Impact of demographic segmentation and psychographic segmentation on purchase decisions of K beauty products

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ARTICLE INFO	ABSTRACT
	The booming development of k pop and k drama has brought many changes to the products purchased by the public. One of the products that are most influenced by k-pop and k-drama are beauty products that are much liked by Indonesian women. Indonesian women really like the beauty of k-pop and k-drama Korean artists so that Korean Hallyu is the current trend. This study used a purposive sampling method with a total sample of 100 people with the sample criteria being women aged 17 years and over who had purchased k beauty products at least three times. This research was conducted to find out whether the demographic segmentation variables consisting of age, occupation, income influence the decision to purchase k beauty products and the psychographic segmentation variables consisting of indicators; values, lifestyle and personality affect consumer purchasing decisions for k beauty products. Partially, each of the demographic and psychographic segmentation variables has a positive and significant effect on the purchasing decision of k beauty products. Simultaneously the two independent variables also have a positive and significant influence so that all hypotheses are accepted.

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1. Introduction

The Korean wave (Korean Hallyu) has brought many changes in society, especially among women. This was marked by the beginning of the emergence of k pop and k drama which was sweeping every country. All the activities of k-pop and k-drama artists are in the spotlight of the public, especially women who prefer them so the activities of k-pop and k-drama celebrities are the current trend, such as food, fashion, cosmetics, etc. The Korean Wave (Korean Hallyu) has brought many changes to k beauty, especially in the field of cosmetics and skin care which prioritizes natural and safe trends for the skin. Currently, k beauty offers products that use dermatological-based ingredients that are safer for consumption. So Korean-made cosmetics are able to win the hearts of female consumers in Indonesia. The Korean wave (Korean Hallyu) in the field of cosmetics is favored by women aged 17 and over. Based on the results of a survey conducted by ZAP Beauty with an index of 17,889, states that women in Indonesia make more purchasing decisions for cosmetics made in Korea.

Purchasing decisions according to (Schiffman and Kanuk, 2008) are "various stages that are processed from several different alternatives in making one choice. Meanwhile, Peter and Olson (2013) state that purchasing decisions are a series of stages consisting of various alternative answers starting from an information search to an evaluation of the various alternatives available in making a purchasing decision.

Market division based on demographic segmentation is related to population data. Segmentation based on demographics is related to population issues, forms of market segmentation that can be carried out include: gender, religion, occupation, family size, age, type of family, income, education, home ownership, national

race, and family life cycle (Martin, 2011). . (Oentoro, 2012 quoted from Dr. Sudaryono, 2016) states that demographic market segmentation divides the market into groups based on variables such as gender, age, marital status, number of families, income, position, geographic location, mobility, home ownership, education, religion, and sense of nationality. These demographic factors are the most popular basis for segmenting consumer groups. The main reason is that consumer needs and wants are easy to measure. Even if the market segment is initially determined using another basis, the demographic characteristics must be known to know the size of the target market and to reach the market efficiently.

Psychological segmentation is a market grouping based on one's psychology. This psychology examines a consumer in terms of lifestyle, personality, and values. Psychography is one of the factors in segmenting consumers who have the same preferences based on lifestyle, social class, and personality (Kotler & Armstrong, 2014). Psychographic segmentation is a market grouping based on influencing factors such as; lifestyle, value systems, and cognitive components. In line with this view that a marketer in conducting consumer psychography classifies markets based on their preferences such as the activity of a consumer, interest in consuming, interest, and public opinion on a product so that market segments will be formed.

Value is a person's belief about how the behavior or goals to be achieved by a consumer are continuously reflected in a person's behavior in looking at everything. Value is a state or a person's struggle against the normal behavior style of an individual. The personality of a consumer is reflected in the choice of a consumer from various kinds of social values or the existence of a value system that they begin to feel where this value is closely related to the work ethic of a product and the social interaction of consumers in society.

From a survey conducted by market researchers, it was stated that since 2013 k beauty products have increased annually by 3.9 percent, and the growth rate of Korean cosmetics has increased by 5.8 percent annually (https://tirto.id/cyRj). Based on data obtained from the Ministry of Industry, it was found that the total export value of cosmetic products in 2015 reached US$ 818 million or Rp. 11 trillion. Meanwhile, the import value reached half, namely US$ 441 million (https://mix.co.id/marcomm/news-trend/ramai-brand-korea-bertarung-di-pasar-kosmetik whoever-win). The development of Korean Hallyu has influenced the products consumed by the public so that it can become an opportunity for marketers to segment the market. Market segmentation such as demographic segmentation is a very important segment in offering k beauty products. Demographic segmentation that follows the Korean Hallyu trend such as the age of consumers who start consuming k beauty products, usually starting from the age of 17 and above which is adjusted to the composition of the product according to the skin, usually, those who buy k beauty products are women who are married or unmarried, the number of variations in price offerings for k beauty products is adjusted to the income of various groups of women, both working and unemployed. As for the psychographic segmentation of products into beauty, it is adjusted to the values of Korean Hallyu which are followed by k beauty consumers such as affordability of product prices, k pop and k drama artist figures who are role models, and naturally beautiful skin, while consumers tend to follow the Korean wave lifestyle. such as simple and elegant so that the Korean wave lifestyle has become very loved by both young and old alike. This k beauty product identifies k beauty products as a personality that likes health so that the product is safe for consumption.

2.   Research Method

This study uses an associative approach with three variables which are the independent variables namely demographic segmentation and psychographic segmentation and the dependent variable is consumer purchasing decisions. The population in this study were women who had purchased k beauty products and the samples for this study were women who had purchased at least 3 times. Where the sampling technique was carried out by purposive sampling with the sample criteria being women who had bought k beauty products with criteria of being 17 years and over. The number of samples in this study was 100 respondents who would be given a questionnaire. Questionnaire/questionnaire distributed using a Likert scale. Because at this age women are considered to still care about their beauty. Women who consumed k beauty products were used as respondents and used the Lemeshow formula to obtain samples so that the number of respondents who answered the questionnaire was 100 people.

3.   Results and Discussions

3.1   Regression Analyst

Multiple linear regression analysis is used to determine how much influence the independent variables, namely the variables of Demographic Segmentation (X1) and Psychographic Segmentation (X2) have on the dependent variable, namely the performance of Purchasing Decisions (Y).

Table 1. Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	12.462	2.144	
Demographic Segmentation	.558	.128	.491
Psychographic Segmentation	.347	.126	.312

Dependent Variable: Y – Purchasing Decisions

$$Y = 12{,}462 + 0{,}558X_1 + 0{,}347X_2$$

The above equation can be interpreted as follows:
1. The constant value is 12.462 which means that if there are no independent variables consisting of Demographic Segmentation and Psychographic Segmentation variables, then the Purchase Decision has a value of 12.462
2. The demographic segmentation variable has a positive effect on purchasing decisions with a regression coefficient of 0.558, which means that if the variable (X1) increases by 1 unit, then the purchasing decision increases by 0.558 units assuming constant psychographic segmentation.
3. The Psychographic Segmentation Variable (X2) has a positive effect on Purchase Decisions, with a regression coefficient of 0.374 which means that if the Psychographic Segmentation variable (X2) increases by 1 unit, the Purchase Decision will increase by 0.374 units assuming the Demographic Segmentation variable is constant.

3.2   t-test

Table 2. test-t

Model	t	Sig.	t table	result
1 (Constant)	5.813	.000		
Demographic Segmentation	4.344	.000	1,67	Received
Psychographic Segmentation	2.755	.007	1,67	Received

a. Dependent Variable: Y – Purchase Decision

The table above shows the calculated t value for the demographic segmentation variable obtained at 4.344 with a significance of 0.000, where the t table value is 1.670, the first hypothesis is accepted, which means that the psychographic segmentation variable has a positive and significant effect on purchasing decisions. The results of this study are in line with research conducted by Nanang (2017) which states that psychographic segmentation variables consisting of lifestyle indicators have an influence with a significance value of less than 0.005.

Whereas for the psychographic segmentation variable the t count value is 2.755 greater than t table 1.67 and the significance value is less than 0.005, thus the second hypothesis can be accepted. The results of this study are in line with Larasati's research (2017) which states that demographic factors consist age, gender, income, education, and employment have a positive and significant effect on the decision to purchase k beauty products

3.3   f-test

Table 3. Anova

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	204.074	2	102.037	69.371	.000[b]
Residual	142.676	97	1.471		
Total	346.750	99			

a. Dependent K *beauty* variabel: Keputusan Pembelian (Y)
b. Predictors: (Constant), Segmentasi Psikografis (X2), Segmentasi Demografis (X1)

After processing the data with the SPSS software tool, the obtained f count is 69.371 which is greater than 3.09, thus the third hypothesis is accepted. The results of this study are in line with research conducted by Farida (2020) which states that demographic and psychographic segmentation has an influence on purchasing decisions

4.   Conclusion

Based on the discussion above, it can be concluded that the independent variable is demographic segmentation which consists of the following indicators; age, age, occupation, and income and psychographic segmentation variables consisting of values, lifestyle and personality affect the dependent variable of purchasing decisions which consist of indicators of stability, buying because they like, buying because of desire, and buying because of recommendations. The three hypotheses are accepted because t count and f count are greater than the value of f table and t table with a significance value smaller than alpha. Where both variables partially and simultaneously have a positive and significant effect on the dependent variable.

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