CONSUMER PREFERENCE ANALYSIS OF WONDERBLINK EYELASHES PRODUCTS

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ABSTRACT

This study is aimed to obtain a product combination that preferred by the customer of Wonderblink Eyelashes product, which consists of: types, styles, packaging and complementary content. The research approach used in this research is quantitative descriptive. The research was conducted for two months, starting from February 2018 to May 2019 which became the reseller of Wonderblink Eyelashes from various regions throughout Indonesia which became the marketing area of Wonderblink Eyelashes, including: Ende, Kupang, Bali, Sidoarjo, Malang, Surabaya, Samarinda, Solo and Jakarta. The population used in this study was the Wonderblink Eyelashes B2B customers, as many as 31 resellers of eyelashes products. Data analysis used in this study is conjoint analysis, which is used to understand customer desire or preference for a product by measuring the level of usability and the value of the relative importance of various attributes of a product. The results of this study concluded that the first product package offered to Wonderblink Eyelashes B2B customers was a combination of synthetic types, volume styles, contents of 12 per pack, and with added glue, which will be sold at Rp. 90,000 per pack. The second product package is a combination of human hair type, volume style, 12 pieces per pack, and with added glue, which will be sold at Rp. 120,000 per pack.

Keywords : Eyelashes, Type, Style, Packaging Content, Complementary, Conjoint

Introduction

Beautiful appearance is a natural boost that every woman has. The desire to always look beautiful physically has made women all over the world use various beauty products to enhance their appearance, one of which is to use various types of makeup to beautify the eyes. In addition to eyeliner and mascara, fake eyelashes are one of the products chosen by many women, not only in Indonesia, but also for women in various parts of the world. As Amador et al., (2016) explained that many cosmetology experts and beauty practitioners around the world recommend using fake eyelashes to their clients to increase their self-confidence and enhance their appearance. The Ministry of Home Affairs report (2016) also notes that fake eyelash products from Indonesia have become one of the six most popular beauty products in the world. The total products of Indonesian fake wigs and eyelashes reached 706,381 products in 2011 to 6,695,332 products in 2015 and contributed of USD 3,272,496 revenues.

Wonderblink Eyelashes is a company that offers fake eyelash products. This company has been established since early 2018. Wonderblink Eyelashes products are made of two types of materials, the synthetic and genuine human hair. Eyelashes made from natural human hair are more expensive than synthetic one. The raw materials used for these fake eyelashes can be made of acrylic, mod-acrylic, nylon or polyester, while those made from genuine human hair use 100% human hair and not synthetic fibres content. Wonderblink Eyelashes products have been marketed online through the Instagram account @wonderblinkeyelashes to various cities in Indonesia, such as Flores, Kupang, Bali, Sidoarjo, Malang, Surabaya, Kalimantan Pangkalanbun, Samarinda, Solo and Jakarta. Wonderblink Eyelashes no longer sells to B2C consumers since April 2018 because sales to B2C consumers only provide very little profit for Wonderblink Eyelashes, less than 5% of total sales. Moreover, many B2C consumers are no longer making purchases, because B2C consumers thought that the price were high because of additional costs for shipping.

Therefore, this research was conducted to obtain a combination of products that consumers like from Wonderblink Eyelashes.

With regard to beauty products, there are several attributes that consumers consider (Johri and Sahasakmontri, 2015; Quester and Smart, 2013), including type, style, packaging content, and complementary. Types (variety) according to Kotler and Keller (2015) are various types of companies provided in the marketing channel. According to the Ministry of Home Affairs (2015) varieties of fake eyelashes based on the basic ingredients of the makers can be divided into two: synthetic and human hair eyelashes. Synthetic eyelashes are made from acrylic, mod-acrylic, nylon or polyester, while human hair eyelashes, modification eyelashes, are produced using 100% human hair which is not mixed with any synthetic fibres. Style according to Kotler and Keller (2015) is a product attribute that becomes the look and feel of the product that is felt by consumers. In general, the Ministry of Home Affairs (2015) describes two main types of fake eyelashes based on style characteristics: the natural and volume eyelashes. Natural eyelashes have the characteristics of thin fur, usually used for daily activities, such as going to work or college, while volume eyelashes have thicker strands, which are generally used in special events, such as weddings, graduations and special events others.

Packaging according to Blythe (2016) is part of the product that not only protects the product content from internal and external environments, but also provides information to consumers. Is shows the ability to meet legal requirements, and sometimes to help consumers use products (for example, pulling a ring on a drink can make it easier to open the can). In this study, the intended packaging is related to the content of the product, that is, preparations offered by consumers on products related to the size, dimensions or quantities that exist in each package (Ferrel and Hartline, 2015). On the other hand, supplementary according to Keller (2015) is a secondary product feature offered by the company to consumers who are included in the main product. The complementary attributes referred to in this study are eyelash glue, namely the type of glue used is waterproof eyelash glue made from latex instead of heave which has the advantage of not containing antigens that produce allergic types, so that eyelash glue is safe to use on the eyelids.

Research Methods

The study quantitative descriptive approach, a research method used to describe or analyse a research result but is not used to make broader conclusions, while quantitative is a research method based on the philosophy of positivism, used to examine population or sample certain, data collection is done using research instruments, data analysis is quantitative (Sugiyono, 2014). This research was conducted for two months, starting from February 2018 to May 2019 at Wonderblink Eyelashes companies from various regions throughout Indonesia which became the marketing area of Wonderblink Eyelashes, including Ende, Kupang, Bali, Sidoarjo, Malang, Surabaya, Samarinda, Solo and Jakarta. The population used in this study was the B2B consumers from the Wonderblink Eyelashes company as many as 31 resellers of eyelashes products. Resellers were chosen as the research sample because they always make purchases in quantity, with more than 15 dozen in one purchase.

Table 1   Attribute and Attributes Level Identification

Attribute	Value	Attribute Level
Type	1	Synthetic
	2	Human Hair
Style	1	Natural
	2	Volume
Packaging	1	6 per pack
	2	12 per pack
Complementary	1	Additional Glue
	2	No Glue

Data analysis used in this study is conjoint analysis, which is an analysis used to understand how the desire or preference for a product by measuring the level of usability and the value of the relative importance of various attributes of a product. The problem formulation in the study is aimed to identify attributes and levels as shown in Table 1. Attributes and levels will be used in designing stimuli (combinations of levels of attributes). While the attribute has been selected, the next stage determines the level of each attribute. The number of levels of an attribute will affect the number of stimuli evaluated by the respondent. The number of attributes and levels is limited to getting accurate results and makes it easier for respondents to evaluate the stimuli.

The stimuli formation or a combination of selected attribute levels was carried out to compile a hypothetical product. The study uses the full profile method (see Table 3), where all attributes are assessed simultaneously to compile product stimuli, because basically consumers in preference assessment consider product attributes together. The preference evaluation on a combination of attributes with a score assessment based on the number of stimuli (cards) formed in the study is 2 x 2 x 2 x 2 = 16, so that there are 16 stimuli (cards) which will then be sorted by a 1 to 16 rating scale. 16 is interpreted as the most preferred choice, while rank 1 means the least preferred choice.

Table 2   Full Profile Combination

Stimuli	Type	Style	Content/Packaging	Complementary
1	Human Hair	Volume	6 per pack	Additional Glue
2	Synthetic	Volume	12 per pack	Additional Glue
3	Synthetic	Natural	12 per pack	Additional Glue
4	Human Hair	Natural	6 per pack	Additional Glue
5	Synthetic	Natural	6 per pack	No Glue
6	Human Hair	Volume	12 per pack	Additional Glue
7	Human Hair	Natural	12 per pack	No Glue
8	Synthetic	Volume	12 per pack	No Glue
9	Synthetic	Volume	6 per pack	Additional Glue
10	Synthetic	Natural	6 per pack	Additional Glue
11	Human Hair	Natural	12 per pack	Additional Glue
12	Human Hair	Volume	6 per pack	No Glue
13	Synthetic	Volume	6 per pack	No Glue
14	Human Hair	Volume	12 per pack	No Glue
15	Human Hair	Natural	6 per pack	No Glue
16	Synthetic	Natural	12 per pack	No Glue

Kendall Tau and Pearson R testing are used in determining profile reliability and measuring predictive accuracy on the preference analysis. If the significance value of Kendall Tau and Pearson R <0.05, then the level of predictions can be said to be accurate (Sarwono, 2016). Furthermore, the interpretation of the results of the analysis can be done through part-worth testing and relative importance. The greater the value of relative importance, the more important the attribute is for the respondent, and vice versa.

Results

This study uses as many as 31 respondents used as research samples, so the discussion of the utility value of each respondent will take a long time, so the researcher only displays one utility value from the output of conjoined analysis. The first consumer preference for Wonderblink Eyelases products can be explained in table 3. The constant value generated from B2B-1 consumer preference data is 8,500, which is obtained from the calculation of the total number value of the combination with the total number of combinations. The figure of 8,500 will then be the basis of the SPSS program to find each utility value of each factor. If the difference shows a number with a positive number, then the respondent likes the stimulus of the product. Conversely, if the difference is negative, the respondent does not like the stimulus of the product.

Table 3   B2B-1 Consumer Preference Utility Value

Attribute	Level	Utility Estimate	Std. Error
Type	Synthetic	0,375	1,205
	Human Hair	-0,375	1,205
Style	Natural	-0,750	1,205
	Volume	0,750	1,205
Packaging	6 per pack	-	1,205
	12 per pack	0,250	1,205
Complementary	Additional Glue	2,125	1,205
	No Glue	-2,125	1,205
Constant		8,500	1,205

The estimated utility value of the type of eyelashes that B2B-1 consumers preferred to is

0.375 for the type of synthesis and -0.375 for the type of human hair eyelashes, indicating that B2B-1 consumers prefer synthetic eyelashes compared to human hair eyelashes. The estimated utility value of the eyelash style that is B2B-1 consumers preferred to is -0.750 for natural types and 0.750 for volume eyelash styles, indicating that B2B-1 consumers prefer volume eyelash styles compared to natural eyelash styles. The estimated utility value of the contents of the packaging that are B2B-1 consumers preferred to is equal to -0.250 for contents of 6 per pack and 0.250 for contents of 12 per pack, indicating that B2B-1 consumers prefer packaging containing 12 pack of eyelashes compared to packaging containing 6 pack of eyelashes. The packaging supplement estimation value that B2B-1 consumers preferred to is 2,215 for additional glue and -2,215 for no glue, indicating that B2B-1 consumers preferred eyelash packages with additional glue compared to eyelash packages without additional glue.

Table 4   Level of Interest of Factors According to B2B-1 Respondents

Importance Values		Peringkat Kepentingan
Type	10,714	3
Style	21,429	2
Packaging	7,143	4
Complementary	60,714	1
Value		Sig.
Pearson's R	0,499	0,025
Kendall's Tau	0,350	0,029

Based on Table 4, the factor that is considered most important by B2B-1 consumers on the eyelash package offered by Wonderblink Eyelashes is its complement, with an importance value of 60.7%, then followed by a type factor (10.7%), style factor (21.4%) and packaging factors (7.1%). Furthermore, the value of the Pearson's R test is 0.499, indicating that the level of relationship of preference with prediction results is at a moderate level. The value of the Kendall's Tau test is 0.350, indicating that there is a moderate relationship between estimates and actual conditions so that predictive accuracy in B2B-1 respondents is at a moderate level. Significance values in the Pearson's R test show a value of 0.025 <0.05, indicating that the relationship of preference with the results of the prediction is significant at the error level of 5%.

Table 5   Overall Consumer Preference Utility Value

Atribut	Level	Utility Estimate	Std. Error
Type	Synthetic	0,206	0,305
	Human Hair	-0,206	0,305
Style	Natural	-0,250	0,305
	Volume	0,250	0,305
Packaging	6 per pack	-0,306	0,305
	12 per pack	0,306	0,305
Complementary	Additional Glue	0,383	0,305
	No Glue	-0,383	0,305
Constant		8,500	0,305

Based on Table 5, the overall B2B consumers preferring the type of synthetic eyelashes compared to the type of human hair eyelashes, preferring volume eyelash styles compared to natural eyelash styles, preferring 12 packs of eyelashes compared to 6 packs of eyelashes and preferring eyelash packages with additional glue compared to eyelash packages without additional glue. Furthermore, the most important factor in the eyelash package offered by Wonderblink Eyelashes for B2B consumers as a whole is its complement, with an importance value of 28%, followed by the contents of the lash style (27%), contents of the packaging (25%) and type of eyelashes (20%).

Table 6   Total Utility of the Overall Combination

Card	Jenis	Gaya	Kemasan	Pelengkap	Nilai Utilitas				Total	Rank
1	Human	Volume	Isi 6	Tambah	-0.206	0.250	-0.306	0.383	0.121	7
2	Sintetis	Volume	Isi 12	Tambah	0.206	0.250	0.306	0.383	1.145	1
3	Sintetis	Natural	Isi 12	Tambah	0.206	-0.250	0.306	0.383	0.645	3
4	Human	Natural	Isi 6	Tambah	-0.206	-0.250	-0.306	0.383	-0.379	12
5	Sintetis	Natural	Isi 6	Tanpa	0.206	-0.250	-0.306	-0.383	-0.733	15
6	Human	Volume	Isi 12	Tambah	-0.206	0.250	0.306	0.383	0.733	2
7	Human	Natural	Isi 12	Tanpa	-0.206	-0.250	0.306	-0.383	-0.533	13
8	Sintetis	Volume	Isi 12	Tanpa	0.206	0.250	0.306	-0.383	0.379	5
9	Sintetis	Volume	Isi 6	Tambah	0.206	0.250	-0.306	0.383	0.533	4
10	Sintetis	Natural	Isi 6	Tambah	0.206	-0.250	-0.306	0.383	0.033	8
11	Human	Natural	Isi 12	Tambah	-0.206	-0.250	0.306	0.383	0.233	6
12	Human	Volume	Isi 6	Tanpa	-0.206	0.250	-0.306	-0.383	-0.645	14
13	Sintetis	Volume	Isi 6	Tanpa	0.206	0.250	-0.306	-0.383	-0.233	11
14	Human	Volume	Isi 12	Tanpa	-0.206	0.250	0.306	-0.383	-0.033	9
15	Human	Natural	Isi 6	Tanpa	-0.206	-0.250	-0.306	-0.383	-1.145	16
16	Sintetis	Natural	Isi 12	Tanpa	0.206	-0.250	0.306	-0.383	-0.121	10

Based on Table 6, it can be seen that the order of combinations of attributes from the selection of Wonderblink Eyelashes products from the most preferred attributes to the least preferred by B2B consumers as a whole is Card_2, Card_6, Card_3, Card_9, Card_8, Card_11, Card_1, Card_10, Card_14, Card_16, Card_13, Card_4, Card_7, Card_12, Card_5, and the last is Card_15.

Table 7   Accuracy of predictions between estimated values and actual conditions

Value		Sig.
Pearson's R	0,502	0,024
Kendall's Tau	0,487	0,004

The value of the Pearson's R test in Table 7 is 0.502 indicating that the level of preference

relations with the prediction results is at a moderate level. The value of the Kendall's Tau test is

0.487, indicating that there is a moderate relationship between estimates and actual conditions so that the predictive accuracy of the B2B respondents as a whole is at a moderate level. The value of Pearson's R and Kendall's Tau test which is in the range of values between 0.401-
0,600
(relationship accuracy at medium level) shows a fairly accurate prediction of the relationship between overall B2B consumer preferences compared to the choice of eyelash package preferences from the 16 choices package available. Furthermore, the significance values in the Pearson's R test

and the Kendall's Tau test showed a value of <0.05, which means that the preference relationship with the prediction results was significant at the 5% error level. This means that the choice of packages provided to consumers regarding the eyelash package that Wonderblink Eyelashes will offer has been in line with the preferences of B2B Wonderblink Eyelashes as a whole.

Discussion

Fake eyelashes are a type of cosmetic product made from sentimental feathers and/or natural feathers such as animal and human hair that are used to extend the size and thickness of eyelashes (Koffuor et al., 2015). In addition to providing aesthetic and social functions, eyelashes also function to protect the eyes from dirt and trigger flashing reflexes (Abah et al., 2018). The reason behind the use of false eyelashes for women in various parts of the world is because not all women are born with good eyelashes (Randall, 2018). Thus, the attributes of eyelash products in this study are defined as a component that is the characteristics of the product that ensures that the product can meet the needs and desires expected by consumers (Randang, 2013), so that consumers can receive other benefits from their purchases of products (Kotler and Armstrong, 2014). In this study, B2B consumer preferences for fake eyelash products at Wonderblink Eyelashes consist of four attributes, including: the type of eyelashes, the style of eyelashes, the contents of packaging, and complementary.

B2B consumers as a whole prefer synthetic eyelashes compared to human hair lashes, prefer volume eyelash styles compared to natural eyelash styles, preferring packaging containing of 12 packs of eyelashes compared to packs containing of 6 packs of eyelashes and prefer eyelash packages with additional glue compared to eyelash packages without additional glue. Therefore, the most important factor in the eyelash package offered by Wonderblink Eyelashes for B2B consumers as a whole is complementary, then followed by factors of style, packaging, and type of eyelashes. The results of this study support the research conducted by Johri and Sahasakmontri (2015) who found that one of the attributes considered important by consumers was the packaging, as Quester and Smart (2013) also showed that the attributes of style, content, and packaging were very important for consumers to make purchases.

The results of the correlation analysis of B2B consumer preferences as a whole, it can be seen that there is a moderate relationship between estimates and actual conditions so that the predictive accuracy of the B2B respondents as a whole is at a moderate level. Therefore, researchers will use two Wonderblink Eyelashes package combinations that are mostly chosen by the majority of B2B consumers as a whole, so the first Wonderblink Eyelashes product package that will be offered to the next B2B consumer is a combination of synthetic types, volume styles, contents of 12 per pack, and with additional glue (Card_2) and the second product package is a combination of human hair type, volume style, contents of 12 per pack, and with additional glue (Card_6).

The selection of the second and sixth stimulus cards is done for several reasons. First, the two types of packages are the choice of the majority of B2B consumers Wonderblink Eyelashes, so the management of Wonderblink Eyelashes must strive to meet the needs of the majority of the B2B Wonderblink Eyelashes consumers. This is in accordance with the results of Johri and Sahasakmontri (2015) research which shows that consumer preferences are basically very dependent on various stimuli, including the characteristics of the products offered by the company itself, whether related to price, quality or promotion offered. The second reason is that the selection of the two cards is also based on the real conditions of my purchase of B2B consumers at Wonderblink Eyelashes. Demand for synthetic lashes and human hair types with very high styles, because many resellers use both types of eyelashes for end-user daily needs, and requests made by these two types of B2B consumers are in the amount of 15 to 25 pairs per demand, so that the number of 12 packs with additional glue can be considered to have met the demands of B2B consumers. As the results of Quester and Smart's research (2013) also explained that the formulation of product bundling packages related to product type, style, content and packaging must be adjusted to the expectations and desires of consumers.

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