

Design of purchase intention strategy in the makeover independent retail using kansei engineering

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Abstract

Although it has been marketed through independent retailers (IR) in 25 cities, Makeover product sales through IR have not increased, and even tend to stagnate, due to competition between local and international brands. This study aims to design a strategy to improve product sales performance in IR using the Kansei Engineering method. Strategy design is carried out by analyzing factors that influence emotional appeal (Kansei) and creating new strategy attributes to improve the sales performance of Makeover cosmetic products in IR. The submission of these strategy attributes aims to touch the emotions (Kansei) of consumers so that they are interested in visiting and making purchases at IR Makeover. A total of 20 Kansei words were analyzed using the Factor Analysis and Principal Component Analysis (PCA) methods to obtain strategy attributes that need to be improved and created. The respondents of this study were 80 people from the millennial and Z generations with an age range of 15–39 years. The study results showed that strategy attributes that need to be improved to improve IR performance include information quality, testing experience, store experience, travel size, bundling series, and relevant influencers. Meanwhile, the attributes that need to be created include loyalty programs, resellers, payment method partnerships, exclusive product sales, and holding a recycling program campaign with the theme “Beauty in Change”.

Keywords

Independent retailer, Kansei engineering, Purchase intention, Strategy design

Introduction

Makeover is a beauty and lip product for women produced by one of the local cosmetics manufacturers in Indonesia. In addition to online, this product is also marketed offline through stores known as Independent Retailers (IR) spread across 25 cities in Indonesia. Although it has been marketed through many IRs, sales of this product tend to be stagnant due to competition between local brands and international brands and the

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ease of the purchase process. Julianingtias et al., [1] found that local brands still lose competition to international brands.

IR performance in product sales needs to be improved considering that as many as 82.53% of consumers are more interested in buying cosmetic products offline through IR than through online shopping [2] as shown in Figure 1. In today's digital era, the purchase of goods is more dominated by online shopping than offline shopping [3].



Figure 1. Percentage of online and offline purchases

The frequency of purchasing goods both online and offline varies greatly between demographic groups. Marketing Charts [4] released a report that millennials and Z generation were in the second highest position in terms of transaction frequency in 2019, although they still lag behind the other three generations in terms of the amount of money spent per transaction as shown in Figure 2. Dimmock [5] considered that anyone born between 1981 and 1996 as a millennial, whereas anyone born between 1997 and 2012 is part of Z generation.

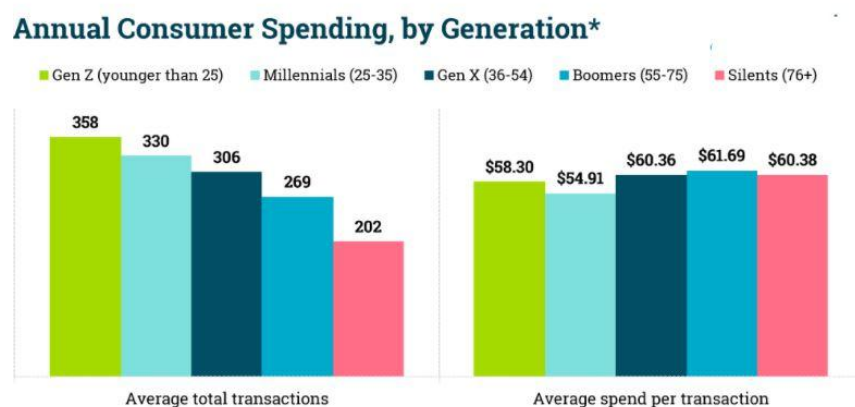


Figure 2. Consumer spending per generation per year

In Indonesia, the millennial and Z generations are the largest age group population. As many as 33.75% of the total population in Indonesia is included in the millennial generation category, while 29.23% are Z generation [6]. The population of Indonesia consists of 133.17 million males and 131.88 million females [6]. Seeing the high enthusiasm in shopping transaction activities, the largest population segment, and the Makeover brand philosophy that targets young women, the behavior of millennial and Z generation female consumers is the main focus in efforts to increase sales in each IR.

One of the efforts to attract consumers to buy cosmetic products is the usage of social media. A study in China proves that the use of social media has a positive influence on brand loyalty to cosmetic products among millennials and Z generation [7] Profitable campaigns, relevant content, always up-to-date, popular, and appearing on various platforms have a positive impact on encouraging consumers to buy cosmetic products [8] In addition, the credibility of influencers on social media has a significant influence on the purchase decisions of cosmetic products made by millennial and Z generation women [9].

So far, the most favorite cosmetic products used by women in Indonesia do not come from local brands but from South Korea. Markplus Inc. [10] noted that 46.6% of women in Indonesia prefer to use products from South Korea and 34.1% choose to use products from Indonesia. However, the survey proves that as many as 27% of women in Indonesia choose to buy halal-certified cosmetic products [10] In addition, Indonesia still occupies the top two positions as a global consumer of halal cosmetics [11].

Seeing the potential of Makeover as a halal-labeled cosmetic brand, the company has to understand what is currently in demand from consumers. Therefore, companies need to know what factors affect consumers in buying cosmetic products. These factors are expected to be the foundation for the company to increase product sales in each IR. This study aims to find out what factors can encourage consumer interest in buying cosmetic products so that they become improvement materials for Makeover cosmetic products to increase sales in each IR. In addition, it is also to identify what strategic attributes need to be added, created, or eliminated to increase consumer buying interest in each IR Makeover.

Method

This study uses the Kansei Engineering type 2 method to find the necessary strategy attributes to increase consumer buying interest in IR Makeover. The model used in the study is adopted from the model developed by several researchers, such as Rahmayani et al. [12] Chuan et al. [13] and Redzuan et al. [14], as shown in Figure 3.

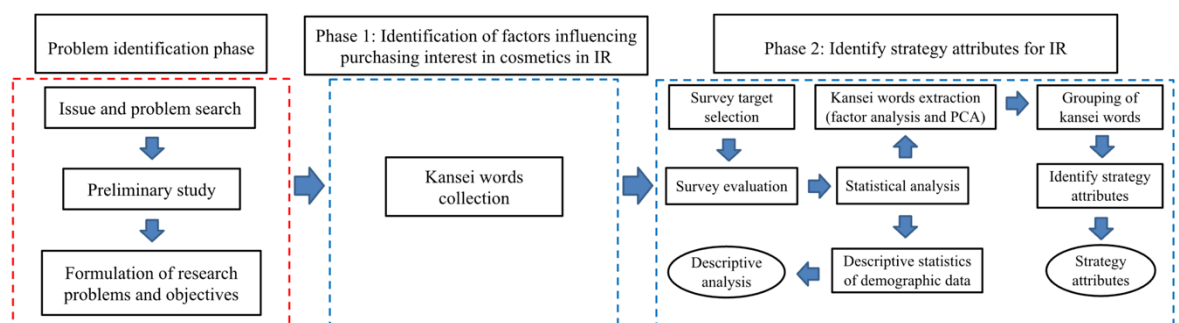


Figure 3. Design of research model

Figure 3 shows that this research consists of three stages: the problem identification stage, phase 1, and phase 2. The problem identification stage begins with identifying

issues and problems, followed by a preliminary study, problem formulation, and defining the research objectives. Phase 1 is the stage where Kansei identification was conducted for further analysis. In this phase, Kansei words from products or services were collected.

The collected Kansei words were then used in phase 2 to identify the design elements of products or services that align with consumer preferences. This stage begins with the selection of survey targets (respondents) and proceeds to the design of product or service elements based on the main Kansei obtained from the survey results.

The main focus of this study is to increase purchase interest in Makeover at each IR. Therefore, the arrangement of Makeover's IR strategy attributes is carried out based on factors that resonate with consumers' Kansei in purchasing cosmetic products. A series of processes are undertaken, starting from problem identification, identifying factors influencing interest in purchasing cosmetics at IR and identifying strategy attributes for IR.

The data in this study were obtained through the distribution of questionnaires conducted online by sending a link that could be directly accessed by target respondents via various electronic devices such as laptops and smartphones. The population in this study consists of consumers of Makeover cosmetic products. Sampling was conducted using a non-probability sampling technique, specifically judgmental sampling, where samples were selected based on the researcher's considerations [15]. The criteria for consumers selected as the subjects of this study are millennial and Z generation women and men aged 15–30 years who have shopped at IR or offline stores at least once. The sample size was determined using the Hair method. [16], where the number of indicators is multiplied by 5 to 10. With a total of 20 indicators, the minimum sample size in this study is 100 respondents.

In this study, respondents were asked to provide their opinions on 20 indicators or variables that IR should possess (also referred to as Kansei words) to encourage consumers to purchase products from the IR. The measurement scale used in the questionnaire is a Likert Scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

Results and Discussion

A total of 100 questionnaires were distributed and collected for further examination. Mooi et al. [15] explained that before being processed further, the collected data needs to be reviewed and cleaned to eliminate outliers, missing values, inconsistencies in respondents' behavior when answering questions, and 'odd' responses. The results of the questionnaire distribution are shown in Table 1.

Table 1. Details of questionnaire distribution

No	Subject	Number of questionnaires
1	Total number of questionnaires distributed	100
2	Completed questionnaire	80
3	Completed questionnaire with "strange" responses	10
4	Processable questionnaire	70

Based on Table 1, the number of questionnaires further processed in this study is 70, although Redzuan et al. [14] explained that in Kansei Engineering type 2 method, a sample size of 20–30 respondents is sufficient to serve as research subjects.

Respondent Profile

The respondents in this study are Makeover cosmetic consumers with an age range of 15-39 years, where 74% (52 people) of respondents are between 20-24 years old, 10% (7 people) are 25-29 years old, 9% (6 people) are 15-19 years old, 4% (3 people) are 30-34 years old, and 3% (2 people) are 35-39 years old. Based on their residence, 56% of respondents reside in the Jabodetabek area. Meanwhile, based on monthly expenditure, as many as 24 respondents (34%) have monthly of less than Rp600,000, 15 people (21%) have monthly expenditure of Rp600,000–Rp1,000,000, 12 people (17%) have expenditure of Rp1,800,001–Rp3,000,000, 10 people (14%) have expenditure of Rp3,000,000, and nine people (13%) have expenditure of Rp1,000,001–Rp1,800,000.

Validity and Reliability Test

The validity test shows that the Pearson Correlation value of all statement items (Kansei words) in the questionnaire exceeds 0.2352, so all statement items are declared valid. Meanwhile, the results of the reliability test show that the Cronbach Alpha value is 0.857 which means it exceeds the value of 0.7, and the statement items in the questionnaire are considered reliable.

Factor Analysis

Factor analysis was performed to group and obtain the Kansei words that will represent the strategy attributes to be applied in Makeover IR. First, the Kaiser-Meyer-Olkin (KMO) test and Bartlett's test were conducted to measure the suitability of the data for factor analysis. In Table 2, a KMO value of 0.559 was obtained, while the significance value for Bartlett's test was 0. These values indicate that the correlation between variables is sufficiently good, allowing the analysis to proceed.

Table 2. Results of the KMO test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.559
Bartlett's Test of Sphericity	Approx. Chi-Square	445.412
	Df	190
	Sig.	0.000

Next, the Kansei words were processed through extraction using Principal Component Analysis (PCA) to explain the variance of each variable [15]. Furthermore, Mooi et al. [15] explain that the factor extraction process aims to obtain a sufficient number of factors to accurately represent the information needed from the data. In the case of Kansei words, this process aims to obtain Kansei words that represent the image of the new product desired by consumers. The results of the factor extraction are shown in Table 3.

Table 3. Factor extraction results

	Communalities	
	Initial	Extraction
Trust_in_the_product	1.000	0.744
Completeness_of_product_variations	1.000	0.546
Availability_of_stock_of_product_in_the_store	1.000	0.513
Product_display	1.000	0.727
Store_image_halal_&_luxury_branding_image	1.000	0.791
Able_to_see_and_try_the_product_tester	1.000	0.610
Safe_products_cruelty_free_halal_natural	1.000	0.715
Competitive_price	1.000	0.828
Distance_to_location_reachability	1.000	0.741
Customer_service_beauty_advisor_sales	1.000	0.749
Product_knowledge_including_knowledge_of_halal_cosmetics	1.000	0.634
Payment_methods_convenience	1.000	0.607
Special_offer_at_IR_promotion	1.000	0.705
Membership_loyalty_program	1.000	0.605
Prestige_of_buying_in_a_store_lifestyle_prestige	1.000	0.692
Brand_credibility	1.000	0.671
Experience	1.000	0.573
Event	1.000	0.483
The_influence_of_hijab_wearing_beauty_influencers	1.000	0.717
Shopping_convenience	1.000	0.670

Extraction Method: Principal Component Analysis

Table 3 shows that, except for 'event,' all variables have a commonality value greater than 0.5, meaning that these variables have a significant influence in touching the consumer's Kansei. Meanwhile, the 'event' factor has less significant influence on the product image to be developed.

The next step is to group the Kansei words into several clusters by creating a matrix where each factor value in the component matrix determines which variables have a relationship with the extracted factors, as shown in Table 4.

Table 4. Component matrix of Kansei words

Attributes	1	2	3	4	5	6
Trust in the product	0.241	0.102	0.702	-0.050	-0.307	0.293
Completeness of product variations	0.557	0.030	0.401	-0.169	-0.174	0.127
Availability of stock of product in the store	0.546	0.168	0.077	0.403	0.120	0.066
Product display	0.630	0.062	0.276	0.062	-0.491	-0.072
Store image (halal & luxury branding image)	0.457	0.529	0.412	-0.290	-0.217	0.028
Able to see and try the product (tester)	0.100	0.347	-0.161	0.436	0.454	0.239
Safe products (cruelty free, halal, natural)	0.575	0.484	-0.247	0.172	-	0.234
Competitive price	0.639	-0.120	-0.347	-0.361	0.133	0.372
Distance to location (reachability)	0.571	-0.150	0.199	-0.029	0.177	0.566
Customer service (beauty advisor/sales)	0.711	-0.326	-0.135	0.325	-0.077	-
Product knowledge (including knowledge of halal cosmetics)	0.528	0.213	-0.465	-0.145	-0.230	-0.143
Payment methods/convenience	0.545	-0.415	-0.115	0.350	-0.018	-0.042
Special offer at IR (promotion)	0.658	-	-0.103	0.027	0.022	-0.202
Membership (loyalty program)	0.579	-0.359	-0.003	-0.230	0.093	-0.282
Prestige of buying in a store (lifestyle prestige)	0.450	0.278	0.351	-0.246	0.348	-0.327

Attributes	1	2	3	4	5	6
Brand credibility	0.375	0.603	0.156	0.252	0.255	-0.117
Experience	0.503	0.317	0.076	0.370	-0.104	-0.256
Event	0.651	0.024	- 0.065	0.111	-0.155	-0.134
The influence of hijab-wearing beauty influencers	0.431	0.039	0.256	-0.436	0.427	-0.304
Shopping convenience	0.654	-0.378	-0.005	- 0.004	0.240	0.204

The grouping of Kansei words is done by looking at the largest component matrix value of each Kansei word against the six factors. For example, 'trust in the product' has the largest component matrix value for factor 3, so 'trust in the product' is included in factor 3. The variable 'ability to see and try the product' has the highest matrix value for factor 5. Meanwhile, the variables 'store image' and 'brand credibility' are included in factor 2. The results of the grouping of Kansei words are shown in Table 5, where the number of factors, originally 6, is reduced to 4.

Table 5. Clustering of Kansei words attributes

Attributes	Factor #1	Factor #2	Factor #3	Factor #5
Kansei Words	Completeness of product variations Availability of stock of product Product display Safe products Competitive price Distance to location Customer service Product knowledge Payment convenience Special offer at IR Membership Prestige Experience Event The influence of beauty influencer Shopping convenience	Store image Brand credibility	Trust in the product	Able to see and try the product

Proposed Strategies

Next, the Kansei words are translated into the strategy attributes needed to increase sales at each Makeover IR, as explained below.

Enhanced Attributes

The attributes that need to be improved are information quality, testing experience, store experience, travel size, bundling series, and relevant influencers, as follows:

a. Information quality

The company needs to enrich information about the product's advantages through the Product Directory LCD at IR, beauty advisor recommendations, and the webstore. Additionally, the company should position the image of Makeover

makeup products as halal and bold, such as cruelty-free, halal, and skin-friendly. Information quality as part of branding can enhance brand credibility and trust in the product.

b. Testing experience

Survey data indicates that respondents complained about the incomplete product samples at IR Makeover, where not all shades were displayed, and the condition of the samples was no longer suitable (oily, sticky, or expired). The strategy that needs to be implemented is to complete the samples with all available shades to meet the different needs of customers and to use one-time testers, such as single-use lipstick testers. The availability of product samples is important for the millennial generation, who are skeptical and prefer to try before buying. Additionally, the use of augmented reality (AR) technology should be considered. AR technology offers several advantages, such as educating customers about the available products, supporting customer purchase decisions, and fueling customers' curiosity about the products offered.

c. Store experience

Trendy or unique interior design can make customers feel comfortable shopping, taking outfit-of-the-day (OOTD) photos, and chatting with friends. This serves as a promotional tool to liven up the IR by encouraging customers to post OOTD photos taken in the IR, which can make them want to return for a different experience.

d. Travel size

Products with travel-size packaging and trial kits (in sachet packaging or mini bottle doses) are available exclusively at IR. Urban millennial women who are active and fast-paced require compact and easy-to-use packaging for their dynamic activities and love of traveling. Trial kits can be obtained exclusively at IR by purchasing certain products or special price promotions.

e. Bundling series

Product bundling that is different from the palette kit, presented in a go-green pouch or tote bag (depending on the price), available exclusively by purchasing at IR. The stylish design embodies the philosophy of 'Beauty Beyond Rules' to reflect Makeover's mission spirit.

f. Relevant influencer

The company needs to collaborate on makeup collections with popular influencers among the millennial and Z generations. Currently, customers are very particular about influencers with diverse images, such as hijab-wearing influencers and models with a wide range of skin tones that represent Indonesian and Asian skin. The makeup collaboration could feature the influencer's name as a shade name (such as Cinderella for a nude shade, and so on).

Created Attributes

IR Makeover needs to create renewable strategy attributes so that customer retention and visit frequency increase, namely as follows:

a. Loyalty program

Membership is an effective strategy to increase sales through a point system that can only be earned via specific transactions at IR. Points can be redeemed for discounts, vouchers, or Makeover products, which can only be redeemed at IR. Points are collected from product purchases, posting photos while at IR on social media, or returning product packaging waste. Membership is divided into customer cards (beauty crew) and special Make Up Artist (MUA) cards (Power MUA) with different offers. The MUA membership can include vouchers for beauty classes with renowned professional MUAs, and more competitive prices due to larger transactions. This can encourage MUAs to grow as loyal Makeover customers.

b. Reseller

The reseller program can be implemented by Power MUA members, which will motivate new MUAs to become more enthusiastic about entrepreneurship and loyal to Makeover.

c. Partnership in payment methods

Currently, many customers feel embarrassed to visit IR because they are only buying one product or feel like they won't make a purchase. However, simply turning into IR is an important first step towards turning a customer into a loyal one. An alternative strategy for easy payment at IR is by implementing a self-checkout system. This offers a new experience with digital payment methods that are popular among Millennials. Customers can complete their transactions by scanning product QR codes and selecting their preferred payment methods, all done via a special LCD and assisted by an employee for supervision and system introduction. Additionally, Millennials often prefer cashless payments and use various e-wallet services for cashback benefits. This e-wallet phenomenon should not be overlooked by IR Makeover, and it is essential to collaborate with various e-wallet providers to offer customers an easy payment experience beyond cash and debit/credit cards.

d. Exclusive products

Exclusive products sold only at IR include collaborative makeup with shade names using the names of relevant influencers. Additionally, creating a viral moment strategy with a program that engraves the customer's name on the body makeup makes the customer feel special and only available during a specific period to create a psychological effect.

e. "Beauty in Change" recycle program

Creating an image of a smart and environmentally-conscious urban woman for customers who are becoming more selective and diverse, through a packaging

waste return program that can be exchanged for membership points. The product's safe image is further strengthened with stylish Makeover go-green pouches or tote bags, featuring the slogan 'Beauty Beyond Rules'.

Attributes to be Eliminated

In the cosmetics industry, there are too many important competitive factors that cannot be eliminated for Makeover and its competitors.

Conclusion

This study uses the Kansei Engineering method to analyze factors that influence emotional appeal (Kansei) and create new strategic attributes to improve the sales performance of Makeover cosmetic products in independent retail. The proposal of these strategic attributes aims to touch the emotions (kansei) of consumers, encouraging them to visit and make purchases at IR Makeover. A total of 20 Kansei words were analyzed using multivariate analysis, namely Factor Analysis and Principal Component Analysis (PCA), resulting in strategic attributes that need to be enhanced and created.

In this study, the sample was taken based on the demographic groups of millennials and Z generation, with an age range of 15–39 years. The results of the study indicate that the strategic attributes that need to be improved to enhance IR performance include information quality, testing experience, store experience, travel size, bundling series, and relevant influencers. Meanwhile, the attributes that need to be created are a loyalty program, reseller, payment method partnerships, exclusive product sales, and the implementation of a recycling program campaign with the theme “Beauty in Change.” The best strategies to be improved and attributes to be created by each IR, of course, must be adjusted to the conditions and capabilities of the IR.

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