

CHAPTER 4

DATA ANALYSIS

In order to answer the research question, on the customers' perception on the use of eyelash extensions as a popular culture, I distributed the questionnaire to 40 customers who are 20 to 35 years old, and who wear eyelash extensions.

4.1 The Perception of Eyelash Extension

In order to know the perceptions of the customers, I made 11 statements. However, from the pilot study it is found that question 5 is invalid. Therefore, only 10 statements are used. The following will discuss some facts of the respondents who were chosen for this study.

Table 4.1
The Frequency of Using Eyelash Extension

	Frequency	Percentage
1-2 a year	2	5%
3-4 a year	8	20%
5-6 a year	10	25%
More than 6 times a year	20	50%
TOTAL	40	100%

The table above presents the data on how often the respondents wear eyelash extensions. The data shows that half of the respondents wear eyelash

extensions more than six times a year. As mentioned before, the respondents are the writer's customers. They often buy eyelashes from me. I assumed that they wear eyelash extensions more than six times because the eyelash extension that I sold to them can last for around 1 to 1.5 months. Sometimes, they change it every two weeks. Meanwhile, some customers buy it when they need it to wear when they are invited to parties. The frequency of buying is quite high, this proves that eyelash extension is a popular culture product. It is produced massively and are always available at many shops.

The next data is on the factors that influence the customers to buy the products which are called buying decisions. The following is the data that I got.

Table 4.2

Factors influencing buying factors

	Frequency	Percentage
price	11	28%
availability	8	20%
advertisement	3	8%
quality	2	5%
celebrity endorsement	8	20%
size	8	20%
Total	40	100%

The table above shows that the factors that influence the respondents are the price. As many as 28% of the respondents declare that they buy the eyelash extension because of the price, and the second factor is availability. Besides, celebrity endorsement and size also become the second factor of choice. As many as 20% of respondents chose these factors. Quality becomes the factors chosen by the smallest number of the respondents. Based on the data, it can be concluded that price is the main consideration in choosing eyelash extensions. Although celebrity endorsement is not the main reason to buy the product, it has been manipulated by the producer to advertise this product for a certain period of time. The choice of cheap price and low quality is related to the massive production of why a product becomes popular. Therefore, the response given by the respondents give proof again on why eyelash extension is a product of popular culture.

Table 4.3

Choosing eyelash based on the price

	Frequency	Percentage
Cheap	3	0.75%
Medium	15	37.5%
Expensive	22	55 %
Total	40	100%

The data above shows that 55 % of the respondents state that they chose the eyelash which they consider expensive, 37.5% choose medium price. This can be

interpreted that they may like expensive eyelashes to maintain quality, especially when they use it for quality parties. Further explanation is informed in the next section.

4.2 The Customers' Perception on using Eyelash Extension

The second part of the questionnaire asked about the customers' perception on eyelash extension.

4.2.1 The Price of Eyelash Extensions

The first question is on the price of eyelash extensions. The following table describes the data from statement 1 (Eyelash extensions are expensive).

Table 4.4

The Price of Eyelash extensions

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	19	47.5	47.5
	3.00	9	22.5	70.0
	4.00	12	30.0	100.0
Total	40	100.0	100.0	

The table above describes that 47 % of the respondents chose to *agree* with the statement. The rest (22.5% and 30% disagree) stated that they disagree that the price of the eyelash extensions is expensive. Thus, it can be concluded that they think the price of eyelash extensions is not expensive. This result shows that they consider the

eyelash extensions they buy are not expensive but they prefer the expensive ones as it is described in table 4.3. in which 55% of participants stated that they choose the expensive eyelash extensions. From the interview with two participants, both of them said that the price was reasonable because the quality is good.

[(sayakiraharganyatidak mahal biasaaja. Kan memang rata-rata hargabulumata extension segitu. Kalau Cari yang murah mungkin ada tapi kancicindak jual yang murah dan kalaumurahnantimalahndakbisabertahansampai 1 bulan) (participant 1)]

[(I don't think the price is that expensive. That's the average price for eyelash extensions. If you are looking for a cheap one, maybe there is but Cicik (you) don't sell cheap ones and if it's cheap, it won't last for 1 month) (participant1)].

From the interview above, I can conclude that they do not mind the price and they may feel that if the price is low, they are worried that the quality is not good.

Descriptive Statistics

	N	Mean	Std. Deviation
VAR00001	40	2.8250	.87376
Valid N (listwise)	40		

The descriptive statistics above shows that the mean is 2.8250, meaning that they perceive this statement as negative

4.2.2 The Quality of Discount Eyelash Extension

The second statement is: *The eyelash extensions that have a discount are good quality*. The following table shows the result of the second statement.

Table 4.5

The Quality of Discount Eyelash Extension

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	4	10.0	10.0	10.0
3.00	16	40.0	40.0	50.0
4.00	20	50.0	50.0	100.0
Total	40	100.0	100.0	

Table 4.5 shows that half of the respondents strongly disagree that the quality of discount eyelash extensions is good, and 40 % chose to disagree. Thus, it can be stated that the respondents think that the quality of the discount eyelash extensions is not good. Based on the interview with participant 1, it is found that they believe that the quality of the discount eyelash extensions usually is not good. She has once bought the discounted eyelash extensions and she found that the hairs of the eyelash were not smooth.

Descriptive Statistics

	N	Mean	Std. Deviation
VAR00002	40	3.4000	.67178
Valid N (listwise)	40		

The data above shows that the mean is 3.4, meaning that they perceive it as negative. This means that they perceive the statement as negative.

4.2.3 The Quality of Celebrity Endorsed Eyelash Extension

The next statement is: *Celebrity endorsed extension lashes are always great.*

The result of this statement is shown in the following table.

Table 4.6
The Quality of Celebrity Endorsed Eyelash Extension

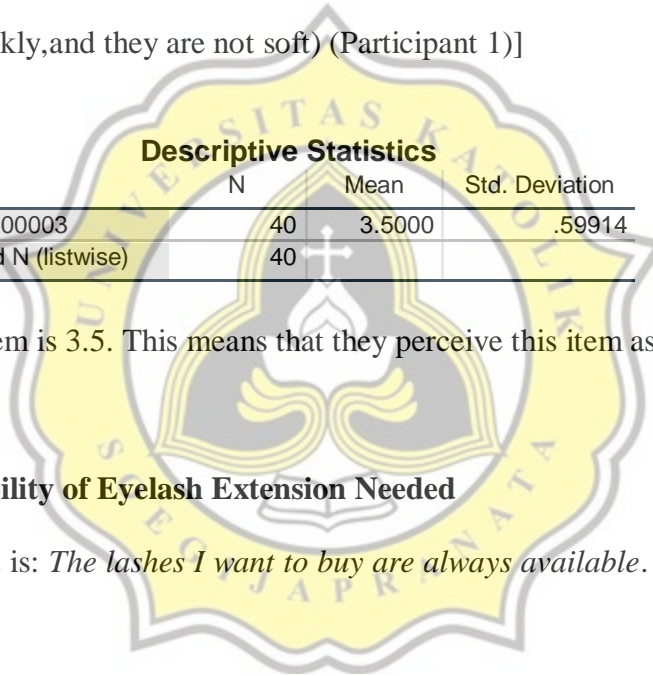
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	5.0	5.0
	3.00	16	40.0	45.0
	4.00	22	55.0	100.0
Total	40	100.0	100.0	

The table shows that almost all (95%) of the respondents do not agree. 40% stated that they disagree and 55 % strongly disagree. This means that they do not think that there is a correlation between the quality of eyelash extensions and celebrity endorsement. Although there is no correlation, still it proves that it has been manipulated by society to advertise the product for a certain length of time.

According to one of the participants who I interviewed, she believed that the celebrities who are endorsed will not think about the quality of the eyelash extensions. They will just accept the endorsement as far as it can make them more famous or it can increase their rating. I assumed that was the reason why the respondents chose *agree*.

[(sayakiraselebritiitupastimau di endorse tanpapedulidengankualitasbarang yang diendorse. Saya pernahbeli eyelash extensions yang di endorse tapimalahcepatrusak. Bulu matanyacepatrontok dan tidaklembut) (Participant 1)]

[(I think celebrities would want to be endorsed without caring about the quality of the goods they endorse. I once bought endorsed eyelash extensions but they broke quickly. The eyelash extensions fall out quickly,and they are not soft) (Participant 1)]



Descriptive Statistics			
	N	Mean	Std. Deviation
VAR00003	40	3.5000	.59914
Valid N (listwise)	40		

The mean for this item is 3.5. This means that they perceive this item as negative

4.2.4 The Availability of Eyelash Extension Needed

This statement is: *The lashes I want to buy are always available.* The following is the data received.

Table 4.7

The Availability of Eyelash Extension Needed

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	22	55.0	55.0	55.0
	2.00	11	27.5	27.5	82.5
	3.00	7	17.5	17.5	100.0

Total	40	100.0	100.0	
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Table 4.7 shows that more than half of the respondents strongly agree that the Extension Eyelash Needed is always ready, and 27.5 % chose *agree*. Thus, it can be stated that the respondents think that the eyelash extension needed is always ready. Based on the interview with participant 2, it is found that she is satisfied as she always gets the eyelash extension when she needs it. The availability and the way the eyelash extension is satisfying customers proves that it is a product of popular culture.

Participant 2 answered the questions whether she always gets the eyelash extension she needs.

[(*yacik. Saya selaludapatbulumata yang sayabutuhkan. CicikSelalu punya stokbulumata yang sayabutuhkan*) (participant 2)]. [(*yes sis. I always get the eyelashes I need. you always have stock of the eyelash extensions I need*) (participant 2)].

This shows that as a seller, I must always prepare the eyelash extensions needed by my customers. Actually, I do not always have the ones that my customers have, but I always satisfy my customers by offering many kinds of the eyelash extensions that I have.

Descriptive Statistics

	N	Mean	Std. Deviation
VAR00004	40	1.6250	.77418
Valid N (listwise)	40		

The mean of this statement is 1.6250. it means that they perceive it as positive as it is under 2.0.

4.2.5 The necessity of Wearing eyelash extensions

The next statement is: *Wearing eyelash extensions is a necessity*. The following is the data received.

Table 4.8
The necessity of Wearing eyelash extensions

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	14	35.0	35.0	35.0
2.00	23	57.5	57.5	92.5
3.00	3	7.5	7.5	100.0
Total	40	100.0	100.0	

The table shows that almost all the participants agree with the statement. There are only a few of the respondents (7.5%) who disagree with the statement. This shows that the respondents who are the customers like to wear eyelash extensions. The participants who are interviewed stated that they bought the eyelash extensions from the writer because it is necessary to wear eyelash extensions. They said that the eyelash extensions have made them have better self-confidence.

[(yatentu saja memakaibulumatatambahanutperlu. Karena denganmemakaibulumatainimatasayamenjaditerlihatlebihbagus dan lentik) (Participant 1). [(yes of course wearing eyelash extensions is necessary because by wearing these eyelashes my eyes look better and thicker)]

Descriptive Statistics

			Std. Deviation
VAR00005	40	1.7250	.59861
Valid N (listwise)	40		

The mean is 1.7250. This means that the participants have positive response

4.2.6 The ease of wearing eyelash extensions

Putting on your own eyelash extensions is easy is the next statement. It asks whether they can apply eyelash extensions easily. The following is the result.

Table 4.9
The ease of wearing eyelash extensions

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	22	55.0	55.0	55.0
3.00	14	35.0	35.0	90.0
4.00	4	10.0	10.0	100.0
Total	40	100.0	100.0	

The table shows that almost all the participants agree with the statement. There are only a few of the respondents (10 %) who disagree with the statement. This shows that the respondents who are the customers like to wear eyelash extensions. The participants who are interviewed stated that they bought the eyelash extensions from the writer because they are getting used to wearing eyelash extensions from her collection.

[(*awalnya sih sayandakbisa, tapi setelah beberapa kali sayacoba, akhirnya sayabisamemakainyasendiri*) (participant 1)] [(At first I couldn't, but after a few tries, I finally can use it myself) (participant 1)]

Descriptive Statistics

	N	Mean	Std. Deviation
VAR00006	40	2.0000	1.15470
Valid N (listwise)	40		

The mean is two. This can be interpreted that there is a negative perception like i have mentioned in chapter 3, where when the mean is two or more, it is considered as negative. Thus, it can be interpreted that they do not think that applying eyelash extensions is not easy.

4.2.7 Wearing eyelash extensions makes me look elegant

This statement (*Wearing eyelashes makes me look elegant*) relates to their opinion on the impacts of wearing eyelash extensions on their appearance. The following is the result.

Table 4.10

Wearing lashes extension makes me look elegant

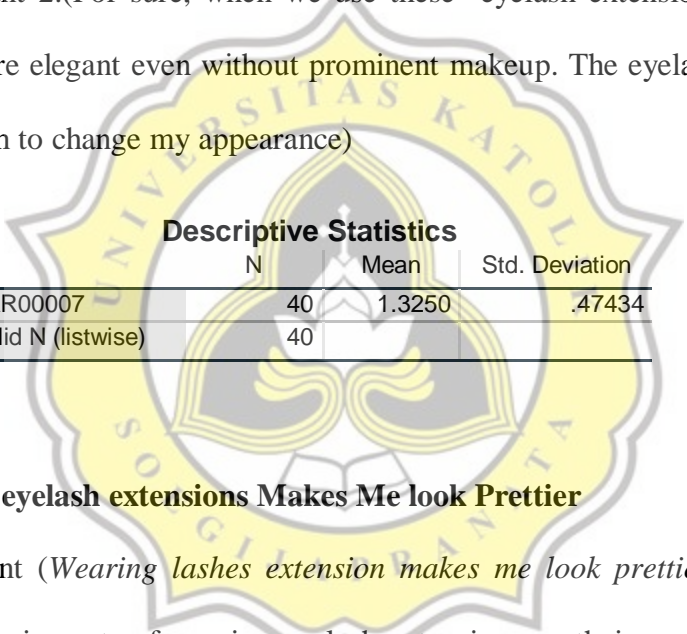
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	27	67.5	67.5	67.5
2.00	13	32.5	32.5	100.0
Total	40	100.0	100.0	

The table shows that all the participants agree with the statement. 67% stated *strongly agree* and 32.5 chose *agree*. This means that all participants believe that wearing eyelash extensions can make them look elegant. The participants who are interviewed stated that they feel that they look elegant when wearing eyelash extensions, meaning that they feel satisfied with the product, one of the characteristics of popular culture.

Participant 1 (*yatentu saja. Mata sayajadikelihatancantik dan itumembuatpenampilansayamenjadilebih*) Participant 1 (Yes, of course. My eyes look beautiful and it makes my appearance more elegant)

Participant 2 (*pasti, ketikakitapakaibulumatapalsuini, makakitaakanlebihkelihatan elegant meskipun tanpa makeup yang menonjol. Tambahanbulumatainicumukupuntukmengubahpenampilansaya*)

Participant 2. (For sure, when we use these eyelash extensions , we will look more elegant even without prominent makeup. The eyelash extension is enough to change my appearance)



	N	Mean	Std. Deviation
VAR00007	40	1.3250	.47434
Valid N (listwise)	40		

4.2.8 Wearing eyelash extensions Makes Me look Prettier

This statement (*Wearing lashes extension makes me look prettier*) relates to their opinion on the impacts of wearing eyelash extensions on their appearance. The following is the result.

Table 4.11

Wearing lash extensions makes me look prettier

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	21	52.5	52.5

2.00	19	47.5	47.5	100.0
Total	40	100.0	100.0	

The table shows that all the participants agree with the statement. 52.5% stated *strongly agree* and 47.5 chose *agree*. This means that all participants believe that wearing eyelash extensions can make them look prettier, meaning that it gives a feeling of satisfaction as one of the popular culture characteristics when wearing it. To get a better understanding, an interview with two participants was done.

[yatentu saja.
*Hanyadenganbulumatatambahansayasangatterlihatambahcantikkarenait
 usayasekarangmemakaibulumatatambahanini* (participant 1) [(yes of
 course. Only with extra eyelashes makes me look more beautiful. That's
 why I'm now wearing these eyelash extensions) (Participant 1)].

The other interviewee also said that she feels that she looks more beautiful with eyelash extensions. From her explanation, it can be concluded that eyelash extensions can make them feel that they are more beautiful.

Descriptive Statistics

	N	Mean	Std. Deviation
VAR00008	40	1.4750	.50574
Valid N (listwise)	40		

The mean of this item is 1.475 which can be categorized as positive. They perceive the statement positively.

4.2.9 The Matching between Eyelash Extensions and the shape of the Eye

The next statement is: *Wearing eyelash extensions must match the shape of the eye.*

The following is the result I got from the questionnaire.

Table 4.12.

The Perception on the Matching between Eyelash Extensions and the Shape of the Eye

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	22	55.0	55.0	55.0
	2.00	18	45.0	45.0	100.0
	Total	40	100.0	100.0	

The table shows that all the participants agree with the statement. 55% stated *strongly agree* and 45 chose *agree*. This means that all participants believe that wearing eyelash extensions must match with the shape of the eyes. To get better understanding, an interview with two participants was done.

[(yatentu saja. Kalautidaksesuaidenganbentukmukaakankelihatananeh. Misalnyakalaumatanyakecilpakaibulumata yang Panjang akankelihatan horror.) (participant 1) [(Yes, of course. If it doesn't match the shape of the eye it will look weird. For example, if the eyes are small, wearing long eyelashes will look horror) (Participant 1)].

The other interviewee also said so. (iya . kalautidakakankelihatanlucu) [(yes, if not it will look funny)(participant 2)]. Both interviewees agree that eyelash extension must match with the shape of eyes. If not, it will look weird.

Descriptive Statistics

	N	Mean	Std. Deviation
VAR00009	40	1.4500	.50383
Valid N (listwise)	40		

The mean of this item is 1.45, meaning that the participants perceive the statement positively.

4.2.10 Wearing Eyelash Extensions Makes More Confident

The last statement of the questionnaire is *Wearing eyelash extensions makes me more confident*. The following table shows the result.

Table 4.13.

Wearing Eyelash Extensions Makes More Confident

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	24	60.0	60.0	60.0
2.00	16	40.0	40.0	100.0
Total	40	100.0	100.0	

The table also shows that all the respondents agree with the statement. 60% stated *strongly agree* and 40% chose *agree*. This means that all participants believe that wearing eyelash extensions can make them confident. To get a better understanding, interview with two participants was done.

[(yatentu saja. Saya
 merasalebihcantiksehinggasyamenjadipercayadiri. Bulu
 matainimembuatsayatampillebihmempesona) (participant 1] Yes, of

course. I feel more beautiful so I become confident. These eyelashes make me look more charming) (Participant 1)].

The other interviewee also said that she feels more confident because of her beautiful appearance.

Descriptive Statistics

	N	Mean	Std. Deviation
VAR00010	40	1.4000	.49614
Valid N (listwise)	40		

The mean of this item is 1.4, showing that the participants have positive perception on this item. They believe that wearing eyelash extensions can make them have more self-confidence.

4.3. General Discussion

Based on the analysis above, it can be concluded that most of the participants who use eyelash extensions more than 6 times a year or every two months usually have different considerations in choosing eyelash extensions like price, availability, advertisement, quality, celebrity endorsement and size. The highest is on the price with 28%, followed by availability, endorsement and size with 20%.

Whereas the next table shows the mean of all items. The highest mean is on the statement that eyelash extensions endorsed by celebrities are always good. Based on the previous data, 20% of the participants choose the eyelash they want to buy because they are endorsed by the celebrity but they do not think the quality is good. It

also reflects that they do not choose the eyelash extensions they want to buy because of the quality. It also relates to the second statement that the quality of discounted eyelash extensions is good. The next is on the price. They do not think that the price of eyelash extensions is high. They also do not mind the expensive price. There is one item with mean score 2 (Applying eyelash extensions is easy) with the minimum 1 and the maximum 4, and the standard deviation is 1.154 which shows that the answers are quite varied.

Descriptive Statistics

	N	Minimum	Maximum	Sum	Mean	Std. Deviation
VAR00003	40	2.00	4.00	140.00	3.5000	.59914
VAR00002	40	2.00	4.00	136.00	3.4000	.67178
VAR00001	40	2.00	4.00	113.00	2.8250	.87376
VAR00006	40	1.00	4.00	80.00	2.0000	1.15470
VAR00005	40	1.00	3.00	69.00	1.7250	.59861
VAR00004	40	1.00	3.00	65.00	1.6250	.77418
VAR00008	40	1.00	2.00	59.00	1.4750	.50574
VAR00009	40	1.00	2.00	58.00	1.4500	.50383
VAR00010	40	1.00	2.00	56.00	1.4000	.49614
VAR00007	40	1.00	2.00	53.00	1.3250	.47434
Valid N (listwise)	40				2.075	

Six out of 10 items (item 4,5,7,8,9,10) have mean less than 2. This shows that mostly the participants have positive on the statements in the questionnaire. However, on the items no 1,2,3,6, the mean is two or more than two, meaning that they perceive these statements negative. They do not think that the price of the eyelash extensions is expensive, the discounted eyelash has good quality and the quality of the eyelash extensions endorsed is not high. Item 6 shows that wearing eyelash extensions is not necessity.