

# CONSUMER LIFESTYLE: A CASE ON USERS OF NATIONAL AND INTERNATIONAL BRAND LIPSTICK

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**Abstract:** This research is aimed at understanding the lifestyle of users of national brand lipstick (Wardah) and international brand one (Revlon) using AIO variables that comprise of activity, interest, and opinion. Data was gathered from respectively 30 lipstick users of Wardah and 30 of Revlon who reside in Semarang using questionnaire. Description analysis was to describe the lifestyle of both samples and then was analyzed using an independent t test for two unrelated samples to know if they differ in their lifestyle. The results show that there are differences of lifestyle between two groups of the sample in which the Wardah users are more likely dominant in the variable of interest while the Revlon users are more likely dominant in the variable of activity and opinion. Segmentation and targeting strategy according to consumers' lifestyle are thus important for succeeding the company.

**Keywords:** lifestyle, lipstick, psychographic, AIO

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Lifestyle refers to the way of life reflected in activities, interests, and opinions (Kotler & Keller, 2009). It is about how an individual spends time and money on activities. Here, lifestyle refers to consumption pattern of an individual (WebNotes, 2018) in terms of activities on how the individual spends money on the products bought, uses the products, thinks about the products (Hawkins & Coney, 2004), spends times, as well as what are his(her) interests, what are considered as important in the surrounding,

and what is the opinion about him(her)self and events including how the individual makes decision on the activities. Kotler and Keller (2009) noted that limitation of money and time owned by the individual contributes in forming particular lifestyles. Therefore, lifestyle is the unique habits of an individual that is different from those of others (Kusuma & Suparma, 2015; Tarigan, 2016).

Lifestyle is a concept used very often to understand consumer behavior since it is considerably more contemporary than personality and more comprehensive than a value (Hawkins & Coney, 2004). According to Sathish and Rajamohan (2012), lifestyle is accumulative interactions of an individual with the environment. In other words, using lifestyle to understand an event means that we must reconcile the event with relevant values (Engel, Blackwell, & Miniard, 2006). It is thus understand-

able that the lifestyle of a consumer coming from similar subculture, social class, and a job can be different. This can happen because core values and belief system of a consumer that are the basis of attitude and behavior in making choices and wants in the long term are also different (Kotler & Keller, 2009). It can be stated that lifestyle strongly influences consumers' buying behavior (Mohiuddin, 2018). Therefore, understanding lifestyle is highly important for the successful marketing of a product (Liu, Chang, & Lin, 2012). By understanding consumers' needs and wants more specifically, a marketer can position the product according to targeted consumers' activity, interest, and opinion and thus promotion programs can be determined according to the consumers' lifestyle (Sathish & Rajamohan, 2012).

Cosmetics are a need of many women and have been a basic need for some intended to support not only their beautiful appearance but also to maintain their physical condition. Usage of cosmetics has been becoming a lifestyle. Spa, for example, is now not only for beauty treatment but also for refreshing.

Lipstick is one of the cosmetics used frequently by women to increase their performance, so they look more beautiful and fresh. There are many brands (national and international) and variants of lipstick (such as lip cream, lip balm, lip ice, lipstick matte, and lipstick glossy) available in Indonesia. Among others, Wardah is a national brand that becomes the top brand in 2017 with Top Brand Index (TBI) 25% ([www.topbrand-award.com](http://www.topbrand-award.com), 2017). In the second place is Revlon with TBI 12.7%. These two brands have actually become the top brands since 2014. The interesting fact is that Wardah is a domestic brand, and Revlon is an international brand that is originally from the US. This indicates that some Indonesian women prefer to buy national brand while some others prefer to an international brand.

The purpose of this research is to explore the lifestyle of women who use national brand lipstick and those who use international brand. Wardah and Revlon are, respectively, national and international brands chosen for this research. More specifically, the research is to understand the lifestyle of users of Wardah lipstick and users of Revlon lipstick. It is

also to know whether users of Wardah lipstick have a different lifestyle from those of Revlon. The results can provide information beneficial for companies in segmenting the market based on lifestyle and creating effective marketing programs.

## METHOD

### Population and Sample

A population is a group of individuals who have similar characteristics that are reviewed (Rosyada, 2016). The population of this research comprises of two groups: women who use Wardah lipstick (afterward is termed as Wardah users) and who use Revlon lipstick (or Revlon users). Since the numbers of lipstick users of both brands fluctuate along the time, considerably many, and the users spread around, a small sample of 30 people for each group was taken or 60 people in total. They were selected purposively among the Wardah users or Revlon users who reside in Semarang and have been using the product for at least a month.

### Gathering Data Method

A questionnaire was to gather data. It is defined as a technique of collecting data by giving the respondents written questions to be answered (Sugiyono, 2014). The questions were intended to measure the agreement of the respondents on the statements about lifestyle using a five-point scale of Likert (Sekaran, 2006) with one as strongly disagree to 5 as strongly agree on the statement.

### Measurement

Lifestyle can be measured using psychographic method (Engel, Blackwell, & Miniard, 2006). The method is applicable in many samples for the purpose of conducting market segmentation and creating effective communication with the main consumers (Nurohman, 2015). This research used the common psychographic method of AIO that comprises of three variables: activity, interest, and opinion (Satish & Rajamohan, 2012; WebNotes, 2018). Measuring lifestyle based on AIO method is to measure each variable of activity, interest, and opinion (Anugrah, 2011) focusing either generally or specifically on a product or a brand.

- Activity refers to how a consumer allocates time among activities. There are many activities conducted by a consumer such as working, doing hobbies, involving in social events, being in holidays and leisure, being a member of a community or club, shopping, and sporting (Fradyla, 2016). Activity is something that can easily be observed but not the reasons for doing an activity. It, however, is obvious that consumers need to buy products/services in every activity they do (WebNotes, 2018).
- Interest refers to preference or priority of a consumer (Sathish & Rajamohan, 2012). It also refers to the degree of enjoyment and special attention that come from anticipation or continuous involvement in an effort (WebNotes, 2018). Therefore, interest is presumably the predictor of activity. In other words, if a person's interest on an activity is identifiable, and then types of activity that will be conducted by the person are identifiable because interest indicates things on which the person is interested in spending time and money. Interest is thus a personal factor that influences the decision making the process and can be used to develop a marketing program that effectively influences the buying process of the target consumers (Fradyla, 2016).
- Opinion relates to how a consumer feels about things and events (Satish & Rajamohan, 2012). It is identical with attitude since it is formed when the consumer evaluates something that is believed by fact, as a truth (WebNotes, 2018). It describes interpretation, hope, and evaluation toward belief in someone's opinion and anticipation of things happen in the future (Fradyla, 2016). Opinion can occur from themselves, social, politics, business, economic, education, the future, and culture.

Satish and Rajamohan (2012) summarized items of AIO variables, as presented in table 1. This research used these items in the questionnaire.

**Table 1 Items of AIO Variables for Measuring Lifestyle**

Activity	Interest	Opinion
Work	Family	Self
Hobbies	House	Social problems
Social events	Job	Politic
Holiday	Community	Business
Entertainment	Recreation	Economic
Club member	Fashion	Education
Community	Food	Product
Shop	Media	The future
Sport	Achievement	Culture

Source: Satish & Rajamohan (2012)

**Validity and Reliability**

Validity test was to test each item of the variables in the questionnaire if it measures thing want to be measured using correlation ( $r$ ) with the degree of significance ( $\alpha$ ) 0.05. An item is valid if the calculated correlation is bigger than 0.254 and vice versa. The test conducted for all 60 respondents resulted in all items of lifestyle variable is valid (see table 2).

Reliability test was applied to each variable of activity, interest, and opinion using *Cronbach's Alpha* (Ghozali, 2011). A variable is reliable if the *Cronbach's Alpha*  $>$  0.6. The test shows that the three variables had the Alpha that was bigger than 0.6 (see table 3). Thus, the questionnaire was con-

clusively reliable, and gathering data using it was applicable.

**Data Analysis Method**

Descriptive analysis was to describe the lifestyle of the two groups of lipstick users comparatively. Independent t-test for two unrelated samples was to assure if the lifestyle of Wardah users is significantly different from the lifestyle of Revlon users. Statistically, the test was by comparing the difference of two means with standard error from the difference of two samples mean with the purpose is to know if two unrelated groups have significantly different means (Ghozali, 2011). The null hypothesis is that the means of the groups are

Table 2 Validity Test on Items of AIO Variables

	r	Remark
<b>Activity</b>		
Work	0,387	Valid
Go for holiday	0,655	Valid
Do hobbies	0,535	Valid
Go for entertainment	0,562	Valid
Become a club member	0,548	Valid
Involve in community activities	0,490	Valid
Go for shopping	0,395	Valid
Do sport regularly	0,544	Valid
<b>Interest</b>		
Be together with the family	0,600	Valid
Be at home	0,342	Valid
Recreational activities	0,713	Valid
Be with the community	0,329	Valid
Do jobs	0,515	Valid
Follow trend in fashion	0,648	Valid
Visit popular culinary places	0,601	Valid
Follow trend in information media	0,706	Valid
<b>Opinion</b>		
Opinion about self	0,510	Valid
Others' opinion about self	0,385	Valid
Importance to follow political issues	0,641	Valid
Importance to follow economic issues	0,560	Valid
Importance to have education	0,445	Valid
Guaranty of higher education for a better life	0,652	Valid
Opinion on national/international product quality	0,567	Valid
Opinion on better future	0,499	Valid
Cultivation of culture	0,524	Valid

Source: primary data, processed, 2018

Table 3 Reliability Test on Variables of Lifestyle

Variable	Cronbach's Alpha
Activity	0,800
Interest	0,823
Opinion	0,825

Source: primary data, processed, 2018

equal. With the significance level  $p$  of 0.05, the null hypothesis is accepted if the significance  $> 0.05$ , and the difference is significant if the significance  $< 0.05$  (Ghozali, 2011).

Since the independent t-test requires normal distribution of the data, normality test using Kolmogorov-Smirnov test was to test if the data are distributed normally, that is when the significance value  $> 0.05$ . The t test assumes that variance must be homogeneous. Levene's test was to test homogeneity variance. The data is homogeneous if the significance value  $> 0.05$  and is heterogeneous if the significance value  $< 0.05$ .

## RESULT

### Profile of the Respondent

The users of Wardah and Revlon have similarities in demographic characteristics (Table4). Most

of them were students and private staff, aged  $\leq 31$  years old, had a bachelor degree, not married, had income less than Rp2.5 million per month, respectively.

Consumption profile of the Wardah users is different from that of the Revlon users in terms of their preference to put makeup (Table 5). Majority of the Wardah users (96.6%) stated that they like to put makeup. On the other side, only 80% of Revlon users had the same preference. However, they had similarities in their lipstick usage: 0.165 and 0.078, respectively, for the statement that lipstick is

the cosmetic used and carried most often. For the Wardah users, lipstick was the cosmetics used (96.6%) and carried (90%) most often. There were 86,6% of the Revlon users who stated that lipstick was used most often and 100% confessed that they always bring lipstick.

The difference was also apparent on the behavior in buying lipstick, in which the Wardah users bought lipstick less frequently in the same period compared to the Revlon users. Majority of Wardah users (90%) bought lipstick <4 times in a year while the Revlon users were more varied in their frequency

**Table 4 Demographic Profile of the Respondents**

	Wardah		Revlon	
	Freq	%	Freq	%
<b>Job:</b>				
Student	15	50.0	14	46.7
Civil staff	0	0.0	2	6.6
Private staff	10	33.3	9	30.0
Entrepreneur	1	3.3	4	13.3
Other	4	13.3	1	3.3
<b>Age (years):</b>				
16-23	16	53.3	15	50.0
24-31	12	40.0	9	30.0
32-39	2	6.6	6	20.0
<b>Education:</b>				
SMA	9	30.0	10	30.0
D3	4	13.3	4	13.3
S1	16	53.3	16	53.3
S2	1	3.3	0	0.0
<b>Marital status:</b>				
Married	11	36.7	10	33.3
Not married	19	63.3	20	66.7
<b>Income/month (million Rp):</b>				
$\leq 1.5$	15	50.0	11	36.7
$>1.5-2.5$	11	36.7	8	26.7
$>2.5-3.5$	4	13.3	4	13.3
$>3.5-4.5$	0	0.0	2	6.6
$>4.5$	0	0.0	5	16.6

Source: primary data, processed, 2018

Table 5 Consumption Profile of the Respondents

	Wardah		Revlon	
	Freq	%	Freq	%
Like to put makeup	29	96.6	24	80.0
Always use lipstick	29	96.6	26	86.6
Always bring lipstick	27	90.0	30	100.0
Frequency of buying lipstick				
<2 times/year	12	40,0	8	26.6
3–4 times/year	15	50,0	10	33.3
>4 times/year	3	10,0	12	40.0

Source: primary data, processed, 2018

in buying lipstick with most of them (40%) bought >4 times a year.

### Lifestyle

Table 6 presents the description of lifestyle based on AIO variables using an average of each item. Based on activity, the Wardah users tended to spend their time for entertainment (3.6, highest) but not interested in doing sport regularly (2.7) or being involved in a club (2.6, lowest). The Revlon users, on the other side, tended to spend their time on holiday (4.4, highest) and entertainment (4.2). Similar to the Wardah users, they also were not interested in doing sport regularly or being involved in a club with an average 3.5 respectively. However, the intensity of the Revlon users in doing the activities was higher than that of the Wardah users indicated by the higher average on each item of the activity and the total average (3.9 compared to 3.1 of the Wardah users). The Wardah users and Revlon users were different in all items of the activity variable except in the activity of doing work.

In terms of interest, the Wardah users were more interested in doing their job (4.1), follow a trend in information media (4.1) and fashion (4.0). Even though their biggest interest was on being with the family (4.5), they were less interest in being at home (3.6). This indicates that they might think being together with the family is not necessarily should be at home. Similarly, they were less interest in being with the community (3.6). The Revlon users also

had a high interest in being with family (4.0, highest) and had the least interest in being with the community (3.2, lowest). They, however, had lower intensity in these interests compared to the Wardah users. The indication was the lower total average of items in the variable of interest, i.e., 3.7 compared to 3.9. The distribution of the items in the interest variable was the same across the two groups except in the interest in doing a job and in following the trend in fashion and information media.

The intensity also differs in the opinion with the average 3.5 for the Wardah users and 3.9 for the Revlon users. Both the Wardah and Revlon users had an opinion that having education is important (4.1 and 4.6 respectively, highest). This is in accordance with their opinion about the future that must be better (4.0 for the Wardah and 4.5 for the Revlon). They, however, did not pay attention to others' opinion about themselves (3.2 and 3.4 respectively for Wardah and Revlon). There was a difference in their opinion about the quality of national and international products. The Wardah users had less attention on it (2.9, lowest) while the Revlon users had high attention on it (3.7). The two groups were the same, excluding the opinion on the quality of the product, better future, and cultivation of culture.

### Differences in Lifestyle

Since the significance value of Kolmogorov-Smirnov and Levene's tests for each variable are

**Table 6 Average Score of AIO Variables**

Variable	Wardah	Revlon
Activity	3,1	3,9
Work	3,2	3,7
Go for holiday	3,3	4,4
Do hobbies	3,3	3,9
Go for entertainment	3,6	4,2
Become a club member	2,6	3,5
Involve in community activities	3,4	3,9
Go for shopping	3,0	3,9
Do sport regularly	2,7	3,5
Interest	3,9	3,7
Be together with the family	4,5	4,0
Be at home	3,6	3,5
Recreational activities	3,8	3,6
Be with the community	3,6	3,2
Do jobs	4,1	3,6
Follow trends in fashion	4,0	3,5
Visit popular culinary places	3,8	3,4
Follow trend in information media	4,1	3,7
Opinion	3,5	3,9
Opinion about self	3,4	3,5
Others' opinion about self	3,2	3,4
Importance to follow political development	3,2	3,6
Importance to follow economic development	3,5	3,7
Importance to have education	4,1	4,6
Guaranty of higher education to a better life	3,6	4,0
Quality of national/international products	2,9	3,7
Better future	4,0	4,5
Cultivation of culture	3,6	4,1

Source: primary data, processed, 2018

**Table 7 Statistical Tests**

	Activity	Interest	Opinion
<b>Test of Normality</b>			
Kolmogorov-Smirnov Z	0,719	0,836	0,843
Asymp. Sig.(2-tailed)	0,680	0,488	0,476
<b>Test of Variance Homogeneity</b>			
Levene Statistic	0,002	2,615	1,335
df <sub>1</sub>	1	1	1
df <sub>2</sub>	58	58	58
Sig.	0,966	0,111	0,253
<b>Independentt test</b>			
t	-5,126	2,482	-0,524
df	58	58	58
Sig. (2-tailed)	0,000	0,016	0,014

Source: primary data, processed, 2018

respectively bigger than 0.05 (table 7), thus all lifestyle variables are distributed normally and have homogeneity of variance. The independent t test is thus able for running in the data.

Since the Levene's test resulted in the homogeneity of variance, the independent t test was conducted with an assumption of homogeneous variance (equal variance assumed). The test resulted in the value of significance of each variable (activity = 0.000, interest = 0.016, and opinion = 0.014) is less than 0.05 and thus can be concluded that there is a significant difference in lifestyle between Wardah users and Revlon users (table 8).

## DISCUSSION

Statistically, the lifestyle of the Wardah users and the Revlon users was significantly different. According to WebNotes (2018), psychographic characteristics (lifestyle) complement demographics by enriching demographic description from the social and behavioral side. This can give companies not only description about characteristics of the consumers who buy the product but also the reasons why they buy the product.

Demographic characteristics of the Wardah users were similar to those of the Revlon users. Nevertheless, they have different intensity in all variables of AIO in their psychographic characteristics. In general, the Wardah users were more dominant in the interest while the Revlon users were more dominant on the activity and opinion. The dominant interests of the Wardah users were family, job, and trend in information media. On the other side, the dominant activities of the Revlon users were holiday and entertainment. They had an opinion that having an education is important because it can lead to a better future.

These psychographic characteristics lead them to behave differently in buying and using lipstick. The interest of the Wardah users on family and job can possibly make them not always to bring the lipstick even though they like to put makeup and use lipstick. This indicates they only put lipstick at home before going for work or out and do not put it while focusing on the family and the job. Consequently,

the frequency of buying lipstick was not high. Their income that was lower than those of the Revlon users was possibly the reason.

Meanwhile, the Revlon users were those who preferred for holiday and entertainment. All of them always brought lipstick, even though not all of them preferred to put makeup and not always used lipstick. Bringing the Revlon lipstick was not only to maintain their performance while being on holiday or enjoying the entertainments but also to express their economic and social status by using an international brand. Thus their frequency in buying lipstick was relatively high (>4 times a year on average). Generally stated, lifestyle can explain the reasons why the two groups have different buying behavior that cannot be explored by looking at demographic characteristics only.

## CONCLUSIONS AND RECOMENDATIONS

### Conclusions

Lifestyle is psychographic characteristics showing how an individual allocate time and money. It is usually useful for segmenting, targeting, and positioning. Knowledge of lifestyle enriches description gained from demographic characteristics because reasons underlying the consumers' behavior can be uncovered. Lifestyle can be measured using AIO variables. Based on these variables, this research shows that the lifestyle of Wardah users differs from that of Revlon users. This difference leads to a difference in buying behavior.

### Recomendations

The results of this research provide a picture to companies about the importance of knowing consumers lifestyle so that marketing strategy is to be more effective and efficient. Limitation number of respondents is the limit of this research. Future research should do with more respondents to increase generalization the result. Combining AIO (psychographic) and demographic and buying behavior can give a better description of consumers that is useful for segmentation, targeting, and product positioning better.

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