%
Low	< 38	7	16%
Total		**45**	**100%**

The pie chart below shows a description of the frequency of respondents according to the brand *minded* lifestyle variable categorization.
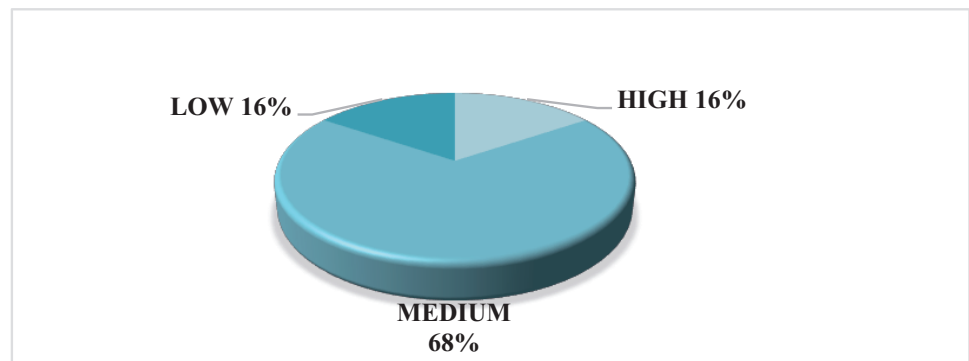

Figure 2: Categorization *Brand Minded* Lifestyle Variables.

Tables and *pie cart diagrams* , it can be explained that there are three *brand minded* lifestyle categorizations for women who work at PT Amaan Indonesia Sejahtera Area Lampung Selatan , first height which has a score range of $57 \leq X$ obtained from 7 women with a percentage of 15.6% . The second is that it has a score of $38 \leq X < 57$ obtained from 31 women with a percentage of 68.9%. Meanwhile, for the third category, namely low based on the range of scores $X < 38$ obtained from 7 women with a percentage of 15.6%. As a result , the medium category is a *brand minded* lifestyle categorization owned by working women. The last categorization for the reference group variables is shown in the following table.

The description of the frequency of respondents based on the categorization of the reference group variables is shown in the pie chart below:

TABLE 4: Categorization of Reference Group Variable Scores.

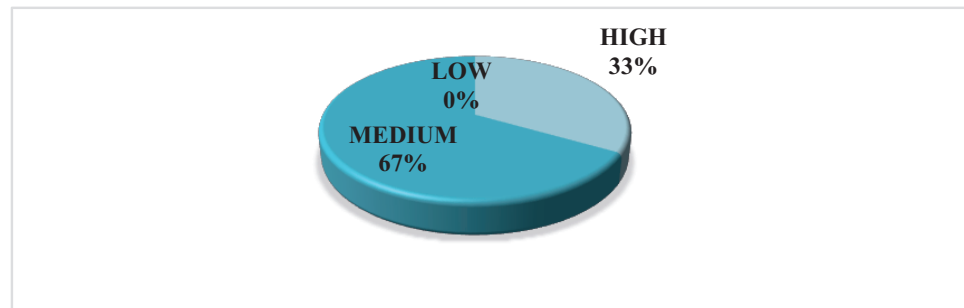| Category	Categorization norms	Amount (n)	Percentage
Tall	> 74	15	33%
Currently	50 ⬚ 74	30	67%
Low	< 50	0	0%
Total		45	100%

Figure 3: Categorization of Reference Group Variables.

The categorization of reference group variables is divided into three categories as seen from the table and *pie chart* above. First, the high category of women who work at PT Amaan Indonesia Sejahtera Area, South Lampung has a score range of 74 ≤ X obtained from 15 women with a percentage of 33.3%. second , medium category has a score range of 50 ≤ X < 74 obtained from 30 women or as much as 66.7%. Finally, the third category, namely the low category with a score range of X <50 , was obtained from 0 women with a percentage of 0%. So, it can be seen that the high category is the result of the categorization of the reference group .

Furthermore , before the researcher carries out the hypothesis test, the method used before is to test assumptions that are useful in order to obtain data feasibility and achieve standards for carrying out the next test.

TABLE 5: Normality Test Results.

Variable	Means	SD	KS	Significance level	Information
Intention Buy	73.00	5,477	0.907	0.382	Normal
Lifestyle *Brand* *Minded*	88.89	8,998	0.705	0.703	Normal
Group Reference	48.36	9,330	0.449	0.988	Normal

Based on the results table for the normality test, it is known that the variables of purchase intention (Y), brand minded lifestyle (X1) , and reference group (X2) are normally distributed. The results of the analysis of the normality test of the distribution of purchase intention variables obtained KS = 0.9 07 as well p = 0.382 with p.s > 0.05. The normality

test for the distribution of brand minded lifestyles obtained KS = 0.705 and p = 0.703 with p>0.05.

Furthermore, for the normality test for the distribution of the reference group, KS = 0.449 and p = 0.988 with p.s > 0.05. Referring to the results above, it is known that the three variables are normally distributed, where each the variable has a p-value > 0.05. The second assumption test is the linearity test as shown by the following results.

TABLE 6: Linearity Test Results.

Variable	Sig. Deviation from linearity	Significant Level	Information
Brand Minded Lifestyle	0.835	0.661	linear
Purchase Intention with Reference Groups	0.751	0.749	linear

Brand minded lifestyle variable obtained a deviation from linearity value of 0.835 with a significance of 0.661 where p > 0.05. So, it can be stated that the two variables have a linear relationship. Then, for the purchase intention variable with the reference group that was tested for linearity , it obtained a deviation value of 0.751 to obtain a significance of 0.749 where p> 0.05 . This reveals that the two variables also have a linear relationship because the results of the two variables meet the standard values p > 0.05. The third assumption test is the multicollinearity test, which is as follows.

TABLE 7: Multicollinearity Test Results.

Variable	Colliniearity Statistics		Information
	tolerance	VIF	
Lifestyle *Brand Minded*	0.890 _	1. 123	No multicollinearity
Group Reference	0.890 _	1. 123	No multicollinearity

The table above shows the results of the multicollinearity test obtained a *tolerance value* of 0.890 > 0.10 and a VIF value of 1. 123 < 10. Thus, it is stated that between the independent variables there is no multicollinearity. Finally, the heteroscedasticity test was carried out to test whether the regression value has a variance discrepancy from the residual one observation to another. You do this by looking at the graph plot between the *predicted value* and the residual value, which in the graph is scattered at the top and the bottom of the zeros on the Y axis , the points above and below the zeros on the Y axis are not form a certain pattern.

The next process carried out is hypothesis testing. The first hypothesis is to determine the relationship between brand minded lifestyle and reference groups with the intention to buy cosmetic products among working women. The results of the first hypothesis test are summarized in the following table:
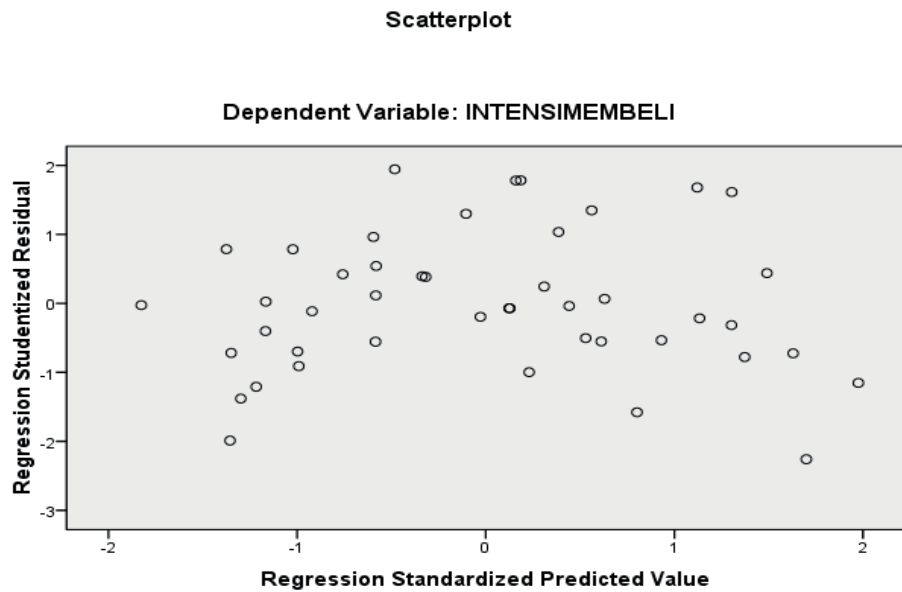
Scatterplot

Dependent Variable: INTENSIMEMBELI

Figure 4

TABLE 8: First Hypothesis Test Results.

Summary Model -- Purchase Intention				
Model	**R**	R^2	**F**	**Sig**
H _	0.556 _	0.309 _	9,401	0.000

Based on the data table the results of the first hypothesis test show a value of R = 0.556 and have a value of F = 9.401 with a sig gain of 0.000 which is p < 0.05. This result means that there is a relationship between *brand minded* lifestyle and reference group with purchase intention. Furthermore, in order to find out how high the independent variable affects the dependent variable, it can be seen that the *R Square* value is 0.309 or 30.9%. Therefore, it was concluded that the independent variables, namely *brand minded lifestyle* and reference groups, could influence purchase intentions by 30.9% and the remaining 69.1% could be influenced by other variables outside this study. The following are the results of the second and third hypotheses.

TABLE 9: Summary of Second and Third Hypothesis Test Results.

Variable	Pearsons Correlation	Sig	Information
X_1— Y	0.331 _	0.013 _	Significant Positive
X_2— Y	0.487 _	0.000	Significant Positive

3.1. Second Hypothesis Test

The second hypothesis test is to test "there is a relationship between *brand minded* lifestyle and the intention to buy cosmetic products among working women". The results of the second hypothesis test obtained a correlation coefficient ($r_{x1-y)}$ of 0.331 p = 0.013 (p < 0.05). That is, this hypothesis can be accepted, namely there is a relationship between *brand minded* lifestyle and the intention to buy cosmetic products in working women. Thus, it can be interpreted that the high *brand-minded* lifestyle that exists among working women will also result in a high intention to buy cosmetic products.

3.2. Third Hypothesis Test

The third hypothesis test was carried out to test " there is a relationship between the reference group and the intention to buy cosmetic products among working women". The results of the third hypothesis test showed that the correlation coefficient (r_{x2-y}) was 0.487 with p = 0.000 (p <0.05). This indicates that the third hypothesis can be accepted, which means that there is a relationship between the reference group and the purchase intention of working women. So, it can be interpreted that the higher the reference group, the higher the intention to buy.

Based on the previous explanation that as much as 30.9% is the percentage of effective contribution given by the two independent variables, namely *brand minded* lifestyle , the reference group to the dependent variable, namely purchase intention. . The table below shows the relative contribution count of the two independent variable.

TABLE 10: Independent Variable Effective Contribution.

Variable	Coefficient Regression (Beta)	Correlation coefficient (r_{xy})	Effective Contribution
Brand Minded Lifestyle	0.270 _	0.331	9%
Group Reference	0.451	0.487	21.9%

It can be seen from the results above that the two independent variables make an effective and relative contribution. The brand minded lifestyle provides an effective contribution of 9% and for the reference group variable it contributes 21.9% as an effective contribution

4. DISCUSSION AND CONCLUSION

Based on the data analysis that has been done, it can be shown that there is a significant relationship between brand minded lifestyle and the reference group with buying intentions in working women having R=0.556 has a value of F = 9.401 with sig p < 0.05 . each independent variable makes an effective contribution (SE) to the dependent variable as much as 30.9%, for the remaining 69.1% there are other factors outside of the research that has been done. In line with the theory according to Kotler & Keller (2012) , that group reference is one of the factors that can influence buying intentions, where from this group can influence individuals in behaving . The process by which reference groups can influence purchase intentions is also explained through the theory of Feishbein and Ajzen (1975), namely the effect of buying intentions is not only obtained from individual attitudes as consumers but can occur from group influences and perceptions regarding consumers' ability to control themselves, so that in this theory states that groups can influence purchase intentions.

In addition, in group psychology it is explained that individuals will be encouraged to join groups or connect themselves with other people and groups that are so satisfying, namely those whose opinions are closest to or with the individual's self (Harmaini et al., 2016) . As in buying cosmetic products, individuals will be more easily interested in making purchases if their self-assessment of a cosmetic product is the same as that of their reference group. Then, the results of this study are also supported by previous research conducted by Zahra and Yulianto (2016) regarding reference groups with purchase intentions. This research shows that there is a direct effect between the reference groups on purchase intentions, namely as much as 19.7 % . This positive influence occurs because a reference group or also known as a reference group can provide reliable advice and information when individuals as consumers have purchase intentions (Zahra & Yulianto, 2016) .

In addition, research by Mardhati Shanti & Hendrawan, (2016) shows that the reference group significantly influence the intention to buy wardah products. The social environment, especially in groups of peers and co-workers, has a positive and significant influence on purchase intention. Individuals in a social environment interact with each other, relate and can form groups in order to meet common needs and goals so that these groups can influence individuals in the decision-making process. Thus, when buying cosmetics, women generally need a reference group , such as a group of good friends, a group of friends or friends from other groups before making a purchase.

Brand minded lifestyle as the second independent variable from this study also influences the variable of intention to buy cosmetic products among working women. These results are consistent with the theory of Kotler & Keller (2012) who stated that lifestyle is one of the factors that influence purchase intention. As the theory put forward by Hawkins (2007) that what can affect the needs, desires, along with behavior in which there is buying behavior is lifestyle. As a lifestyle for a consumer has one aspect that functions as encouragement, a motivator shown by the desire to maintain and support the lifestyle that is carried out in an activity in purchasing.

This is also related to how individuals carry out activities, have an interest in a product, and individual views of a particular product. One of them is the brand minded lifestyle which also has a role when individuals make purchases. Someone who adheres to this lifestyle will experience satisfaction when they are able to own goods that are famous, expensive and exclusive brands.

This explanation is in accordance with previous research conducted by Rizkiana (2015) who examined brand minded lifestyles with buying intentions. This research has the result that the brand minded lifestyle has a significant positive relationship to purchase intention with a number of correlation values 0.607 p = 0.000 (p < 0.01). In addition, there is also previous research by Safira (2007) which shows that lifestyle and purchase intentions have a significant positive correlation and both are interconnected and can influence one another. Thus, this can shape behavior in meeting individual needs.

Referring to the explanation above, theoretically from several experts and previous research that supports it, there is a positive and significant relationship between brand minded lifestyle and reference groups with the intention to buy cosmetic products among working women. That is, the hypothesis in this study can be accepted. Weaknesses and limitations of researchers in conducting research include the number of respondents for item selection which slightly affects the number of scale items that fall. Then, the length of the process of working on the thesis was due to when the research was still in the condition of the Covid-19 pandemic which limited access to respondents.

Based on the research that has been done, it can be concluded that there is a positive and significant relationship between brand minded lifestyles and reference groups with buying intentions in working women. The brand minded lifestyle variable and reference group on purchase intention amounted to 30.9%, and the remaining 69.1% was influenced by several other factors outside of this study such as promotions from influencers and affiliate content, income and personality type.

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