

The Influence of Event Sponsorship and Consumer Ethnocentrism on Purchase Intention of Cosmetic Product

I. S. Nusannas^{1*}, I. Maulana¹, S. Munirah¹, S. Imbari¹, M. Rahayu² and
D. Mutmainnah³

¹Department of Management, STIE DR KHEZ Muttaqien, Purwakarta, Indonesia

²Department of Management, STIE STAN-IM, Bandung, Indonesia

³Doctorate Program, Universitas Pendidikan Indonesia, Bandung, Indonesia

imansidiknusannas@gmail.com

Abstract, This research aimed to find out the factors that influence the Purchase Intention of cosmetic products on the female students of economic college in Purwakarta. In this research, Event Sponsorship (X1) and Customer Ethnocentrism (X2) expected to influence Purchase Intention of cosmetic products. This research was conducted by distributing questionnaires to 97 respondents with probability sampling method. The data analysis technique used in this research is quantitative descriptive analysis. Research data were analyzed using statistical software. The results stated that Event Sponsorship and Customer Ethnocentrism have positive and significant impact on Purchase Intention.

Keywords: Event Sponsorship, Customer Ethnocentrism, Purchase Intention

1. Introduction

Purchase intention of a cosmetic product is an interesting topic to discuss in the country of Indonesia whose female mostly a half of 265 million people as a potential buyer to the product. As stated by Schiffman and Kanuk (2006), purchase intention can be determined through their responses, feedback and their involvement. Highly involved consumer show high rate of purchase [1]. Purchase intention (purchase interest) is a mental statement from consumers that reflects the purchase plan of a product or service with a certain brand that is deemed suitable [2]. Purchase intention is a strong internal stimulus to foster a motivation in the form of action, where this impulse is influenced by the stimulus and positive feelings about a product [3]. Purchase intention is a stage where consumers have a tendency to act before the buying decision is actually implemented [4]. This research is to find the influence of event sponsorship and consumer ethnocentrism on purchase intention. Event sponsorship is a form of effort made by companies and individuals to promote certain brands by providing financial assistance and linking the brand with sports, entertainment, cultural and social activities (public activities) that generate high attractiveness, where events held sponsored provide reciprocity in the form of advertising the sponsor's brand [5]. Event sponsorship is an integrated marketing communication activity where companies develop sponsorship relationships with certain activities in the form of providing financial assistance in exchange for the right to display brands, logos and advertising messages as event supporters [6]. Event sponsorship is a form of brand promotion that is tied to athletic, entertainment, cultural, social and other activities that have high publicity value [7]. The next

variable is consumer ethnocentrism. Consumer ethnocentrism is an attitude or perception that products originating from within the country itself or local products are the best [8]. Ethnocentrism is the view of one's own group as the center of everything, boasting that the group is superior and tends to demean something from other groups [9].

The latest finding of purchase intention is on the work of Nurhayati, (2021), questionnaires given to 98 female students of university in Purwakarta Indonesia by using variables of visual storytelling marketing and brand trust toward that purchase intention of wardah cosmetic. The result show that both variable has positive significant influence toward purchase intention.[10] Helbert and Ariawan, (2017) found that celebrity endorsement, influencer endorsement, and online customer review have positive significant influence toward purchase intention of skin care product [11]. The study of Wandebori and Wijaya (2017) with 384 respondents found that service quality, atmosphere, and food quality have positive significant influence toward consumer's purchase intention at Korean Tematic Cafe Chingu Bandung [12]. Rosara and Luthfia (2020) studied about purchase intention on beauty product in youtube found that social media influencer and perceived quality have positive significant influence toward purchase intention, but not electronic word of mouth [13]. Country of origin also became variable studied toward purchase intention. Sulu, et.al (2016) found that respondents choose USA, South Korea and Indonesia as a country of origin for cosmetic product [14]. Sumiati (2019) found a significant negative effect of counsumer ethnocentrism on consumer buying interest in dealing with imported products. To complete the studies above, researchers extend the variables toward purchase intention by using event sponsorship and customer etnocentrism.

This research aimed to find the influence of event sponsorship and customer etnocentrism toward purchase intention. Using questionnaires asked to 97 female students of economy in Purwakarta who uses Mustika Ratu cosmetics. This research uses a descriptive method with a quantitative approach. The population are students of the Purwakarta Economics College. The sampling technique used probability sampling with simple random sampling method, which is a sampling technique that provides equal opportunities for each member of the population to be selected as a sample, and proportional stratified random sampling with a sample of 97 people, data obtained were processed using statistical program.

2. Research Method

This study uses a descriptive method with a quantitative approach. The results of the study are presented in the form of quantitative data (numbers) and then their meaning is interpreted and described as independent variable data without being associated with other variables. The population in this study were students of the Purwakarta Economics College. The sampling technique used probability sampling with simple random sampling method, which is a sampling technique that provides equal opportunities for each member of the population to be selected as a sample, and proportional stratified random sampling with a sample of 97 people. Data collection techniques in this study is by distributing questionnaires. Furthermore, the data obtained were processed using the SPSS 26 application program.

3. Results and Discussion

3.1 Correlations Analysis

Table 1. Correlations Number

Correlations		
<i>Event</i>	<i>Consumer</i>	<i>Purchase</i>

		<i>Sponsorship</i>	<i>Ethnocentrism</i>	<i>Intention</i>
<i>Event Sponsorship</i>	Pearson Correlation	1	.505**	.488**
	Sig. (2-tailed)		.000	.000
	N	97	97	97
<i>Consumer Ethnocentrism</i>	Pearson Correlation	.505**	1	.492**
	Sig. (2-tailed)	.000		.000
	N	97	97	97
<i>Purchase</i>	Pearson Correlation	.488**	.492**	1

The correlation between variables X1 and X2 on Y has a significance value of $0.000 < 0.05$. it means that there is a significant relationship between variable X and variable Y. With a correlation level of 0.488 and 0.492 which states the level of a moderate relationship [15]. The correlation coefficient value which is positive indicates that the relationship between consumer ethnocentrism variables and purchase intention has a unidirectional relationship.

3.2 Multiple Regression Analysis

Table 2. Multiple Regression

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	1.560	1.775		.879	.382
	Event Sponsorship	.536	.164	.322	3.269	.002
	Consumer Ethnocentrism	.302	.091	.329	3.340	.001

a. Dependent Variable: Purchase Intention

Based on the results of multiple regression analysis, it is known that, $Y = 1,560 + 0,536X_1 + 0,302X_2$. The constant (β_0) has a value of 1.560 indicating that if the values of X1 and X2 are equal to zero, then the value of Y is 1.560. This means, Purchase Intentions only materialized a total of 1,560 without Event sponsorship and Consumer Ethnocentrism. The regression coefficient for the Event Sponsorship (X1) variable is 0.536 and Consumer Ethnocentrism is 0.302. This result is different from the research conducted by Sumiati (2019) which states that ethnocentrism has a significant negative effect on consumer buying interest in dealing with imported products [16]. The different is beside This research dealing with Mustika Ratu which is local product, also a factor of different population used in this research. The influence of all independent variables in this study is in the same direction as

the dependent variable, if the independent variable has increased, then the dependent variable will also increase.

3.3 Coefficient of Determination

Table 3. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.565 ^a	.319	.305	2.042

a. Predictors: (Constant), Consumer Ethnocentrism, Event Sponsorship

The coefficient of determination or R square in this study is 0.641, which means that it shows that the influence of the Event Sponsorship and Consumer Ethnocentrism variables on Purchase Intention simultaneously is 64.1% and the remaining 35.9% is influenced by other variables.

From the result above, the variables of event sponsorship and customer ethnocentrism have positive and significant influence toward purchase intention of female student to buy cosmetic product. This research is to complete the study done by Nurhayati (2021), Helbert and Ariawan (2017), Wandebori and Wijaya (2017), Rosara and Luthfia (2020) and Anastasia Cherry Sulu et.al (2016). The next researcher can expand the research by combining or mixing variables.

4. Conclusion and Recommendation

Sponsorship events have a positive and significant influence on the purchase intention of Mustika Ratu cosmetic products. It can be concluded that the better promotions carried out through sponsorship events, the more consumers will buy the Mustika Ratu cosmetic products. Consumer ethnocentrism has a positive and significant influence on the purchase intention of Mustika Ratu cosmetic products. It can be concluded that the higher the consumer's ethnocentrism, the higher the consumer's purchase intention (purchase intention) for Mustika Ratu cosmetic products, which are typical Indonesian cosmetic products.

Mustika Ratu is expected to become a cosmetic producer with high creativity through innovations in its products so that consumers have more choices of cosmetics to use, this is to reduce people's dependence on foreign-made cosmetics in meeting their needs for cosmetics.

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