The Influence of Consumer Pleasure, Materialism, and Self-Conformity on Brand Love in Skincare Product Consumers

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Abstract

There are still a lot of brands today that fail to survive in their respective industries. Brand development is hindered by the absence of a psychological strategy, such as fostering emotional connections. The purpose of this study is to determine how consumer pleasure, materialism, and self-conformity affect brand loyalty. Quantitative methods are used in the research approach. Purposive sampling is the sample technique that is applied. A Google Form was utilized to collect data from respondents, yielding 202 student responses. Multiple linear regression analysis is used in research analysis. According to the study's findings, materialism and customer satisfaction boost brand loyalty. In the meantime, brand loyalty is unaffected by self-conformity. Our study has a number of practical and conceptual ramifications. From a conceptual standpoint, the study offers guidance for future investigations, such as broadening the causes and effects of brand love, including brand romance, brand loyalty, and satisfaction. Empirically speaking, study findings indicate that managers and businesses alike must be mindful of brand positioning tactics. When it comes to using skincare products, people put pleasure and materialistic aspects first.

Keywords: Consumer delight, Materialism, Conformity, Brand love

Abstrak

Masih banyak brand saat ini yang gagal bertahan di industrinya masing-masing. Pengembangan merek terhambat oleh tidak adanya strategi psikologis, seperti membina hubungan emosional. Tujuan penelitian ini adalah untuk mengetahui bagaimana kepuasan konsumen, materialisme, dan kesesuaian diri mempengaruhi loyalitas merek. Metode kuantitatif digunakan dalam pendekatan penelitian. Purposive sampling merupakan teknik sampel yang diterapkan. Google Formulir digunakan untuk mengumpulkan data dari responden, menghasilkan 202 tanggapan siswa. Analisis regresi linier berganda digunakan dalam analisis penelitian. Menurut temuan penelitian, materialisme dan kepuasan pelanggan meningkatkan loyalitas merek. Sedangkan loyalitas merek tidak dipengaruhi oleh kesesuaian diri. Penelitian kami memiliki sejumlah konsekuensi praktis dan konseptual. Dari sudut pandang konseptual, penelitian ini menawarkan panduan untuk penyelidikan di masa depan, seperti memperluas penyebab dan dampak kecintaan terhadap merek, termasuk romansa merek, loyalitas merek, dan kepuasan. Secara empiris, temuan penelitian menunjukkan bahwa manajer dan bisnis sama-sama harus memperhatikan taktik positioning merek. Dalam penggunaan produk perawatan kulit, orang-orang mengutamakan kesenangan dan aspek materialistis.

Kata Kunci: Kesenangan konsumen, Materialisme, Kesesuaian diri, Cinta merek

1. Introduction

Current consumers tend to seek satisfaction from the brands they use. However, this satisfaction does not always make consumers stick with one brand for the long term. So that the emotional bond between consumers and brands can last a long time, a product is needed that is able to please consumers, because consumers who are happy with a product can underlie brand love which can build and strengthen the bond between the brand and consumers. Brand love has the potential to be important in the diagnosis and improvement of consumers' relationships with brands (Bagozzi et al., 2017). According toCarroll & Ahuvia (2006), brand love includes passion, attraction, positive emotions, positive evaluations, and expressions of love for the brand. On research (Roy et al., 2013) In brand love there are three antecedents that influence such as consumer pleasure, materialism, and self-conformity.

Alexander (2012) stated that pleasure is a feeling after using a product. You can feel pleasure after trying extraordinary and impressive service and product performance (Parasuraman et al., 2021). This pleasure will not occur until consumers use the product they purchased. Where these results can react positively and negatively. If consumers feel positive results then pleasure will arise. Based on the satisfying experience felt by consumers, brand love can emerge over time.

On the other hand, materialism can also encourage the growth of love for a brand. Materialism not only makes consumers like the brand more, but also changes the way they relate to the brand (Ahuvia et al., 2020). Moreover, Ahuvia & Rauschnabel (2020) assert that the material value scale—which defines materialism as the value placed on acquiring material goods like pricey cars, homes, and clothing-is the generally accepted indicator of materialism. Materialism tends to consider material possessions and physical comfort to be more important than spiritual values (Oxford Dictionaries, 2012).

Furthermore, when using a brand, consumers tend to choose a brand that they feel suits them. This self-conformity allows consumers to express themselves by purchasing a brand that suits what they are looking for and need. In researchLiu et al. (2012), matching the concept of a brand with one's own concept can provide self-congruence which leads to favorable product and brand attitudes. This can foster brand love if consumers use brands that match their own self-concept.

However, despite the importance of the aforementioned constructs, they remain largely unexplored in a broader context. Furthermore, different interpretations and viewpoints of the concept of brand love have surfaced. (Ahuvia et al., 2020; Roy et al., 2016; Roy et al., 2013), so this research carried out re-testing using a different perspective. In the Indonesian context, many various product brands try to link pleasure and personal conformity through promotional content, one of which is skincare brands. Budiono et al. (2020) stated that survey results from ZAP Clinic and Markplus Inc. showed that the tendency for skincare users in Indonesia to be towards skincare brands from abroad. However, local brands also have high competitiveness. As explained in research by Roy et al. (2013) There are three behaviors that can encourage brand love, consumer enjoyment, materialism, and self-conformity. This research will examine the influence of consumer pleasure, materialism, and self-conformity on brand love for skincare brands used by students.

2. Literature Review and Hypothesis
Brand Love
Brand love is a concept that has received limited attention but is attracting growing interest among academics as well as practitioners (Sallam & Wahid, 2015). Furthermore,Brand love is a construct that describes a consumer's passionate feelings and satisfying emotional

attachment to a brand (Gumparthi & Patra, 2020) Carroll & Ahuvia (2006)defines brand love as the emotional attraction and desire that consumers have after using a brand for a certain period of time. TemporaryBatra et al. (2012) positions brand love as the relationship a consumer builds with a brand, which includes related cognitive, affective and behavioral elements, rather than a specific, single and temporary emotion.

Consumer Delight
Customer satisfaction such as enjoyment, happiness, and feelings of surprise have been indicated as one of the antecedents of brand love (Bıçakcıoğlu et al., 2018a). Richard & Maryon (2001) defines consumer delight as an emotion consisting of pleasure, excitement, sensation and great excitement. Meanwhile, according to Parasuraman et al. (2020)Consumer pleasure is associated with various combinations of traits such as when consumers experience positive emotions, interact with other people, can solve problems successfully, involve consumer feelings, have the consumer's time, and a sense of control that occurs in consumers.

Materialism
Materialism is a belief about the importance of owning things in a person's life(Richins & Dawson, 1992). Whereas, (Goldsmith et al., 2011) says the term materialism refers to how important material goods are for a person's life. Richins (2004) defines materialism as the importance a person ascribes to the possession and acquisition of material goods in achieving the main life goals or circumstances that the person desires (Richins, 2004). Materialistic individuals show higher levels of brand engagement.

Self-Conformity
The literature on consumer-brand relationships shows that emotional attachment to brands such as love has a strong relationship (Ferreira et al., 2019). Self-congruity is the result of a person's psychology where consumers compare their perception of a brand with their own self-concept (Sirgy, 2018). In Liu's research, self-conformity refers to the possibility of developing the consumer's self with an object or other stimulus (Liu et al., 2012). Furthermore,Sirgy et al., (2000) says that self-conformity can be achieved by identifying four types of self-concept, namely actual self-conformity, ideal self-conformity, social self-conformity, and ideal social self-conformity.

Hypothesis Development
Brand love is the outcome of several antecedents such as consumer liking, materialism, and self-conformity. Based on researchLiu & Keh (2015) that pleasure is a positive emotion and can significantly influence consumer behavior. Furthermore,Parasuraman et al. (2020) said that consumer pleasure is associated with various traits that produce positive emotions.In research(Bıçakcıoğlu et al., 2018b)Consumer enjoyment has a positive effect on brand love. According to (Sarkar et al., 2013) when a customer is happy with a brand, he or she tends to develop an emotional bond with it.

Meanwhile, several studies have investigated the relationship between materialism and brands (Goldsmith et al., 2011; Goldsmith & Clark, 2012). In research Sangkhawasi & Johri (2007) There are characteristics that show a strong impact on materialism. Ahuvia et al. (2020) states that materialism is positively related to influencing brand love. Furthermore, materialism not only makes consumers prefer brands, it also changes the way they relate to brands (Ahuvia et al., 2020a). Previous research on the antecedents of materialism suggests that the desire for monetary security and status-marking qualities are common manifestations of materialism (Zhang et al., 2020).

On the other hand,Kang et al. (2012) states that self-conformity has a positive effect on customer attitudes and purchase intentions. Roy & Rabbanee (2015) found that consumers' self-conformity towards luxury brands is positively influenced by several antecedents such as social desirability, need for uniqueness and consumption status. (Ahuvia et al., 2020) states that individuals who are not romantically attached are more likely to experience this towards brand love. Further, research (Bergkvist & Bech-Larsen, 2010) shows that self-identification is an antecedent of brand love. Based on the previous explanation, we formulate:

Hypothesis 1: Consumer enjoyment has a positive effect on brand love.
Hypothesis 2: Materialism has a positive effect on brand love.
Hypothesis 3: Self-congruity has a positive effect on brand love.
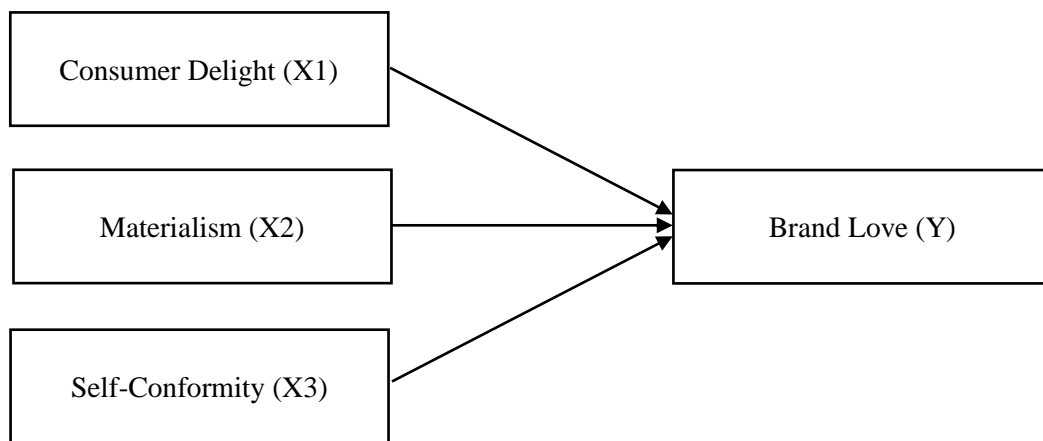
Figure 1. Research Model

3. Data and Method
The research method used is a quantitative method. The research was carried out over a period of 4 months. In sampling, the method used was the purposive sampling method. This method is used because the research has a specific aim in selecting the sample. In this research, researchers will use a sample of 202 samples. Data collection in this research used an online survey method. Respondents who meet the research criteria will be given a questionnaire on their social media accounts to fill out the questionnaire. The criteria in this research include:
1. Having student status in Semarang City,
2. female,
3. Age range between 17 to 25 years,
4. Used a skincare brand within the last month.

Furthermore, to produce measurement items that are appropriate to the research, the researcher uses measurements from several previous researchers, which include variableslove the brand (Y) of (Batra et al., 2012), materialism from (Richins, 2004), self-conformity of (Sirgy, 2018), consumer enjoyment from (Sarkar et al., 2013). A five-point Likert scale was used in this study to measure it, with responses ranging from strongly disagree (1) to strongly agree (5). A number of other questions, including age, occupation, and duration of use of body care products, were also included by the researchers. Regression analysis was employed in this study's data analysis using SPSS.

4. Results
Based on the results of distributing the questionnaire, 202 responses were obtained that met the criteria from respondents. From the age characteristics, the majority of respondents were 21-25 years old, namely 76%. For gender characteristics, the results were 100% of female

respondents. Meanwhile, regarding the characteristics of skincare use, the majority of respondents have used skincare for more than one year, 65.8%. The results of obtaining respondent characteristics can be seen in Table 1.

Table 1. Characteristics of Respondents

Characteristics	Category	Frequency	Percentage
Age	17 – 20 years	49	24
	21 – 25 years	153	76
Gender	Woman	202	100
Duration of Skincare Use	1 month	19	9.4
	6 months	28	13.9
	1 year	22	10.9
	>1 year	133	65.8

Source: Processed primary data (2023)

Furthermore, we conducted a sample size adequacy test. Based on the results of the Kaiser Meyer Olkin or KMO value for all variables > 0.50, which means the variables and samples used show adequate sample size. Furthermore, we tested the instrument using a validity test using a factor test with a standard loading factor > 0.50 and reliability using a Cronbach Alpha value > 0.6 (Hair Jr et al., 2014).

Table 2. Validity and Reliability Test Results

Variable	Indicator	*Loading Factor*	*Cronbach Alpha*
Brand Love (Y)	Brand Love 1	0.630	
	Brand Love 2	0.630	
	Brand Love 3	0.514	
	Brand Love 4	0.713	0.771
	Brand Love 5	0.621	
	Brand Love 6	0.799	
	Brand Love 7	0.703	
Consumer Delight (X1)	Consumer Delight 1	0.683	
	Consumer Delight 2	0.689	
	Consumer Delight 3	0.732	0.807
	Consumer Delight 4	0.714	
	Consumer Delight 5	0.769	
	Consumer Delight 6	0.735	
Materialism (X2)	Materialism 1	0.545	
	Materialism 2	0.696	
	Materialism 3	0.580	
	Materialism 4	0.657	
	Materialism 5	0.693	
	Materialism 6	0.682	0.857
	Materialism 7	0.674	
	Materialism 8	0.703	
	Materialism 9	0.741	
	Materialism 10	0.671	
Self-Conformity (X3)	Personal Conformity 1	0.647	
	Self-Conformity 2	0.801	0.759
	Self-Conformity 3	0.794	
	Self-Conformity 4	0.820	

Source: Processed data (2023)

Based on the results of the validity test, all variables of brand love, consumer enjoyment, materialism and self-conformity were declared valid because the loading factor values of all indicators for each variable had a value of more than 0.50. Meanwhile, for the reliability test, it is known that all variables have a Cronbach Alpha value > 0.60, which means that the variables of brand love, consumer pleasure, materialism and self-conformity are declared reliable. Next, we carried out two normality tests, namely testing normality and multicollinearity.

Table 3. Normality Test with Kolmogorov-Smirnov Test

	Unstandardized Residuals
N	202
Asymp. Sig. (2-tailed)	0.200

Source: Processed data (2023)

Table 3 indicates that the Kolmogorov-Smirnov test's normalcy test has an Asymptotic value. With a 2-tailed significance value of 0.200 that is higher than 0.05, or 0.200 > 0.05, it can be said that the tested data is normally distributed.

Table 4. Multicollinearity Test

Variable	*Collinearity Statistics*	
	Tolerance	*VIF*
(Constant)		
Consumer delight (X1)	0.482	2,076
Materialism (X2)	0.464	2,154
Self-compatibility (X3)	0.380	2,634

Source: Processed data (2023)

Table 4 shows that all consumer pleasure, materialism, and self-conformity variables have values of >0.1 for tolerance and <10 for VIF. Thus, multicollinearity does not occur in the independent variable test results. Additionally, we used the Multiple Linear Regression Analysis test (see Table 3) to determine the impact of each variable.

Table 5. Multiple Linear Regression Analysis

Variable	*Unstandardized Coefficients*		*t*	*P Value*
	B	*Std. Error*		
(Constant)	8,839	1,386	6,376	0,000
Consumer delight	0.549	0.082	6,722	0,000
Materialism	0.095	0.041	2,310	0.022
Self-conformity	0.211	0.124	1,702	0.090

Source: Processed primary data (2023)

Based on Table 5, the results of data processing can be formulated using the multiple linear regression equation as follows:

$$Y = 8.839 + 0.549X1 + 0.095X2 + 0.211X3 + e \qquad (1)$$

Based on the analysis of the multiple linear regression test results in column t, it can be concluded that the consumer pleasure variable (coefficient $\beta1$ (X1) has a positive influence on the brand love variable, materialism (coefficient $\beta2$ (X2) has a positive influence on the brand love variable, and self-conformity (coefficient $\beta3$ (X3) has no effect on the brand love variable.

5. Discussion

Based on the analysis results, we found thata person makes his purchasing decision based on love of the brandThe results of this analysis are in accordance with research conducted byLiu & Keh (2015) where pleasure has positive emotions and has a significant influence in influencing consumer behavior. In addition, Schneider and Bowen said that consumer delight is the process of consumers feeling happy by fulfilling their human needs (Torres & Ronzoni, 2018). Where in this research it is assumed that positive results from consumers' enjoyment of brand love arise because consumers are happy to be able to fulfill their needs and experience positive results, thereby giving rise to love for the skincare brand they use. Consumer enjoyment has a positive effect on brand love.

Second, romance has a positive effect on brand love (Aprilianingsih & Putra, 2022). The results of this analysis are in accordance with research conducted byAhuvia et al. (2020) where the results in this research materialism has a positive relationship in influencing brand love. In the research carried out Goldsmith et al. (2011) Materialism refers to the importance of material goods to a person's life. Where consumers who use skincare mean that skincare is a material item that is very important for their lives.

The results of this analysis do not match the research conducted by Roy & Rabbanee (2015) where the results of this research self-conformity can be influenced by several antecedents that can give rise to brand love. According toSirgy et al. (2000) Self-conformity is influenced by four types of self-concept, namely actual self-conformity, ideal self-conformity, social self-conformity, and ideal social self-conformity. To foster brand love, connections made at the self-congruity concept level must be more meaningful and engaging and likely to last (Dwivedi, 2014). Meanwhile, according to (Ahuvia et al., 2020), brand love is more closely associated with products currently owned or used, whereas materialism is more strongly associated with longing for brands one cannot afford. Based on the results obtained from respondents' responses, self-conformity has no effect on brand love. This could happen because consumers do not find one of the four self-concepts in the skincare brand they use, so it does not create feelings of love for the brand. When a brand does not represent values that are in line with the consumer's belief system, it will lower the consumer's self-image.

6. Conclusion

Various conclusions have been drawn from the analysis conducted on the relationship between consumer pleasure, materialism, and self-conformity to brand love. First, when using skincare products, customer satisfaction positively impacts brand loyalty. Second, when it comes to skincare, materialism positively affects brand loyalty. Third, using skincare products does not increase brand love when self-conformity is present.

Recommendation

This research has several suggestions for further research. First, practically, based on research results, it shows that companies and even managers need to pay attention to brand positioning strategies. Companies can develop brand positions that can foster attachment to consumers. In the context of using skincare, individuals prioritize pleasure and materialistic aspects in using products. Marketers should, in developing products, focus on products that can provide intrinsic benefits, such as happiness caused by the consumption experience and emphasize tailoring brands to individual preferences to strengthen emotional ties. For example, developing products according to certain individual characteristics based on gender or age.

Limitations and avenue for future research

this research has several limitations that provide direction for further research. First, the sample size is relatively small and respondents are limited to female consumers who have experience using skincare, so it cannot be generalized. For future research it is recommended to test in different contexts such as all genders or users of other products, such as luxury products. Second, this research testsindulgence, materialism, and consumer conformity to brand love, Future research could examine various antecedent and outcome perspectives of brand love, such as brand romance, brand loyalty, satisfaction.

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