

Motives For Purchase Of Skin Care Product Users (Phenomenology Study On Women In Dki Jakarta)

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Abstract

This study aims to analyze the purchasing motives of users of skin care products, and is a phenomenological study of women in DKI Jakarta. To find out this motive, researchers used a qualitative approach, which aims to explore the true meaning of women's motives for buying skin care products. The data used for this study are primary data and secondary data. The results of a research analysis using in depth interviews with women in DKI Jakarta who bought skin care products, that they made skin care purchases with Hedonic Shopping motives. Motivations for women in DKI Jakarta using skin care products were motives, namely Adventure shopping and Social Shopping, while utilitarian Shopping motivation is motivation needs.

Keywords: Purchasing Motives, Hedonic Shopping, Utilitarian Shopping, Phenomenology



1. Introduction

Every woman wants to have an attractive appearance compared to men. An attractive appearance in a woman is often associated with being beautiful, especially on the face. Women tend to want to look attractive from head to toe when in front of the opposite sex [1]. Novitalista, 2012: Beauty or beauty is a primary need that must be owned by every woman as a feminist. In the Big Indonesian Dictionary, beautiful is an adjective which means beautiful, beautiful, beautiful, and refers to physical parts such as a person's body or face.

Having a beautiful face for women is a demand to support her appearance in carrying out daily activities, both in doing professions and education[2]. The meaning of beauty has emerged with various meanings, basically beauty is always closely related to physical beauty, both face, body, and hair and everything that can be seen by sight (outer beauty). [3], [4] describes beauty as having white skin, having blue eyes, having long blonde hair and having a slim body, so that the size of a woman's beauty is like a barbie doll.

Cosmetics itself, according to the Food and Drug Inspection Agency (BPOM) No. HK.00.1745 is defined as a substance or preparation intended for use on the external parts of the human body[5]. Not a few cosmetic companies also issue skin care products. Make-up and personal care are increasingly becoming an integral part of the lifestyle of women in Indonesia.

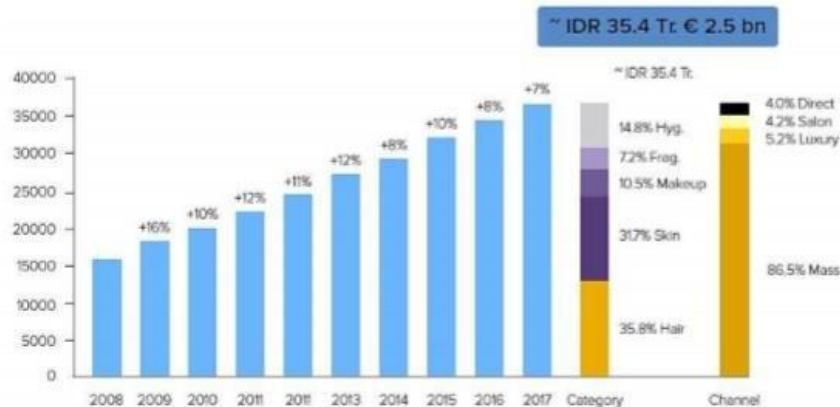


Figure 1.1 Indonesia Cosmetic Industry Market Growth
Source: Beauty Mass Survey 2018

As reported in the 2018 Eurocham position paper, Indonesia's cosmetic industry has increased in value from around IDR 15 Trillion in 2008 to IDR 355.4 trillion in 2017[6]. The level of development of the cosmetic industry throughout Indonesia has shown positive signs as well. During 2016-17, the Cosmetics industry grew by 20%. Below are the largest cosmetic companies in Indonesia and internationally: Table 1.1 Top 10 Largest International Cosmetic Companies[2], [7]

| No | Company name | Brand |
|----|--------------|--|
| 1 | Unilever | Tresemme, Ponds, Citra, Vaseline, Clear, Axe, dll |
| 2 | Loreal | Loreal Paris, Maybelline, Garnier, Kerastase, The Body Shop, dll |
| 3 | P&G | SK-II, Pantene, Wella, Olay, Always, dan Head & Shoulders |
| 4 | Beiersdorf | Nivea, Eucerin dan La Prairie |
| 5 | Coty | Alexander McQueen, Bottega Venetta, Calvin Klein, Chloe, |

| | | |
|----|------------------------------------|---|
| | | CK, Davidoff, Gucci, Hugo Boss, Jill Sander, Marc Jacobs, Miu Miu, Tiffany & Co |
| 6 | Estée Lauder Companies | Estée Lauder, Aerin, Bumble and Bumble, Becca, Clinique, La Mer MAC |
| 7 | Johnson & Johnson | Johnson & Johnson Baby, Clean & Clear, Neutrogena |
| 8 | Kao | Biore |
| 9 | LVMH (Louis Vuitton Moët Hennessy) | Benefit, Christian Dior, Fendi, Fresh, Guerlain, Kenzo, Loewe, Givenchy (parfum), Make Up For Ever |
| 10 | Shiseido Group | Shiseido, Shiseido Professional, Laura Mercier, Aqua Label, Issey Miyake, Majolika Majorca, Avène, Maquillage |

Table 1.1 Top 10 Largest International Cosmetic Companies

| No | Nama Perusahaan | Brand |
|----|---------------------------------------|--|
| 1 | PT Vitapharm | Viva Cosmetics |
| 2 | Martha Tilaar group | Sariayu Martha Tilaar, PAC, Caring Color |
| 3 | PT. Paragon Technology | Wardah, Make Over, Emina |
| 4 | PT. Kosmetikatama | Inez Cosmetics |
| 5 | Mineral Botanica | Mineral Botanica |
| 6 | PT. Gloria Origita Cosmetics | Purbasari |
| 7 | Lizzie Parra (Seorang Beauty Blogger) | BPL Lip Coat |

Table 1.2 Top 7 Local Cosmetic Companies

As mentioned in the table above, The top five international cosmetic companies are Unilever, second is Loreal, third is P&G, fourth is Beiersdrof and fifth is Coty. For the top five local cosmetic companies there are PT. Vitapharm, Martha Tilaar Group, PT. Paragon Technology and the fifth is Mineral Botanica[8].

DKI Jakarta is home to a large area of non-Jakarta residents who work and carry out their activities in Jakarta, and in the afternoon or evening leave Jakarta. Beauty clinics offer all-in-one

treatment by diagnosing a person's skin condition and while providing care products that are adapted to these conditions. It is intended to provide added value to the development of science, especially those related to consumer motives. This research is expected to provide added value to the development of science, especially those related to consumer motives in purchasing products.

1.1 History and development of the cosmetic industry in Indonesia

In Indonesia, cosmetics have been known since the era of the kingdoms, as happened in the Mataram kingdom where noble daughters were accustomed to doing treatments using various natural ingredients that were processed traditionally. Wall Jellinek in 1970 cosmetics became a business tool. Considering that Indonesia has very many and diverse natural resources which are trusted, has properties not only as a medicine but also as a cosmetic. Indonesia's natural resources are believed to have good properties for the skin and body.

With the development of technology this natural wealth is utilized, managed, and used as the basic ingredients for making cosmetics. The cosmetic industry in Indonesia itself is still dominated by multinational cosmetic companies, such as Unilever, P&G, Johnson & Johnson, and others. There are also a few local cosmetic companies such as Martha Tilaar Group, PT. Mustika Ratu, Tbk, PT Gloria Origita Cosmetics[9].

1.2 The development of skin care products in Indonesia

With a large population and a majority of working age, Indonesia is one of the largest skin care markets in the world. The owner of the well-known Nivea brand, PT Beiersdorf Indonesia, expressed his optimism that their business will continue to grow. According to the same source, the skin care market is expected to experience higher demand in Indonesia in the future as the population grows. rapidly developing countries such as Indonesia, Turkey, India and Saudi Arabia [10].

Survey conducted in August 2018 by ZAP clinics and MarkPlus Inc. of 17,889 Indonesian women. Most popular skincare brands are dominated by foreign brands, namely SK II, Laneige, The Body Shop, Innisfree, Nature Republic, and Wardah [5].

There are so many skin care products out there that consumers are faced with many choices. For only one type of product, a company can issue several variants, senses, and benefits. Natasha Skincare's products are only available at its own authorized clinic which is under the auspices of the network. There are so many skin care products out there that consumers are faced with many choices. For only one type of product, a company can issue several variants, senses, and benefits. Natasha Skincare's products are only available at its own authorized clinic which is under the auspices of the network [12].

1.3 Level of Competition for Skin Care Products in Indonesia

The rise of skin care products circulating in the market is actually an advantage for consumers. The large market and high competition are a challenge for the company, as well as an opportunity for product development. This challenge becomes even greater for local companies with a wider range of multinationals. High competition in the skin care product category is well recognized by cosmetic companies. There are many ways that companies can do, such as creating new skin care products that suit the needs of their current consumers. This is supported by various promotional activities and activities that can raise awareness from consumers, both for new products. created as well as those that already exist.

1.4 Women Users of Skin Care Products or Skincare in Big Cities

From the Real Beauty survey that was conducted on about 2000 women in Asia including Indonesia, it was found that only 3 percent of Asian women and 1 percent of Indonesian women felt beautiful. This is because they see beauty based on a stereotype that is always shown by women with slender bodies, smooth skin, attractive faces, long necks and so on that are related to physical conditions as if they are the main requirements for a woman to be entitled to the title of beauty[13]. The existing stereotype does not bring out the beauty from within the individual which is actually no less important than physical appearance.

2. Research Method

2.1 Research Approach and Method

This study uses a qualitative research approach where qualitative research as a scientific method is often used and carried out by a group of researchers in the social sciences, including education[14]. The findings of this study suggest that qualitative research enriches the results of quantitative research [15], [16]. Qualitative research is carried out under natural conditions and is inventive in nature[17]. Phenomenon comes from the Greek word "phainesthai" which means to see, and is formed from the roots of fantasy, phantom, and phosphor which means light or light. This research emphasizes more on meaning and value bound[18], [19]. The author also uses the phenomenological method, which is defined as a symptom or something that shows.

2.2 Object of research

2.2.1 Primary data

In this study, the primary data that the author did was to conduct direct interviews with women who use skin care products in DKI Jakarta. In practice, interviews conducted by the author will be carried out freely and in-depth (in-depth). The freedom carried out in this research cannot be separated from the subject matter that will be asked to the respondent.

2.2.2 Secondary Data

In this study, the secondary data that the author did was to observe and study the literature. Observations researchers do to obtain data or information that is more natural.

2.3 Data collection technique

The following is a data collection technique that the author will do in this research:

2.3.1 Interview

The interview guide usually does not contain detailed questions, but is an outline that will be developed later by the researcher, taking into account the context and situation in the interview. This type of interview is often referred to as an in-depth interview. In this study, researchers will interview women who use skin care products to find out the motives for buying these products.

2.3.2 Observation

Observations are observations, but of course there is a difference between daily observations and observations for scientific research.

2.4 Literature review

The literature study is an attempt to collect data from books and the internet to obtain more in-depth information related to the research that the author will examine. Researchers can also get similar research related to their research, by reading. The data collection process carried out considers the principle of saturation.

2.4.1 Marketing Management

Marketing planning is used to plan and manage marketing activities so that they run well. It includes the target market, product development, pricing, distribution channels, communication and promotion[20]. In addition to marketing management in a company, marketing is an important factor. Marketing management is formulated as a management process, which includes planning, implementation and supervision of activities carried out by the company. Marketing activities strive for a product that is marketed to be accepted and liked by the market. Product introduction activities are very important to make the product known to consumers.

2.4.2 Marketing strategy

Marketing strategy as a process that includes analysis, planning, implementation, and control. Includes ideas, goods and services whose purpose is to produce satisfaction for the parties involved[21]. Strategy in marketing is also a fundamental tool that is planned to achieve company goals by developing a sustainable competitive advantage through the market entered and the marketing program used to serve the target market[22].

2.4.3 Consumer behavior

The term behavior is closely related to the object whose study is directed at human problems. To understand consumers and develop appropriate marketing strategies, one must understand what they think (cognition) and feel (influence), what they do (behavior), and what and where (circumstances) are influenced by what they think, feel, and feel. and by consumers[23]. The perpetrators of this behavior are individuals who have different uniqueness and will do it on their own initiative. Companies really need to understand consumer behavior so that they can provide satisfaction to their customers, and the occurrence of repetition can be avoided. Companies really need to understand consumer behavior, because it is expected that companies can provide satisfaction to their customers, so that they can make consumers decide not only to buy but also to use the products and services offered by the company, and the occurrence of repetition.

2.4.4 Buying decision

Before a consumer decides his choice in using/buying existing products and services, consumers will generally do several things until he will arrive at the decision-making stage. A decision involves a choice among or more alternative actions (or behaviors). The stages or decision-making processes that occur often unconsciously appear in the consumer's mind.

3. Findings

The number of cosmetic companies that issue skin care products in Indonesia is currently very large. The national cosmetic industry experienced a growth of more than 20% in 2018, the Minister of Industry Airlangga Hartanto says. Nowadays beauty skin care is an important thing for women in Indonesia.

"So, the growth is up to double digits or four times the national economic growth. The Ministry of Industry has placed the cosmetic industry as a mainstay sector as stated in the National Industrial Development Master Plan (RIPIN) for 2015-2035,"

With a high population and productive age, Indonesia is considered the largest skincare market in the world. Replacing the United States which is in third place, according to Euromonitor International. The rapid development of the skincare and cosmetics industry has made the growth of this business incre[24]. Supported by increased self-confidence and the role of women in various fields, the need for skincrease has also increased. This phenomenon makes companies compete to spread their wings in various places and innovate to meet consumer needs.

3.1 Skincare User News

Every user of skin care products (skincare) certainly has its own story, some have succeeded in getting the desired facial skin results, but some have not, and some are very crazy about Korean-style skin care[25], [26].

3.2 Research subject

In this paper, the author uses an in-depth interview technique as a technique to collect the necessary data on 9 informants who are women who use skin care products. The eight informants are as follows:

1. Dania (Female, 30 years old), Dania is an employee at PT. STAR Software Indonesia, he is a sales support. He is a skin care product user, he has been using skin care products for almost 5 years.
2. Annisa (Female, 25 years old), Annisa is an employee at an agency in the Pondok

- Indah area, South Jakarta, she is a graphic designer. He admits that he has been using skin care products since he was in high school.
3. Hani (Female, 35 years old), Hani is a Lecturer at Swiss German University which is located in the Tangerang area. He admits that he has been using skincare products every day since he was in his 30s.
 4. Jessica (Female, 26 years old), Jessica is an employee at e-commerce company Bukalapak.com. He has been a skin care product user since he was in college.
 5. Vivian (Female, 27 years), Vivian is an employee at the BAF company. He has been a skin care product user since graduating from college.
 6. Cilla (Female, 28 years), Cilla is an employee at a private television company in Jakarta. He has been a user of skin care products since he was a teenager.
 7. Hilda (Female, 27 years), Hilda is a journalist at an online media company in the South Jakarta area.
 8. Desi (Female, 26 years old), Desi is an employee of a private bank in the Sudirman area, South Jakarta.
 9. Ayu (Female, 24 years old), Ayu is a private employee at an IT startup.

3.3 Research result

The researcher discusses research on the purchase motives of users of skin care products (the phenomenological study of women in DKI Jakarta). The results of the research were obtained from the results of literature studies, observations, and in-depth interviews that have been obtained by researchers.

3.3.1. Purchase Motive

A motive is a state in a person's personality that drives an individual's desire to perform certain activities. The various motives as consumers are as follows: Utilitarian Shopping motivation, is motivation that is obtained with the thought of getting the benefits of a desired product. Usually this motivation is also based on rational and objective thinking[27]. Hedonic Shopping motivation is motivation based on subjective or emotional thinking because it includes emotional responses, sensory pleasures, dreams, and aesthetic considerations[28].

3.3.1.1 Motives Hedonic Shopping

In the current digital era, buyers don't need to visit a store if they want to shop, now there are many brands of skincare that make websites [29], [30]. So apart from visiting a shop, buyers can make purchases on their website. Adventure shopping (Shopping is an adventure to get information) [31].

3.3.1.2. Motives Utilitarian Shopping

Shopping activities are seen as activities supported by a specific need to have a product, and most consumers today consider shopping activities as work. Like the informants whom the author interviewed, they have specific needs for a skincare product that ultimately encourage them to buy the product, not only that they also see the uses and benefits that they will get after using the product. The following is an excerpt from the author's interview with the informant.

3.4 Discussion

The results of the research above are the results of field research that has been carried out by the author for a period of two months starting from September 2019 by conducting nine interviews and in nine different places[32]. This study uses a qualitative research method with a descriptive approach about how the buying motives of users of skin care products are[33].

3.4.1 Purchase Motives for Skin Care Products Users

According to the purchase motives that the author wrote in the results of the research above, the nine informants made a purchase of a skincare product with different motives[34]. According to purchase motives, according to Arnold & Reynolds, six typologies of hedonic shopping motifs are grouped into six groups, namely adventure motives, socializing motives, gratification motives, idea motives, role motives and value motives, while for utilitarian shopping motives according to Babin & Kim.

3.4.2 Most Main Purchase Motive

According to the motives for purchasing skin care products, which the researchers have grouped above, there are three main purchase motives among other purchase motives. The table below shows the most important purchase motives made by each informant that the author interviewed.

3.5 Motive of Need

The need motive is the most basic motive in every human being, such as the need for shelter, food and other basic needs. The women who were interviewed by researchers made purchases of skin care products (skincare) because of the motive for the need to meet the needs of their skin. According to them, when they enter their thirties, they need extra skin care to reduce aging and other skin problems.

3.5.1. Meaning of Adventure shopping

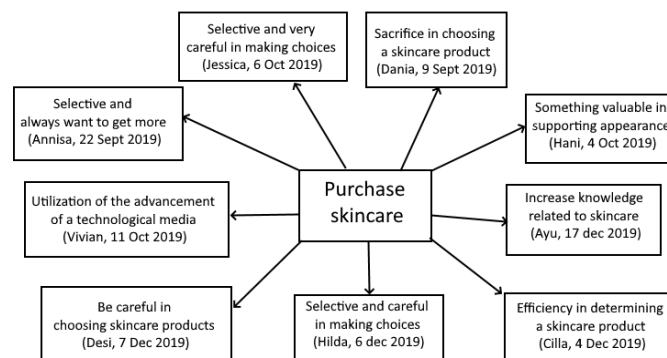
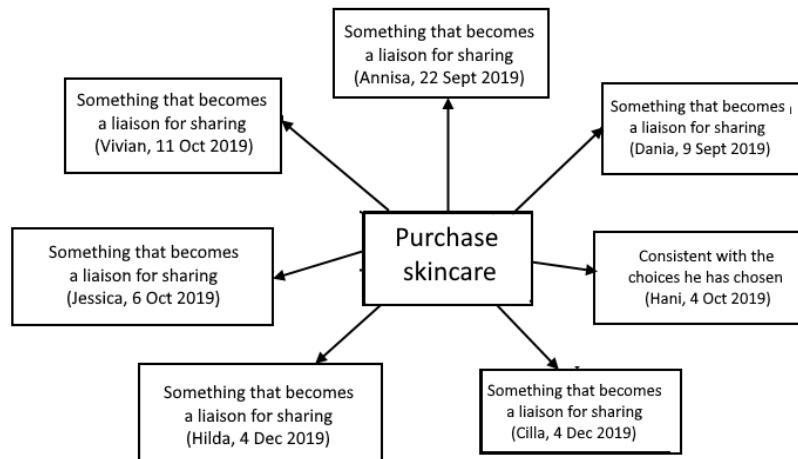


Figure 5.4 Meaning of Adventure shopping motif
Source: Processed by the Author

When made into a unified meaning, adventure shopping for women who use skin care products in this study is that the use of advances in technology media is a form of sacrifice in increasing knowledge. Adventure shopping motif causes a consumer to decide to use or buy a skin care product (skincare).

3.5.2 The Meaning of Social Shopping Motives

Figure 5.5 Meaning of Social Shopping Motives



Source: Processed by the Author

When made into a unified meaning, social shopping for women who use skin care products (skincare) in this study is something that becomes a liaison for sharing with closest friends or family to determine the choice of skincare products and creates consistency with the choices that have been chosen.

3.5.3 Meaning of Need Motive

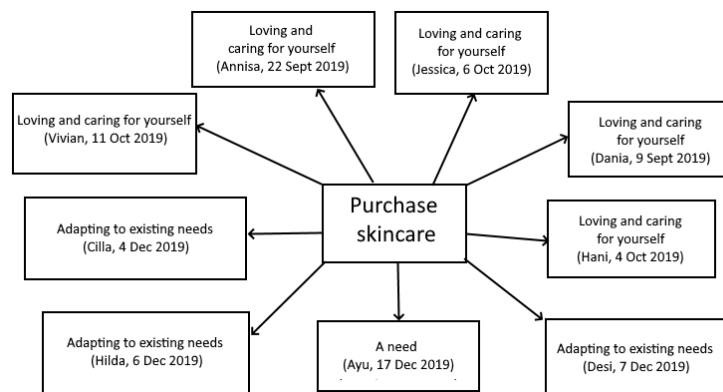


Figure 5.6 Meaning of Need Motives

Source: Processed by the Author

When made into a unified meaning, the meaning of needs for women who use skin care products (skincare) in this study is a form of love and concern for themselves and adapting to existing needs. From the meanings above, there is the same meaning, namely the need is a sense of affection and concern for oneself in determining skincare products.

3.5.4 Influence Shopping Motivation

In this study, researchers saw influencer motives in purchasing skin care products (skincare) made by female consumers. For example, a consumer wants to buy a skincare brand that is quite expensive and its use is very complex. In this case, influencers give a rational nature because they give logical considerations such as how much it costs, etc.

3.5.5 Phenomenological Review of Purchase Motives for Users of Skin Care Products

When associated with phenomenology, the author tries to put forward the theory above explaining that each audience has a different point of view in responding to or interpreting the phenomenon of the development of skin care products. Different motives in making purchases that will provide benefits and satisfaction felt by the audience. This phenomenon is currently rife among women, because at this time of the year it is considered to provide benefits for their facial skin.

4. Conclusion

The conclusions that can be drawn from all the results of research and discussion are: The motives of female informants in purchasing skin care products are to fulfill shopping needs, and to regard shopping activities as an adventure, and finally to socialize with friends and family at the time of shop.

Female consumers feel that buying skin care products is a necessity that they must fulfill, because they need to meet the nutritional needs of their facial skin. This purchase motive is also the most dominant motive among the other motives. Facial skin problems such as acne, dry and dull skin, and wrinkles can be resolved by addressing this one motive. Of the six hedonic shopping motives, there are only two that encourage informants to purchase skin care products. The motives are Adventure shopping and Social Shopping. Female consumers feel that buying skincare products is an adventure because there is a lot of information they need to find out. And female consumers also feel that by purchasing skin product, they can socialize with friends and family and can create a sense of togetherness. The occurrence of a decision to purchase skin care products (skincare) for women in DKI Jakarta is due to encouragement from the environment around them who continues to provide information regarding the skin care products they want to look for or use. The impetus that arises from the surrounding environment is very high in someone deciding to make a purchase, according to the company's founder and director of sales and marketing, Priscila Domingo.

4.1 Advice

Based on the conclusion above which states that female informants make purchases of skin care products (skincare) with the motivation of shopping needs, Adventure shopping and Social shopping.

4.1.1 Academic Advice

Further research is expected to examine other things related to utilitarian and hedonic values. It is hoped that further studies will be able to use more diverse research methods, taking informants who are more varied in terms of age of work, location, etc. For further researchers, it must be remembered that in this study using a typology of hedonic shopping motivation and utilitarian shopping motivation, it is necessary to explore first for future researchers who also want to analyze purchase motives.

4.1.2 Practical Advice

People should try to see the phenomenon of beauty as a Barbie Culture phenomenon. Beauty is not only limited to physical beauty, but inner beauty also has an important role. An early adult woman in caring for and obtaining beauty should not be too pushy. However, it should be adjusted to the abilities it has.

4.1.3 Advice for Industry Players

Here are some suggestions that can be given to companies engaged in the skin care product industry. Companies must be able to understand the behavior of consumers who will become the target market for their products. There are many variations of various types of skin care products (skincare) in each type of category that the brand issues, but there are still

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