

ABSTRACT

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THE IMPACT OF VALUE PERCEPTIONS ON PURCHASE INTENTION TOWARDS LOCAL AND GLOBAL MAKEUP BRANDS IN INDONESIA

(xvii + 218 pages; 8 figures; 82 tables; 11 appendices)

This study aims to understand how value perception (i.e. the need for exclusivity, need for conformity, hedonic needs, and guilt) affect consumers' purchase intention. The context of global and local makeup brands, notably Maybelline and Make Over, is used in this study. This study employs a quantitative research technique, with data gathered using a Google Forms electronic questionnaire. This study was conducted in Indonesia from August until November, with participants drawn from the country's major cities (Jakarta, Bogor, Surabaya, etc). The data was evaluated using Smart-PLS 3.2.9's outer and inner models. The validity and reliability tests are part of the outer model, whereas the goodness of fit test, Common Method Bias, R-square, Predictive Relevance, T-statistics, and P-value are part of the inner model. Within the theoretical framework of this research, structural equation modeling is also used to examine the construct linkages. Consumers are more willing to purchase global or local makeup brands if they have trust in the brand's reliability, according to this survey. Finally, our research assists beauty businesses both globally and locally in being more involved, aware of their competitors, and aware of the gap that exists.

Keywords: *Value Perception; Need for Exclusivity; Need for Conformity; Hedonic Needs; Guilt; Purchase Intention; Global Makeup Brand; Local Makeup Brand; Indonesia*

References: 117 (2012-2021)