

# ***Comparison Study of Wardah, Viva and Pixy Cosmetic Brand Image in Kupang City***

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## **ABSTRACT**

The purpose of this study is to determine the differences among Wardah, Viva and Pixy's cosmetic brand image, to find out the most superior product in terms of brand image, and to investigate the differences in consumers' perception among the cosmetic products. The sample in this study amounted to 96 respondents in the Kupang City. The method used in this study is a quantitative method using comparative analysis in the form of One Way Analysis of Variance (Anova) testing. From the results of the study found there are differences between the cosmetic brand image Wardah, Viva and Pixy. Wardah cosmetics is the most superior rating from selected respondents and the factors of consumers' perceptions are innovation, promotion, packaging and variations.

**Keywords:** *Brand image, Comparison study, Cosmetic brand*

## **1. INTRODUCTION**

Dynamic business competition presents numerous opportunities and threats for companies. Companies that cannot develop will surely lose the market.

One of the most important things in competition is maintaining the brand. Brand is one way for companies to introduce their products. The brand is a name, symbol, sign, or a combination of some of these things that are used as the identity of a product [1].

According to the American Marketing Association defines a brand as a name, term, sign, symbol, or design or combination intended to identify goods or services from a seller or seller group and differentiate products or services from competitors [1].

A well-guarded brand will certainly create a good image in the sight of consumers. Brand Image is a representation of the overall perception of the brand and is formed from information and past experience of the brand. Image of a brand is related to the attitude or behavior of consumers towards the brand. A product that has a good image of the brand will determine the consumer decision to make a purchase.

According to [2] Brand Image is considered as how a brand is perceived by consumers. Kotler said, Brand Image is a set of beliefs, ideas and impressions that a person has towards a brand. Consumer thinking about the brand can be in the form of quality, price or other factors

that can make consumers determine decisions. The image of a brand can determine the company's image in the sight of consumers. If the Brand Image is declared good according to consumers, there will be an attitude of trust and loyalty towards the product.

In Indonesia there are currently many cosmetic companies with various products. This is due to the increasing awareness of Indonesian women in body care and maintaining appearance.

Cosmetics are treatments that are used to improve the appearance or aroma of the body. According to Indonesian Dictionary, cosmetics are something related to beauty. Cosmetics are ingredients or drugs to enhance your face, skin, hair and etc.

Local cosmetic products are also increasingly developing and competing against foreign products. It is not uncommon to find Indonesian women using domestic-made products. With various existing brands, existing beauty products make Indonesian women confused to choose which one is suitable for consumption. However, few women are very loyal to one brand.

Wardah, Viva and Pixy are local products that are widely used by Indonesian women. These three brands offer a variety of similar cosmetic products such as powder, lipstick, foundation, skin care and other products. Over time, these three cosmetic brands are

growing rapidly in Indonesia. Many teenagers and women are beginning to realize the importance of body and skin care. Therefore, the need for cosmetics continues to increase. In addition, consumers are increasingly smart to choose which brand is suitable for their skin. This is a challenge for companies to be able to adapt their products to the development and demand.

These three brands are competing to continue to get a place in the hearts and mind of their consumers. Everything is done so that the product successfully reaches the top position of consumer perception. And from that also, consumers increasingly difficult to determine which product choices are suitable for use and which are good for use. Thus, from the problem stated above, it is important to conduct a research about comparison study of Wardah, Viva and Pixy Cosmetics Brand Image in Kupang City.

**2. LITERATURE REVIEW**

**2.1. Brand Image**

Reference [3] said that Brand Image is a set of consumer beliefs about various brands. The point is, Brand Image is a description of the association and consumer confidence in certain brands. Image that is formed from the association (perception) is what underlies the decision to buy, even brand loyalty from consumers. Brand image includes trust and knowledge of brand attributes (cognitive aspects), consequences of the use of the brand and the appropriate situation, as well as evaluations, feelings and emotions perceived by the brand (affective aspects).

According to [4] there are three factors supporting the formation of a Brand Image, including:

- 1) Favorability of Brand Association.
- 2) Strength of Brand Association.
- 3) Uniqueness of Brand Association.

According to [4] Brand Image consists of two factors:

- 1) Physical factors are the physical characteristics of the brand, namely: design, packaging, logo, brand name, and function and product usability of the brand.
- 2) Psychological factors are formed by emotions, beliefs, values and personalities that are considered by consumers to describe the products of the brand.

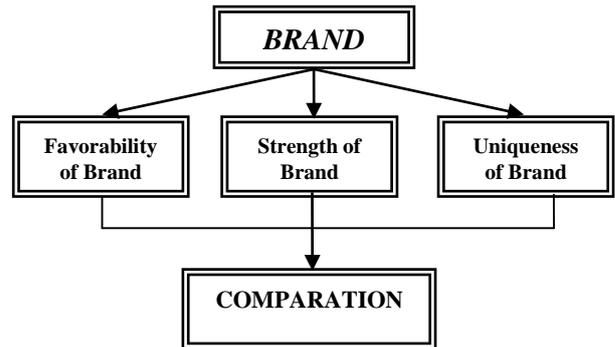
**2.2. Cosmetics**

According to the Head of [5] Number HK.03.1.23.08.11.07517 of 2017, cosmetics are ingredients or preparations intended for use on the outside of the human body (epidermis, hair, nails, lips

and external genital organs) or teeth and mucous membranes mouth, especially to cleanse, fragrance, change appearance and or improve body odor or protect and maintain the body in good condition.

Cosmetics with various brands have also spread throughout Indonesia. There are many cosmetics made in the country and foreign-made. Cosmetics are already widely used by women from adolescence to adulthood.

Reference [6] said that there are 2 types of cosmetics based on their classification, namely:



**Figure 1** Framework of thinking

- 1) Skin Care Cosmetics  
This type of cosmetics is needed to treat skin hygiene and health
- 2) Decorative Cosmetics (Makeup / Make Up)  
This type is needed to apply and cover blemishes on the skin so as to produce a more attractive appearance and cause a good psychological effect, such as confidence.

In Indonesia, there are many cosmetic products in circulation. The most common are Wardah, Viva and Pixy products. For teenagers to adults, it is common to hear the three names of these cosmetic products.

**3. METHOD**

This research used a quantitative method approach that compares two or more symptoms or objects. The population in this study were consumers who used Wardah, Viva and Pixy cosmetics products, in Kupang City. The research samples were 96 consumers, using accidental sampling. Data processing and analysis was performed using the SPSS Software version 21.

**4. RESULTS AND DISCUSSION**

**4.1. One Way Anova Test**

In order to compare the three cosmetic brand images, it was necessary to conduct Anova testing. This test was conducted by comparing the value of F-count with F-

**Table 1.** One Way Anova Test

	Sum of squares	Df	Mean square	F	Sig.
Between groups	1144.750	2	572.375	20.516	.000
Within groups	7951.250	285	27.899		
Total	9096.000	287			

Source: Primary Data (2020)

**Table 2.** Multiple Comparisons

Dependent variable: *Brand Image*

Tukey hsd

(i) brand	(j) brand	Mean difference (i-j)	Std. Error	Sig.	95% confidence interval	
					Lower bound	Upper bound
Wardah	Viva	4.813*	.762	.000	3.02	6.61
	Pixy	1.688	.762	.071	-.11	3.48
Viva	Wardah	-4.813*	.762	.000	-6.61	-3.02
	Pixy	-3.125*	.762	.000	-4.92	-1.33
Pixy	Wardah	-1.688	.762	.071	-3.48	.11
	Viva	3.125*	.762	.000	1.33	4.92

\*. The mean difference is significant at the 0.05 level.

Source: Primary Data (2020)

**Table 3.** Tukey Test

Tukey hsd<sup>a</sup>

Brand	N	Subset for alpha = 0.05	
		1	2
Viva	96	33.85	
Pixy	96		36.98
Wardah	96		38.67
Sig.		1.000	.071

table with the numerator dk (N-1) and the denominator dk (N-1) and a significance below 0.05 (5%). In Table 1, it can be seen that the Brand Image variable of three types of cosmetic products: Wardah, Viva and Pixy has a degree of freedom for the numerator of 2 and a degree of freedom for the denominator of 285. From F (table) the value of 3.04 is obtained, then with F<sub>(count)</sub> 20.516 > 3.04. So it can be concluded that there are significant differences between the three variables. It can also be seen in the significance obtained that is equal to 0,000 less than 0.05 and the variable is stated to have a significant difference.

The table shows the differences among the products. It can be seen whether the differences in each product are significant differences or not.

1) There is no significant difference between Wardah Cosmetics Brand Image and Pixy Cosmetics Brand Image. This can be seen from the significance value per item which is 0.071 which is greater than 0.05

2) The comparison between Viva and Wardah products has a significance value of 0.000 which means that these two products have a significant difference.

3) The Comparison between Pixy and Viva products has a significance value of 0,000 or it can be said that Viva and Pixy have a significant difference.

Tukey's testing is a one-step multiple comparison procedure and the statistical tests used are significantly different from each other. From this table, it can be seen in sections 1 and 2 that Viva's cosmetic brand image located in column 1 while Pixy and Wardah's cosmetic brand image located in column 2. This indicates that Viva is significantly different from Pixy and Wardah with a difference of 33.85. While the Brand Image of Pixy and Wardah also have differences but not significant in value of 36.98 for Pixy and 38.67 for Wardah.

From the Anova statistical test results with the 3 data processing steps, It can be seen that there are

discrepancies between Wardah, Viva and Pixy cosmetic Brand Image. The differences are significant and insignificant. The disparity is due to differences in consumer perceptions and also because of the difference between customers. One consumer may have different perceptions or thoughts about a product.

**4.2. Total Score Analysis Test**

The analysis is used to have the most superior brand and to see the different brand image perceptions of consumers on the cosmetics compared The Total Score Analysis shows that Wardah cosmetics brand has a total of 3.712 respondents' ratings, Viva's cosmetic brand is 3.250 and Pixy's cosmetic brand is 3.550 ratings. Thus, it can be said that Wardah cosmetics brand ranked the first as the most superior brand, Pixy cosmetics brand was in second and Viva cosmetics brand was in third.

From the consumer ratings in table 5, it can be concluded that consumer perceptions about Wardah Brand Image are all in the high category. In this case, according to consumers, Brand Image made by Wardah Cosmetics Company is very good. Table above explained that consumer perceptions of Viva's cosmetic brand image are in the range of middle to high ratings. It can be said that according to consumers, Viva cosmetic products Brand Image has a good rating. The consumer's assessment of Pixy cosmetics Brand Image has a medium category and it can be concluded that consumers rate of Pixy cosmetics Brand Image is quite well.

**4.3. Differences in Ratings per Item Question**

This test was conducted to see differences in consumer perceptions that are the results of an assessment of 96 respondents to the Wardah, Viva and Pixy cosmetic Brand Image based on 9 item questions made on the questionnaire.

**Table 4.**Total Score Analysis

Brand	Total
Wardah	3.712
Viva	3.250
Pixy	3.550

Source: Primary Data (2020)

**Table 5.** Wardah's Brand Image

Category	Interval Scale	Frequency	Percentage (%)
Very Low	$X \leq 30.37$	-	-
Low	$30.37 < x \leq 35.77$	8	8.3
Middle	$35.77 < x \leq 41.17$	19	19.8
High	$41.17 < x \leq 46.57$	26	27.1
Very High	$46.57 < x$	43	44.8
Total		96	100

Source: Primary Data (2020)

**Table 6.** Viva's Brand Image

Category	Interval Scale	Frequency	Percentage (%)
Very Low	$X \leq 26.05$	5	5.2
Low	$26.05 < x \leq 31.25$	18	18.8
Middle	$31.25 < x \leq 36.45$	34	35.4
High	$36.45 < x \leq 41.65$	34	35.4
Very high	$41.65 < x$	5	5.2
Total		96	100

Source: Primary Data (2020)

**Table 7.** Pixy's Brand Image

Category	Interval scale	Frequency	Percentage (%)
Very Low	$X \leq 29.18$	9	9.4
Low	$29.18 < x \leq 34.38$	15	15.6
Middle	$34.38 < x \leq 39.58$	38	39.6
High	$39.58 < x \leq 44.78$	28	29.2
Very High	$44.78 < x$	6	6.3
Total		96	100

Source: Primary Data Treated (2020)

**Table 8.** Brand Image Assessment Scores

ITEM	TOTAL SCORE		
	Wardah	Viva	Pixy
Product Quality	387	333	359
Increase Self-Confidence	373	335	355
Produced by a Company With High Credibility	405	366	386
Sophisticated Technology	410	350	381
Innovation	421	345	385
Promotion	420	350	390
Packaging	420	349	405
Price	362	380	372
Variations in Color and Type	419	347	394

Source: Primary Data (2020)

From the results of calculations in table 8, it was found that for each item has a different number of ratings. It can also be seen in the table above that consumer ratings of Wardah cosmetics Brand Image tend to be higher than ratings for Viva and Pixy cosmetics Brand Image. And also clearly visible differences in consumer perceptions about the brand image of each item. The total score per each item has a considerable difference.

The 4 items with the highest number of brand image rating are the innovation, promotion, packaging and variations in color and type. The large difference obtained is in the range of 70-75 point ratings.

## 5. CONCLUSIONS

Based on the results of research and discussion that has been done, the following conclusions can be drawn:

- 1) The results of this study using the One Way Anova Test concluded that the Brand Image between Wardah, Viva and Pixy cosmetics have differences. Wardah and Viva brand image have significant differences, Wardah and Pixy brand image have insignificant differences and Viva and Pixy brand image have significant differences.

- 2) From the analysis of the total score it can be concluded that Wardah cosmetics are the most superior cosmetics in terms of Brand Image. The results of the study using total score analysis, it can be seen that there are differences in consumer perceptions. From the research, there are several factors that cause differences in consumer perceptions about these three brands, namely innovation, promotion, packaging and color variants and types.

Based on the results of the research and discussion above, the researcher can provide the following advice:

- 1) The company need to maintain and enhance the brand image, to gain trust.
- 2) Further study is needed to compare and contrast products, use more references, and more responsive to changes of variables that may affect the perception.

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