

Gaya hidup dan perilaku pengambilan keputusan konsumen metroseksual terhadap pemilihan merek produk perawatan tubuh dan penunjang penampilan

Mira Fathia, author

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Abstrak

Penelitian ini berusaha mengeksplorasi fenomena metroseksual yang terjadi di tanah air beberapa waktu belakangan ini. Bagaimana karakteristik dan dasar pemilihan gaya hidup mereka, juga, alasan serta latar belakang pengambilan keputusan mereka terhadap produk perawatan tubuh dan penunjang penampilan.

Pada kerangka konsep dijabarkan mengenai definisi-definisi dan teoriteori yang digunakan dalam penelitian, antara lain mengenai metroseksual, perilaku konsumen, gaya hidup, dan merek.

Penelitian dilakukan dengan pendekatan kualitatif/eksploratif, menggunakan metode pengumpulan data melalui studi literatur, data sekunder, dan depth-interview terhadap beberapa informan yang dilakukan secara purposive. Metode analisa data dilakukan dengan menelaah seluruh data yang didapat dari berbagai sumber lisan dan tertulis. Data yang didapat kemudian dianalisa dan dicocokkan dengan pola teoritis yang digunakan sebagai acuan untuk menemukan perilaku pengambilan keputusan konsumen metroseksual dalam memilih merek produk-produk perawatan tubuh dan penunjang penampilan.

Hasil data yang didapat berdasarkan penelitian antara lain mengenai karakteristik metroseksual dan dasar pemilihannya, motivasi pembelian produk perawatan tubuh dan penunjang penampilan mereka, juga alasan dan pola pengambilan keputusan pembelian mereka.

Kesimpulannya, bahwa metroseksual merupakan pria-pria yang sangat memperhatikan dan menjaga penampilan disebabkan dorongan dari dalam diri mereka sendiri, menggunakan sejumlah produk perawatan tubuh dan penunjang penampilan yang disesuaikan dengan kecocokan pribadi. Tidak sungkan mengunjungi salon, namun bukan merupakan rutinitas wajib. Mereka ingin tampil trendi, tetapi tidak selalu menerapkan tren fesyen pada penampilan, dan mempunyai kecenderungan 'tidak ingin tertinggal dalam hal teknologi'. Mereka merupakan orang-orang yang sangat rasional dan selektif dalam memperhitungkan pengeluaran, dan berasal dari golongan Social Economic Status (SES) A dan A+. Perilaku pengambilan keputusan mereka terhadap pembelian produk perawatan tubuh dan penunjang penampilan merupakan kombinasi dari Keputusan keterlibatan tinggi (High-Involvement Decision), perspektif pengalaman (Experiential Perspective), dan perspektif pengaruh perilaku (Behavioral Influence Perspective).

Temuan fakta dalam penelitian ini adalah bahwa istilah metroseksual yang dikemukakan oleh Mark Simpson, dirasa kurang tepat jika disamaratakan dengan pria metroseksual yang dijadikan sebagai informan penelitian. Hasil wawancara memperlihatkan bahwa mereka gemar memperhatikan penampilan dan perawatan tubuh disebabkan faktor kepuasan pribadi, tanpa embel-embel narsis.

Implikasi yang diperoleh bahwa mereka cukup antusias menanti kemunculan produk perawatan tubuh khusus pria, karena itu, komunikasi yang dibutuhkan untuk menjangkau mereka adalah yang melibatkan panca indera, tidak memaksa atau lebih tepatnya memberikan mereka waktu untuk berpikir, menimbang segala kebaikan dan keburukan dari produk, menumbuhkan dan membangun kepercayaan terhadap produk, sehingga produk Anda dipercaya bahkan dicintai oleh mereka.

Direkomendasikan bagi peneliti selanjutnya untuk melaksanakan penelitian lanjutan yang tujuannya memperdalam penelitian mengenai masalah-masalah yang berkembang tentang metroseksual dan gaya hidup yang dinamis, juga metroseksual yang cenderung narsis. Sementara itu untuk para praktisi yang mengincar segmen metroseksual diharapkan untuk mengembangkan strategi pemasarannya dengan menggunakan pendekatan-pendekatan khusus agar tepat sasaran.

This research tried to explore about metrosexual phenomenon that recently happened in researcher homeland. How are their characteristics and their base of this life style choosing, and also their reason and background of their decision taking about toiletries and appearance enhancing product.

In the concept base, it was explained in detail about definitions and theories used in this research, some of them are about metrosexual, consumer behavior, life style and brand.

Research was being done by using qualitative/explorative approach, using data collecting method through the literature study, secondary data and depth-interview with some informers which was done purposively. Data analyzing method was done by deepening all data collected from direct resource and indirect resource. These collected data, then were being analyzed and confirmed with theoretical pattern which is used as a base to find the behavior of metrosexual consumer as decision maker in choosing the brand for toiletries and appearance enhancing product.

Data result that had been collected was based on research about metrosexual characteristics and their base of choosing, motivation on buying toiletries and appearance enhancing product, also the reason and their motivation of taking decision to buy product,

As conclusion, that metrosexual are the guys that really concern about and maintain their appearance and this is caused by internal private desire from their own self to use toiletries and appearance enhancing product that suit to their personal taste. They are not shy to visit the salon, but that is not must routines. They want to appear in style, but not always follow the newest trend in fashion and they have the tendency for "not being left behind in technology side". They are very rational and very selective in counting their spent; they come from Social Economic Status (SES) A dan A+ group. Their behavior in decision making of buying toiletries and appearance enhancing product is a combination High-Involvement Decision, Experiential Perspective, and Behavioral Influence Perspective.

Factual finding in this research is the acknowledgement of metrosexual launched by Mark Simpson is not that correct if being confirmed with the metrosexual guys who are the direct informers in this research. The result of interviews showed that the concerning of appearance and treating the body is caused by private self-satisfaction and there is no narcissism involved in here.

Implications that can be gathered from this are that they are quite enthusiastic enough to wait the new launching of man special body treatment product, and for that purpose, the communication ways should be done to reach their attention are some ways connected to human's essential five senses, not to push them or in precise way, to give them some time to think, to consider all the goods and bads from the products offered, your ability to raise and to develop their trust to the product offered so your product will be trusted, even will be loved by them.

It is recommended for the next researcher to do a further research which purpose is to deepen the problems arousing the metrosexual and dynamic life style, also a research about the metrosexual guy who has the tendency to be a narcissist. Meanwhile, the practitioners who set the metrosexual segment as their market target, hopefully will develop their marketing strategy by using special approach, so their strategy can be effectively straight forward to this group.</i>