

“PRODUCTS POSITIONING OF MEN FACIAL WASH BASED ON ATTRIBUTES PRODUCT USING MULTIDIMENSIONAL SCALING ANALYSIS (MDS)”

(Study at Men’s Student Faculty of Economic and Business University of Brawijaya)

Dimas Bagus Firmansyah

International Management Program, Faculty of Economic and Business, University of Brawijaya
*dms.great@gmail.com

Abstract

The aim of this research is to describe product positioning map of facial wash for men based on attributes product. This research focus to see the product variance, quality, design, futures, brand name, packaging, sizes, services, warranties, returns of each facial wash for men. The population in this research is a student Faculty of Economic and Business University of Brawijaya which customers of product MensBiore/Nivea For Men/Vaseline Men/L’Oreal Men Expert/Garnier Men/Gatsby Face Wash, or OXY. This research sample is 100 people. The sampling method utilized in this research is non probability sampling. Research instrument was tested using factor and reliability test analysis. To find out the product positions using Multidimensional Scaling Analysis (MDS) in software SPSS for Windows 16.0. The results showed Garnier Men dominate almost all the attributes of product perceptions, and MensBiore one product attribute. And attributes product of OXY always beat the lowest level than seven product of facial wash for men.

Keywords: Brand Positioning, Attributes Product, Facial Wash, MDS

INTRODUCTION

Economic growth and technology progress effect citizen’s lifestyle. In the modern era like now, men also need skin care. The forms of treatment needed by men are similar to those needed by women. Skin care for men is no longer a strange thing. Now it is something common. The demands of life have directed them to pay attention to appearance and health, especially skin. This prompted the need of cosmetics for men. The inception of the orientation of WOMEN makes MEN behave and follow the laws of WOMEN, which is always paying attention to detail. In the modern marketing trend, customer sensitivity should be processed in detail by harnessing emotional facet of the consumers. The conception of WO-MEN led to a shift where excellence

is not only determined by the mind, but also by the emotion (Kertajaya, 2003).

The facts show an increase in the use of men skin care products globally and nationally. Therefore, toiletries industries compete to get this business opportunity by launching special facial cleanser products for men. Judging from the growing number of cleaning products, consumers will have more options in purchasing them.

Products of men’s facial wash that is currently circulating in Indonesia are Men’s Biore (PT. Kao Indonesia), Nivea For Men (PT. Beiersdorf Indonesia), Vaseline Men (PT. Unilever Indonesia Tbk.), L’Oreal Men Expert and Garnier Men

(PT.L'OrealIndonesia),GatsbyFace Wash(PT.MandomIndonesiaTbk.)andOXY (PT. Rohto Laboratories Indonesia).

Every businessperson wants the product more superior in the consumer eyes. In the effort to win the competition, companies must have specific marketing strategy. The first is market segmentation, which is the process of dividing a market into distinct groups of buyers with different needs, characteristics, or behaviors, who might require separate products or marketing programs. The second is targeting. It is about evaluating segment attractiveness and selecting one or more segments to enter. The last is positioning, which is the way the product is defined by consumers based on the important attributes – the place the product occupies in consumers mind relative to competing products – based on perception, impressions & feelings (Armstrong, 2009). Businessperson monitor the position of their products in the eyes of consumers based on the attribute attached to the products they produce.

To make strong foundations, authors selected variable from Kotler and Armstrong perception. Those are product variety, quality, design, features, brand name, packaging, sizes, services, warranties, returns. Authors assumes those variable will represent that product image.

Therefore, this research was conducted on students of Faculty of Economic and Business, Brawijaya University. Based on the above description, the issue is

important and interesting. Therefore, the writer decides to take title “Product Positioning of Facial wash for men Based on Attributes Product Use Multidimensional Scaling” (Study at Men Student of Economic and Business Faculty University of Brawijaya).

Based on the explanation above, the research problems that will be discussed in this research are: (1) How is the product positioning of facial wash for men based on attributes product in Faculty of Economic and Business University of Brawijaya?; and (2) How the attributes product strategy conditions of facial wash for men in Faculty of Economic and Business University of Brawijaya?

THEORETICAL FRAMEWORK

Product

Product is a crucial element in a marketing program. Product strategy can affect other marketing strategies. The purchase of a product is not merely to have the product but also to meet the needs and desires of consumers. From the above definition, product is anything that can be offered to producers noted, requested, sought, bought, used, or consumed as a fulfillment of the market need or desire, in the form of either goods or services.

Product can be measured through (Keller, 2006):

1. Product variety
2. Quality
3. Design
4. Features
5. Brand name
6. Packaging

7. Sizes
8. Services
9. Warranties
10. Returns

Brand

A brand is a name, term, symbol, or design, or a combination of these, that identifies the maker or seller of the product or service (Kotler and Armstrong, 2011).

Spotlight on the brand is a form of differentiation in the company. According to the principle of Venus, the brand must form a brand charisma. Without inspiration, fanaticism, and aura enclosing a brand, the customers on Venus are not able to see any charisma in the brand; and without the charisma, you will not gain the customers loyalty (Kertajaya, 2003).

Positioning

Positioning is the act of designing the company's offering and image to occupy a distinctive place in the mind of the target market. The goal is to position the brand in the minds of consumers to maximize the potential benefit to the firm (Keller, 2006).

The Terms Build Positioning

There are four criteria to determine the positioning, based on studies of four c Diamond in the model of Sustainable Marketing Enterprise (Kertajaya, 2005). The four terms are:

1. Customer.
2. Company
3. Competitor
4. Change

Determination of Base Positioning

The differentiation and positioning task consists of three steps, they are identifying a set of differentiating competitive advantages on which to build a position, choosing the right competitive advantages, and selecting an overall positioning strategy (Kotler and Armstrong, 2011).

Errors in Positioning

Errors in positioning should always be avoided by companies so that consumers can see the real characteristic. To that end, companies need to focus on the attributes that can be turned into advantages over other brands. Positioning must be clear, so there will not be any confusion and irrelevancy on the products offered.

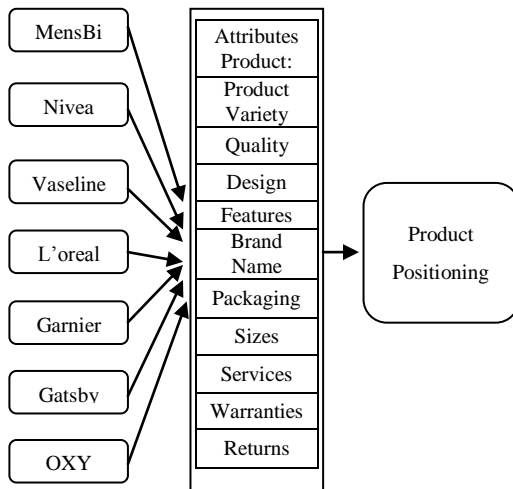
Research Framework

According Sekaran (2006), framework is a model of how the conceptual theory associated with a variety of factors has been identified as an important issue. Positioning is a designing the company's offering and image to occupy a distinctive place in the mind of the target market.

In this research to know brand positioning in the customer mind, we find the customer perception of attributes product each brand of facial wash for men. After that we will grouping and find products positioning based on attributes product. Based on the

description above framework schema can

Theoretical Framework



RESEARCH METHODOLOGY

Type of Research

Based on the objective of the study, the type of research to be used is the descriptive quantitative. According to Sugiyono (2011) quantitative research is research methods based on the philosophy of positivism, used for researching on population or a particular sample, data collection using an instrument of research, analysis data statistics, with the objective being to test the hypotheses that have been set.

According Sugiono (2011) descriptive research is research conducted to find out the value of the independent variable, whether one or more variables (independent) without making comparisons, or connect with other variables. Descriptive research in this study is intended to get an overview and

be thought as follows:

description of the product positioning based on product attributes.

The Method of Data Collection

Data collection technique is a technique used in the process of collecting data from the source. In this research, the data used are the primary and secondary using the following techniques:

1. Primary Data

a. Questionnaire Survey

The questionnaire survey in this research was intended to the consumer of Men'sBiore/Niveafor Men/VaselineMen/L'OrealMen Expert/GarnierMen/GatsbyFace wash/OXY. Survey is a method of collecting primary data by giving questions or providing written statements to respondents to be answered. Questionnaire is an efficient tool for data gathering if the researcher knows better about the variables being measured and the subject expected from the respondents (Sugiyono, 2011).

b. Interview

Interview is used as a data collection technique when the researcher wants to know something from the respondents in depth, where two people or more physically meet face to face (Sugiyono, 2011).

c. Observation

Observation is a complex process because it involves biological and psychological activities through systematic observation and recording about the observed phenomenon (Sugiyono, 2011).

2. Secondary Data

a. Literature Review

This is a study on literature or relevant books, newspapers, journals, articles, or researches related to the learned subject.

Research Population and Sample

Population is defined as the whole group of people, event, or the interest that the researcher would like to investigate. Population can be a group of people, a group of institution or organization, or a group of events (Sekaran, 2006). The population of this research is male students of Faculty of Economic and Business, University of Brawijaya, who use Men'sBiore/Niveafor Men/VaselineMen/L'orealMen Expert/GarnierMen/GatsbyFace wash/OXY in the past or at current time.

The sampling method utilized in this research is non-probability sampling. According to Sugiyono (2011), non-probability sampling is a sampling technique in which every element of population has no equal probability to be selected as sample.

The sampling technique is purposive sampling, according to Sugiyono (2011) purposive sampling is sampling technique with certain consideration, such as if the

researcher wants to know about the food quality, the samples of the researches are food experts.

For this research sample, the sample criteria are:

1. The sample is the customer of Men'sBiore/Niveafor Men/VaselineMen/L'orealMen Expert/GarnierMen/GatsbyFace WashorOXY.
2. The age of the sample is equal to 17 years old or older. This is due to the consideration that, at that age, the respondents can make their own decision.
3. Know 7 brands of facial wash for men

Research Test Instrument

Multidimensional Scaling Analysis

MDS or multidimensional scale designation is a procedure to present the perception of respondents in the special preferences by using a visual display. The methods employed usually use a multidimensional MDS algorithms and procedures, correspondence analysis, factor analysis, and so forth (Malhotra, 2004).

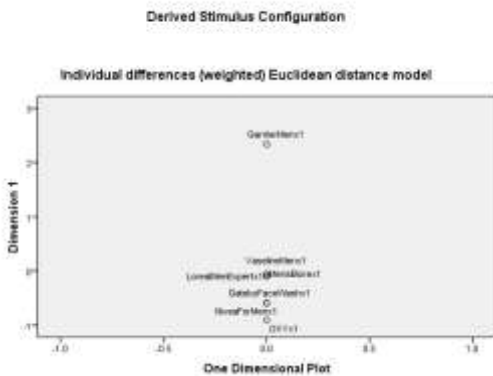
Findings and Discussion

Validity and Reliability

All variables shows that the value of KMO MSA >0.5 and the validation per item has >0.3. This means the analysis of the factor indicates the variables are considered valid.

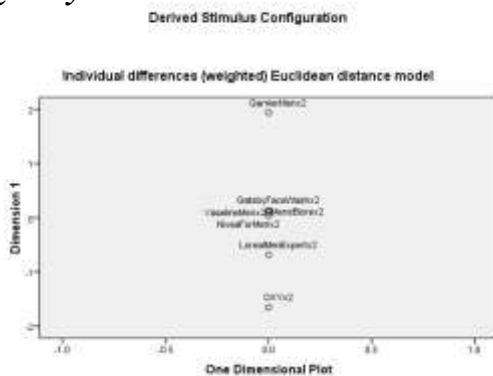
In this study, the reliability testing is done using the formula of Cronbach Alpha (α). An item in the questionnaire can be considered highly reliable when the Cronbach Alpha value is higher than 0.600. In this research, the test shows that all variables are reliable, because all variables has value higher than 0.6.

Multidimensional Scaling ***Product Variety***



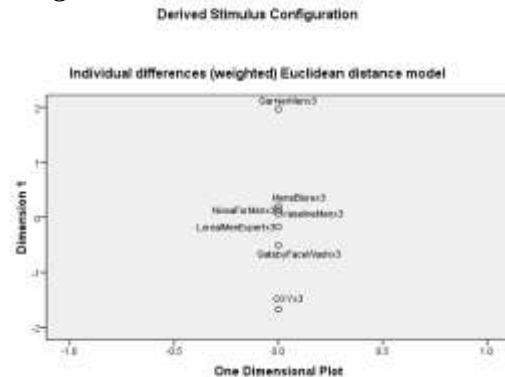
That shows attributes product variety of Garnier Men on the top position (2.3364), which have a long distance to its competitors. Follow by MensBiore with negative position (-.0535), Vaseline Men and L'Oreal Men Expert have adjacent negative position (-.0960) and (-.0979), Gatsby Face Wash and Nivea For Men have adjacent negative position also (-.5923) and (-.5928), and the last is OXY with negative position (-.9040).

Quality



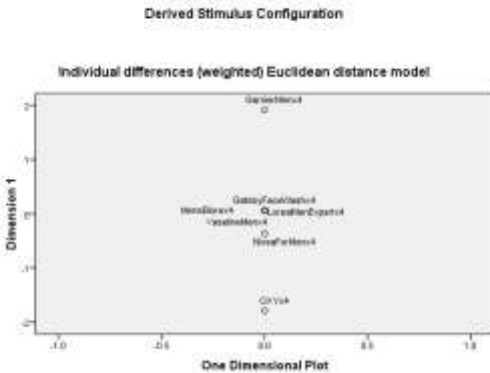
That shows positioning attributes product quality of Garnier Men on the top position (1.9365), which have long distance to its competitors. Follow by Gatsby Face Wash, MensBiore, and Vaseline Men have adjacent position (.1340), (.1291), (.0996), Nivea For Men (.0383), L'Oreal Men Expert with negative position (-.6829) and the last is OXY with negative position (-1.6546).

Design



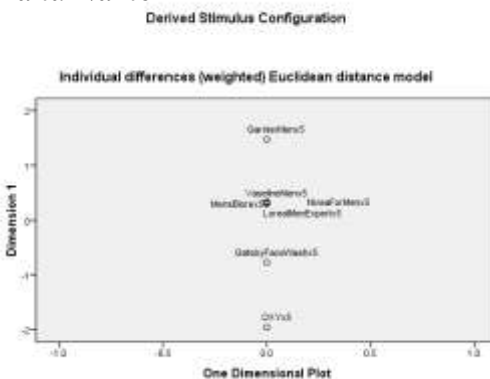
That shows attributes product design of Garnier Men still on the top position (1.9636), which have long distance to its competitors. Follow by MensBiore (.2016), Nivea For Men (.1284), Vaseline Men (.0611), L'Oreal Men Expert with negative position (-.1738), Gatsby Face Wash with negative position (-.5095), and the last is OXY with negative position (-1.6714).

Features



That show dominates attributes product futures of Garnier Men position (1.9140), which have long distance to its competitors. And also follow by Vaseline Men and L'Oreal Men Expert with equal position (.0609), MensBiore (.0605), Gatsby Face Wash (.0571), Nivea For Men with negative position (-.3685), and last is OXY with negative position (-1.7851).

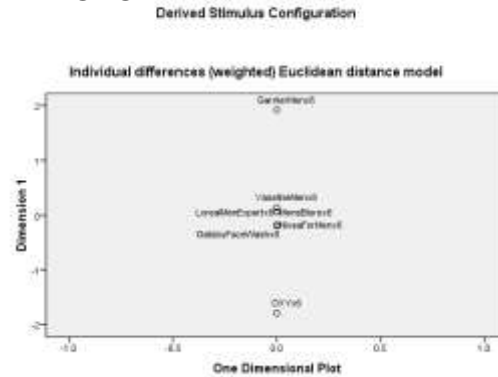
Brand Name



That shows attributes product brand name of Garnier Men still dominates position (1.4715). Follow by Nivea For Men (.3316), MensBiore (.3236), Vaseline Men (.3154), L'Oreal Men Expert (.2913), Gatsby Face Wash at the negative position

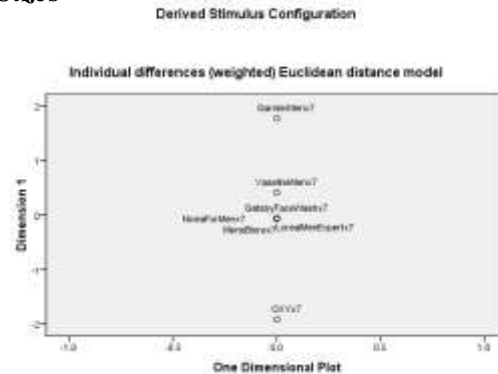
(-.7752), and OXY in the last with position (-1.9583).

Packaging



That shows the dominate attributes product packaging of Garnier Men position (1.9213), which have long distance to its competitors. Follow by Vaseline Men (.1370), MensBiore (.0570), L'Oreal Men Expert (.0569), in the negative position is Nivea For Men (-.1785), Gatsby Face Wash at negative position (-.2019), and last position in negative is OXY (-1.7919).

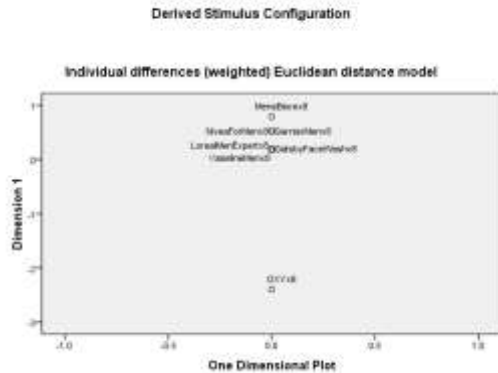
Sizes



That shows attributes product sizes of Garnier Men dominates position (1.7720), which have long distance to its competitors. Follow by Vaseline Men

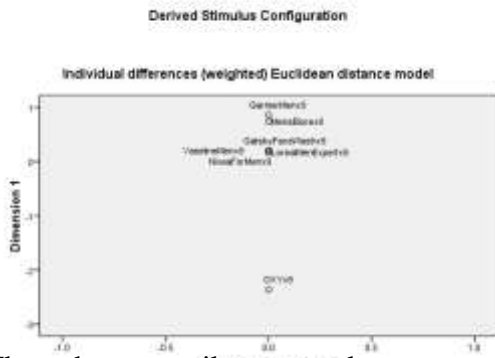
(.4095), Gatsby Face wash, MensBiore, Nivea For Men, and L'Oreal Men Expert have adjacent position in negative area (-.0607), (-.0667), (-.0675), (-.0695), and the last position in negative area is OXY (-1.9170).

Services



That shows MensBiore dominates position of attributes product service at (.7898), Follow by Nivea For Men and Garnier Men with adjacent position (.5237) and (.5219), Gatsby Face Wash, Vaseline Men and L'Oreal Men Expert also with adjacent position (.1916), (.1866) and (.1793), the last position is OXY with negative position (-2.3929).

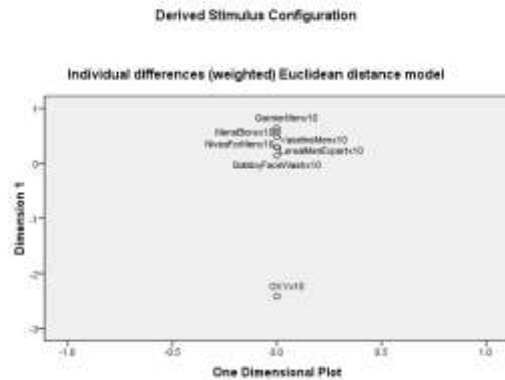
Warranties



That shows attributes product warranties Garnier Men in the top position(.8570),

follow by MensBiore (.7358), Vaseline Men and L'Oreal Men Expert with equal position (.2018), Gatsby Face Wash (.2011), Nivea For Men (.1639), and the last is OXY in negative position (-2.3613).

Returns



That shows attributes product return of Garnier Men (.6373), follow by MensBiore (.5690), Nivea For Men (.4849), Vaseline Men and L'Oreal Men Expert have adjacent position (.2940) and (.2939), Gatsby Face Wash (.1381), the last is OXY with negative position (-2.4172).

Discussion of the Result

The brand Garnier Men has a positive (+) sign as many as 10 out of 10 existing attribute. This indicates that Garnier Men most in accordance with the consumers want, with a percentage 100% of all the attributes that should be owned by all the products. But, the brand Vaseline Men well enough according to the customers want with a percentage 90%. The suitability of the product by the customer's desire for a brand of MensBiore is equal to 80%. Nivea For Men by 60%, L'Oreal Men Expert by

60%, Gatsby Face Wash by 50%. And OXY reputed very not appropriate with the desire of the customers with a percentage 0%.

Implications

The result of this research obtain some theoretically and practically application to the product positioning. The result of this research provides how customer makes some rank to appreciate product in the market. To competing in the market, product must adjust the attributes product appropriate customer want. To know product strategy working effectively, company evaluating the attributes product and reformulating their strategy.

CONCLUSSIONS

The seventh men facial wash product competition in the lead by Garnier Men on a variable product variety, quality, design, features, brand name, packaging, sizes, warranties, and returns. In the variable services brand leader is MensBiore. This is conclusion each variable:

1. On variable product variety, only the brand Garnier is considered good by consumers.
2. Based on variable quality, Gatsby Face Wash, MensBiore, Vaseline Men and Nivea For Men have tight competition. In this variable L'Oreal Men Expert and OXY considered can't fulfill consumers want.

3. Based on variable design, MensBiore, Vaseline Men and Nivea For Men have good position, but still loosed by Garnier Men. In this variable L'Oreal Men Expert, Gatsby Face Wash and OXY considered can't fulfill consumers want.
4. Based on variable features, L'Oreal Men Expert, MensBiore, Vaseline Men and Gatsby have tight competition. In this variable Nivea For Men and OXY considered can't fulfill consumers want.
5. Based on variable brand name, MensBiore, Nivea For Men, Vaseline Men and L'Oreal have tight competition. In this variable Gatsby Face Wash and OXY considered can't fulfill consumers want.
6. Based on variable packaging, L'Oreal Men Expert and MensBiore have tight competition. In this variable Nivea For Men, Gatsby Face Wash and OXY considered can't fulfill consumers want.
7. Based on variable sizes only Garnier Men and Vaseline Men fulfill customer want.
8. Based on variable services, MensBiore leader of other brands position. And only OXY considered can't fulfill consumers want.

9. Based on variable warranties, Vaseline Men and L'Oreal Men Expert have tight competition. In this variable only OXY considered cant fulfill consumers want.
10. Based on variable returns, all brands have tight competition, but only OXY considered can't fulfill consumers want.

RECOMMENDATIONS

Based on result, author recommendation to 7 brands of facial wash for men is look our result and find your product position. This result can be base of formulating product strategy. If product on negative area, which means company must solve the problem with change negative attributes product. If companies already cover those problems, the customer perceptions should be changes also.

On this research only took opinions from product attributes Philip Kotler that mentions ten product attributes. Author argues there are some variables that are written there are some who are not supposed to use in a product attributes and still less complete. Author recommend for next researcher is determining variable by doing Forum Discussion Group (FDG). Followed by the reduction of variable with the factor analysis, so it can be retrieved the appropriate variable with object are discussed.

BIBLIOGRAPHY

Alma. Buchari.2004. Manajemen Pemasaran dan Pemasaran Jasa. Cetakan Keenam. Alfabeta. Bandung.

Anonymous. 2011. Facial Cleanser. (online). (www.rileksmedia.com, accessed on October 25, 2014)

Anonymous, 2011.Product. (online). (www.vaselinemen.com, accessed on January 20, 2015)

Anonymous. 2012. Kao History. (online). (www.kao.com, accessed on January 20, 2015)

Anonymous. 2012. Kulit Pria. (online). (www.pakarkulit.com,accessed on October 25, 2014)

Anonymous. 2013. Kao Corporation. (online). (id.m.wikipedia.org, accessed on January 20, 2015)

Anonymous. 2013. Kosmetik Untuk Pria. (online). (www.kosmetikkosmetik.wordpress.com, accessed on Oktober 25, 2014)

Anonymous. 2013. Men Grooming. (online). (www.lorealparisindonesia.com, accessed on January 20, 2015)

Anonymous. 2013. Unilever. (online). (idm.m.wikipedia.org, accessed on January 20, 2015)

Anonymous. 2014. L'Oreal. (online). (idm.m.wikipedia.org, accessed on January 20, 2015)

Anonymous. 2014. Perawatan wajah. (online). (www.garnier.co.id, accessed on January 20, 2015)

Anonymous. 2014. Product. (online). (www.indonesiabiore.com, accessed on January 20, 2015)

Anonymous. 2014. OXY Product. (online). (www.rotho.co.id, accessed on January 20, 2015)

Anonymous. 2015. Gatsby product. (online). (www.gatsby.co.id, accessed on January 20, 2015)

Anonymous, 2015. Product. (online). (www.niveamen.co.id, accessed on January 20, 2015)

Arikunto, S. 2006. Prosedur Penelitian Suatu pendekatan Praktek. Rinneke Cipta. Jakarta.

Ferrel and Michael D. Hartline. 2008. Marketing Strategy. 4th edition Thomson South- Western. USA.

Hair, J. H. Jr. 2006. Multivariate Book. Pearson International Education. Singapore.

Kertajaya, H. 2003. Marketing In Venus. PT. Gramedia Pustaka Utama

Kotler, P. 2003. Marketing Management ,11th Edition. PrenticeHall. New Jersey.

Kotler, Philip and Kevin Kane Keller, 2006, Marketing Management, 12th edition, Pearson Education, New Jersey.

Kotler, P. & Armstrong, G. 2009. Marketing, an introduction. Pearson International. New Jersey.

Kotler, P. & Armstrong, G. 2011. Principles of Marketing. Pearson International. New Jersey.

Malhotra, N. K. & Peterson, M. 2006. Basic Marketing Research. Pearson Education. New Jersey.

Mowen, John C. & Michael Minor. 2002. Perilaku Konsumen. Erlangga. Jakarta

Nasution. 2003. Metode Research, PT. Bumi Aksara, Jakarta.

Naresh K. Malhotra. 1999. Marketing Research: An Applied Orientation 3rd Edition Pearson Education, New Jersey.

Naresh K. Malhotra. 2004. Marketing Research: An Applied Orientation Fourth Edition Pearson Education, New Jersey.

Naresh K. Malhotra. 2010. Marketing Research: An Applied Orientation Sixth Edition Pearson Education, New Jersey.

Schifman, L. G. & Kanuk, L. L. 2007. Consumer Behavior. New Jersey. Prentice Hall.

Sekaran, U. 2006. Metodologi Penelitian Untuk Bisnis. Jakarta. Salemba Empat.

Singarimbun, M. dan Effendi, S. (2006). Metode Penelitian Survei. Cetakan Kedelapanbelas. Penerbit Pustaka LP3ES. Jakarta.

Sugiyono. 2011. Metode Penelitian Kuantitatif, Kualitatif dan R&D. Bandung. Alfabeta.

