

# The Influence Of Price Consciousness, Brand Image And Celebrity Endorsement Toward Women's Purchase Intention On The Whitening Skincare Group : Indonesian Gen-Y Females

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## ABSTRACT

This study examines the influence of price consciousness, brand image, and celebrity endorsement on purchase intention among women in the whitening skincare segment, focusing on Generation Y women in Indonesia. In the rapidly growing beauty market, particularly in the whitening skincare category, understanding consumer behavior is crucial. The factors of price consciousness, brand image, and celebrity endorsement have become prominent in shaping consumer preferences, especially among Generation Y women. The research aims to explore the relationships between these factors and the purchase intentions of Generation Y women towards whitening skincare products. By delving into the impact of price awareness, brand perception, and celebrity endorsements on purchase decisions, the study seeks to provide valuable insights for the beauty industry. The findings are expected to assist in crafting more effective marketing strategies aligned with the preferences and needs of the Generation Y female consumer market in Indonesia.

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## 1. INTRODUCTION

The influence of specific factors in determining consumer purchase interest has become a crucial focus in the marketing world, particularly in the beauty industry. Specifically, in the whitening skin care category, a profound understanding of how price consciousness, brand image, and celebrity endorsement impact the purchasing intentions of Generation Y (Gen-Y) women in Indonesia is crucial for designing effective marketing strategies.

As the market for skincare products continues to rapidly expand, especially

among women, price consciousness emerges as a prominent factor. Consumers who are increasingly price-conscious tend to consider the value of a product in relation to the offered price. On the other hand, brand image and celebrity endorsement play a role in shaping consumer perceptions of a product. A strong brand and support from well-known figures can influence purchasing decisions by creating emotional connections or desired images in the minds of consumers.

This research will explore the influence of these factors on the purchase intentions of Gen-Y women in Indonesia within the whitening skin care category. By

understanding how price consciousness, brand image, and celebrity endorsement influence purchasing decisions, the research aims to provide valuable insights for the beauty industry. It aims to assist in designing more effective marketing strategies aligned with the preferences and needs of the Gen-Y female consumer market in Indonesia.

The skincare industry, especially in the category of whitening skin care products, has become a primary focus in the global beauty market. Whitening skin care products claim to address various pigmentation issues, dark spots, and skin color imperfections. This phenomenon has influenced consumer preferences, particularly among young women, including Generation Y, in Indonesia.

In an effort to understand consumer buying behavior and preferences in the context of whitening skin care, several influencing factors have come into focus. Among these factors are price consciousness, brand image, and celebrity endorsement. Price consciousness refers to consumers' awareness of product prices and its influence on purchasing decisions. Brand image reflects the perceptions and associations linked to a brand in the minds of consumers. Meanwhile, celebrity endorsement involves marketing efforts that enlist support or promotion from celebrities, which can impact consumer perceptions of the product.

Although whitening skin care has gained significant attention among Indonesian women, especially Generation Y, there is still a need to better understand the factors influencing their purchase intentions toward whitening skin care products. The interplay between price consciousness, brand image, and celebrity endorsement with the purchase decisions of Gen-Y women regarding whitening skin care products needs further detailed exploration.

Therefore, this research aims to examine the influence of these factors on the purchase intentions of Indonesian Gen-Y women regarding the category of whitening skin care products. The expected outcome of this study is to provide a deeper insight into consumer preferences and identify the factors

that most significantly impact purchasing decisions in this evolving market.

## 2. LITERATURE REVIEW

### 3.1 Consumer Purchase Intention

According to [1], buying interest is considered one type of consumer behavior that occurs as a response emerging from an object that reflects a consumer's desire to purchase something. Buying interest is a component of the behavioral elements within consumer attitudes. Meanwhile, as per [2], buying interest is an explanation of an individual's attitude towards an object that is highly suitable for measuring the behavior of a specific product, service, or brand. According to [3], buying interest is related to a consumer's plan to purchase a specific product and the quantity of the product units needed within a certain period. Consumer buying interest is essentially a driving factor in purchasing a product.

### 3.2 Factors Influencing Consumer Purchase Intention

There are five factors that influence the purchasing decisions of skincare products, namely Price, Advertising-Promotion, Product, Product Brand, and Psychology. Factors affecting consumer intentions to purchase cosmetics involve quality, price, loyalty, recommendations, advertising, and ethnocentrism. Aspects such as customer knowledge, perception, product design, packaging, labeling, and celebrity endorsements are interconnected with purchasing intentions. In the context of economic growth and increased consumer purchasing power, consumers tend to seek quality products, gather information through advertising, consider reasonable prices, and are generally willing to pay more for products from a specific company that guarantees quality. Information about the product, price, and promotions from the company acts as a marketing stimulus to enhance consumer purchasing decisions. Customer perception factors also play a crucial role that should not be overlooked.

### 3.3 Price Consciousness

One expert renowned for the theory of price consciousness is Philip Kotler. In his marketing theory, Kotler emphasizes the significance of "price consciousness" as a factor influencing consumer behavior. He highlights that price consciousness affects how consumers evaluate products or services and influences their purchasing decisions. Price consciousness involves consumers' perception of the value of a product or service in relation to its price. Philip Kotler, a prominent marketing specialist, has made significant contributions to marketing concepts, including the aspect of price consciousness.

The theory of "price consciousness" refers to consumers' awareness of the price of a product or service in the purchasing decision-making process. This concept encompasses consumers' understanding and attention to the price and relative value of a product or service in connection with the satisfaction or benefits they expect. Price consciousness involves the extent to which consumers care or are sensitive to prices when they shop. It includes awareness of price variations, evaluations of product prices compared to the value provided, and how much prices influence their purchasing decisions.

This theory suggests that consumers with a high level of price consciousness are more responsive to price changes, actively compare prices between similar products, and are more likely to consider price factors in their purchasing process. Price consciousness becomes a crucial factor in consumer behavior and a company's marketing strategies. Understanding the level of price consciousness in a specific consumer segment helps companies establish pricing, promotion, and product placement strategies aligned with consumer preferences and target markets.

### 3.4 Brand Image

Brand Image should convey distinctive product benefits and positioning. Even when competing offers appear similar, buyers perceive differences based on brand

image differentiation. According to [1], brand image describes extrinsic qualities, meaning things that can be seen or assessed even before consumers or individuals use a product or service, including how the brand can fulfill social and psychological needs of consumers.

According to [4], Brand Image is a representation of the overall perception of a brand and is formed by information and experiences with that brand. According to [5], brand image is how consumers perceive a brand as a representation of what is in the mind of consumers about a brand. Based on the above definitions, it can be concluded that Brand Image is a result of consumer perceptions of a specific brand, based on considerations and comparisons with several other brands in the same product category.

### 3.5 Celebrity Endorsement

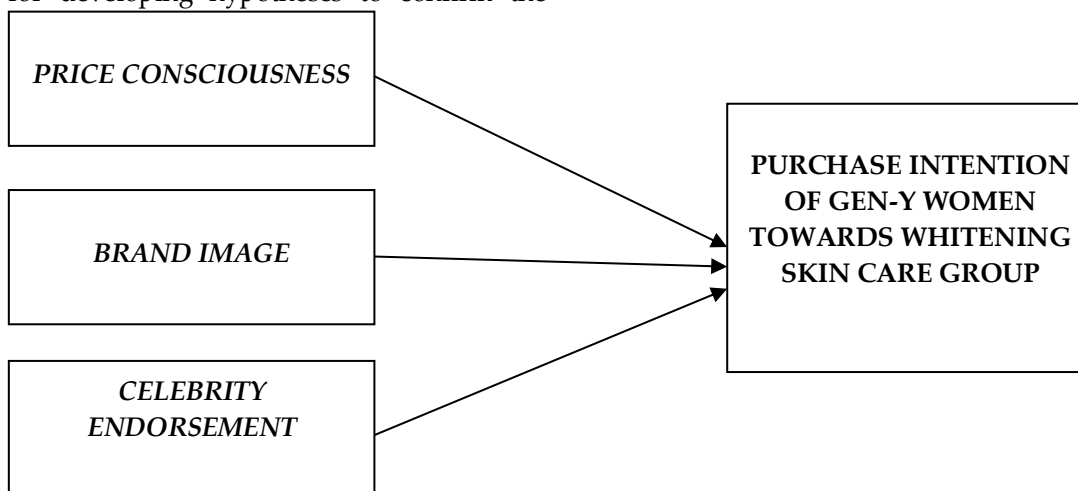
According to [6], an endorser is a spokesperson used in advertisements, such as actors, entertainers, or athletes known for their achievements in a field different from the product category they endorse. According to [6], a celebrity endorser is an advertisement that utilizes individuals known to the public for their achievements unrelated to the supported product. [6] further states that celebrities used to promote a product serve functions as a testimonial, endorser, actor, and spokesperson. Celebrity endorsers are expected to be spokespeople for a product or brand, both directly and indirectly, to quickly establish a presence in consumers' minds, generating interest in purchasing the product or brand.

The roles of celebrity endorsers, according to [6], include: a. Testimonial: If a celebrity personally uses the product, they can provide a testimony about the quality or excellence of the advertised product or brand. b. Endorsement: When a celebrity is asked to star in a product advertisement, even if they are not personally an expert in that field. c. Actor: Celebrities promote a specific product or brand related to the role they play in a particular program. d. Spokesperson: Celebrities endorsing products, brands, or a company within a specific time frame fall into the spokesperson role. Their appearance will

be associated with the brand or product they represent.

**3.6 Research Framework**

This research framework is a guide for developing hypotheses to confirm the



Picture 1 Research Model

relationship between Price Awareness, Brand Image and Celebrity Endorsement on Purchase Intention.

**3. METHODS**

This research employs a quantitative method, utilizing a survey-based questionnaire sent to the targeted population to gather the necessary statistics. The population under study consists of Indonesian female consumers from Generation Y, aged between 27 and 42 years. The survey questionnaire employs a Likert Scale ranging from 1, indicating "Strongly Disagree," to 5, indicating "Strongly Agree." A total of 96 questionnaire sets will be distributed to conveniently selected individuals willing to participate in the survey. Researchers approach respondents by sending online questionnaire links via social media platforms such as WhatsApp.

Hypothesis testing is conducted to evaluate the correlation between the Independent Variables (Price Consciousness, Brand Image, and Celebrity Endorsement) and the Dependent Variable (Purchase Intentions of Gen Y Females toward Whitening Skincare products). The examination of hypotheses involves Linear Regression, Multiple Regression Analysis, Analysis of Variance (ANOVA), beta coefficient, and multicollinearity.

**4. RESULTS AND DISCUSSION**

Based on the analysis of 96 Generation Y Females who filled out the questionnaire, the following results were obtained.

**4.1 Respondent Characteristics**

Respondent characteristics are divided based on age, gender, occupation, monthly income, and monthly expenditures. The following table shows respondent characteristics:

Table 1. Respondent Characteristics

Characteristics	Amount	%
Age		
27-30 Years	37	38.5
31-39 Years	51	53.2
40-42 Years	8	8.3
Gender		
Female	96	100
Male	0	0
Income (Per Month)		
Rp 500.000-Rp 1.000.000	7	7.3
Rp 1.000.001-Rp 3.000.000	18	18.8
Rp 3.000.001-Rp 5.000.000	19	19.8
>Rp 5.000.001	52	54.1

Source: Processed Primary Data (2023)

Based on the table above, it can be observed that the respondents' age is mostly

dominated by the 31-39 age group, accounting for 53.2%. The second-largest group of respondents is from the Gen Y women aged 27-30. Lastly, the age group of 40-42 years constitutes only 8.3%. The gender of respondents is exclusively 100% Gen Y women in Indonesia.

Regarding the respondents' income data, the majority fall into the income group above Rp 5,000,000 per month, which is 54.1%. Respondents with an income of Rp 3,000,001 - Rp 5,000,000 account for 19%, and those with an income of Rp 1,000,001 to Rp 3,000,000 make up 18.8%. The least represented income group is Rp 500,000 - Rp 1,000,000, constituting only 7.3%.

4.2 Research Results

A total of 96 respondents were studied and respondent characteristics were analyzed and tabulated. a summary of the findings is listed below. all hypotheses are accepted. namely price consciousness, brand image and celebrity endorsement influence women's purchase intention in the whitening skincare group: indonesian gen-y women

Table 2. Coefficients

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	3.221	1.751		1.839	.069
	Price (X1)	.178	.065	.251	2.736	.007
	Image (X2)	.300	.071	.384	4.250	.000
	Endorse (X3)	.195	.049	.307	4.012	.000

a. Dependent Variable: Intention (Y)

Price = Price Consciousness

Image = Brand Image

Endorse = Celebrity Endorsement

*H1: Price Consciousness is Significantly Related to Indonesian Gen Y Female Purchase Intention of Whitening Skincare Product*

Based on the table above, we can see that the significance value of  $t < 0.05$ , which is 0,007 then H0 is rejected, meaning it exists significant influence between one independent variable on dependent variable. This indicates a positive relationship and it is significant. Therefore, H1 is accepted.

*H2: Brand Image is Significantly Related to Indonesian Gen Y Female Purchase Intention of Whitening Skincare Product*

Based on the table above, we can see that the significance value of  $t < 0.05$ , which is 0,000 then H0 is rejected, meaning it exists

significant influence between one independent variable on dependent variable. This indicates a positive relationship and it is significant. Therefore, H2 is accepted.

*H3: Celebrity Endorsement is Significantly Related to Indonesian Gen Y Female Purchase Intention of Whitening Skincare Product*

Based on the table above, we can see that the significance value of  $t < 0.05$ , which is 0,000 then H0 is rejected, meaning it exists significant influence between one independent variable on dependent variable. This indicates a positive relationship and it is significant. Therefore, H3 is accepted.

Table 3. R2 of Model

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.818 <sup>a</sup>	.669	.658	2.040

a. Predictors: (Constant), Endorse (X3), Image (X2), Price (X1)

Price = Price Consciousness  
Image = Brand Image

Endorse = Celebrity Endorsement

Table 3 presents the adjusted R2 for the model as 0.669, indicating a good fit between the dependent variable and the independent variables. This suggests that 66.9% of the factors influencing Indonesian Gen Y female purchase intention towards whitening skincare can be elucidated by price

consciousness, brand image, and celebrity endorsement. Therefore, these results indicate that 66.9% of Indonesian Gen Y women's purchase intentions towards Korean skin care products are influenced by factors in accordance with this research.

Table 4. Hypotheses Results Summary

Hypothesis	H <sub>1</sub>	H <sub>2</sub>	H <sub>3</sub>
	H <sub>1</sub>	Price Consciousness is significantly related to Indonesian Gen Y Females purchase intention of Whitening Skincare products	Accepted
	H <sub>2</sub>	Brand Image is significantly related to Indonesian Gen Y Females purchase intention of Whitening Skincare products	Accepted
	H <sub>3</sub>	Celebrity Endorsement is significantly related to Indonesian Gen Y Females purchase intention of Whitening Skincare products	Accepted

From the above results, it can be concluded that both price consciousness, brand image, and celebrity endorsement have

a strong influence on consumer purchase intentions.

Table 5. ANOVA  
ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	773.400	3	257.800	61.952	.000 <sup>b</sup>
	Residual	382.840	92	4.161		
	Total	1156.240	95			

a. Dependent Variable: Intention (Y)

b. Predictors: (Constant), Endorse (X3), Image (X2), Price (X1)

In table 4, this ANOVA explains the simultaneous testing (F Test) on. while significance measures the level of significance of the F test if the significance is less than 0.05 then there is a simultaneous influence (together the same) between the independent variable and the dependent variable.

## 5. CONCLUSION

The research findings suggest that Price Consciousness, Brand Image, and

Celebrity Endorsement significantly influence the Purchase Intention of women in the Whitening Skincare category, particularly among Indonesian Gen-Y women. The study indicates a noteworthy impact of these factors on the purchasing decisions of the target demographic. As a result, understanding and strategically managing Price Consciousness, Brand Image, and Celebrity Endorsement can be crucial for marketers and businesses aiming to effectively capture the purchasing intentions of Indonesian Gen-Y women in the Whitening Skincare market.

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