

ANALYZING SOCIALLY RESPONSIBLE CONSUMPTION IN INDONESIAN CUSTOMERS BEHAVIOR

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ABSTRACT

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The dominance of foreign products for environmentally friendly products in Indonesia can be seen from the large market share of foreign products. This creates a tendency for emotional factors, namely consumer behavior, to affect what they buy and will therefore create a sense of social responsibility for consumers when consuming a product. This will also have an impact on the level of customer loyalty, and the impact is very positive; they will repurchase. This study was conducted to raise five important issues, namely: how is the picture of consumer behavior and socially responsible consumption formed?. The research method used is the descriptive method. As many as 100 consumers were sampled in a several month. The sampling techniques Descriptive and explanatory surveys are commonly utilized. The method examines data was making use of path analysis. Based on the results, it can be concluded that there is a fairly high influence between customer behavior and socially responsible consumption, which means that the three variables have a strong correlation. As a result, the corporation must educate and socialize the public about the necessity of green cosmetics that bring greater benefits.

Keyword: SRC, green consumption, customer behavior

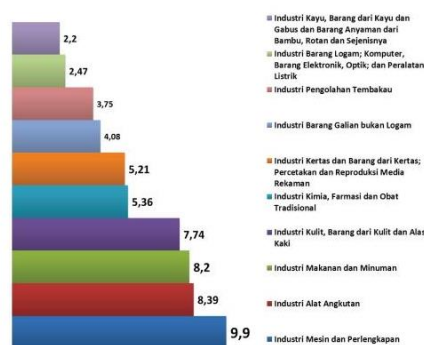
INTRODUCTION

Indonesia's Industry has improved, that can be seen at the Central Statistics Agency's (BPS) 2018 Gross Domestic Product (GDP) per capita, which grew to USD 3.927 from USD 2.876 in 2019. Indonesia was classified as a middle-income country.

The cosmetic industry is one of the industries that contributes to the ranking. In 2019 and 2020, the cosmetics business expanded by 8% and 10%. This is due to the vast number of Indonesians aged 15 to 64 years old who may be interested in the cosmetic business. In 2019, the Indonesian population of aged 15 to 64 years was 183,36 million, an increase of 1.25 percent each year. In 2010, the figure was 237,65 million, and in 2020, it is expected to rise to 270 This

is depicted in Table 1.1, which shows of the industrial market.

TABLE 1.1
Industrial Market in 2019



Source: Ministry of industry

The cosmetics sector was ranked fifth out of ten main high-growth industries in 2019 based on industry that chart.

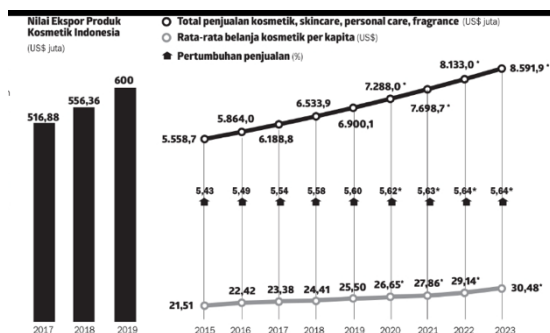
Because Indonesian clients are becoming more conscious of the relevance of cosmetics in their daily lives.

The national cosmetics market was worth USD 9 trillion in 2019, while the national herbal goods market was worth Rp 11 trillion. Cosmetics products, particularly imported and international brand products manufactured locally, contributed to these results.

According to data from Perkosmi (Association of Indonesian Cosmetics), Indonesia has 744 registered cosmetics and toiletry brands. The following is information about the growth of the cosmetics market in Indonesia.

Table 1.2

Cosmetics Industry Growth Value in US Dollars in 2018-2020



Source: Ministry of industry

Consumption patterns and lifestyles have been influenced by a person's level of income knowledge. Consumption patterns and lifestyles will alter as one's income rises. In Indonesia, purchasing foreign things or those of foreign origin is a way of life for those in the middle and upper classes, since it gives them a sense of prestige. As a result, despite

good local cosmetics and lower prices, green products are not gaining traction among the middle and upper classes.

Advertise dynamics, attitudinal shifts, and changing consumer behavior have prompted marketers to seek out new ways to market their products.

Environmental claims are no longer restricted to product attributes, there are include methods, business image, new markets and prospects, and product value.

Imported cosmetics accounted for 80% of the Indonesian cosmetics market, with the majority of consumers falling into the middle class. Local cosmetics manufacture, which includes production by Indonesian producers such as PT MustikaRatu Tbk and PT Martina Berto Tbk, has barely reached 20% of the domestic market share. This is owing to the simplicity with which BadanPengawasanObatdanMakanan (BPOM) has made it possible for foreign cosmetics items to no longer require sales registration authorisation and can instead be notified online.

The face shop has achieved a 30 percent market share of imported cosmetics in Indonesia (TFS). This is a remarkable number for a cosmetics company that is only a few years old. As a Korea's third largest brand, with 450 stores across the country and 100 globally, including one in Indonesia. In 2005, The face shop made its debut in Indonesia, with

products targeting for teenagers, adult ladies, and men. The Korean wave, which has influenced Face Shop product purchases, has become increasingly popular among today's teens.

The face shop, with its "natural narrative" idea, offers high-quality products for men and women, as well as newborns and adults, from head to toe, at a fair price.. The face shop's products come in a variety of beautiful packaging options and have been clinically tested. Apart from that, The face shop products are produced with high-quality natural components and are tailored to many skintype.

Customers behavior have an impact on their purchasing habits. This can be evident in the items they buy and the way they take care of them. Consumers should understand how they will be held accountable for anything they consume, which is referred to as socially responsible consumption.

According to Robert, (1993: 140).

- Company's policy of refusing to purchase products from companies deemed to be irresponsible.
- A desire to assist small companies by not purchasing everything at the supermarket and allowing local businesses to thrive.
- Considering the product's geographical origin (considering the product's geographical origin) out of a desire to support products from a specific community.
- Consumption volume is being reduced, with customers striving to reduce waste by purchasing only what

they require.

The paradigm in this study is described as follows, based on this conceptual framework:

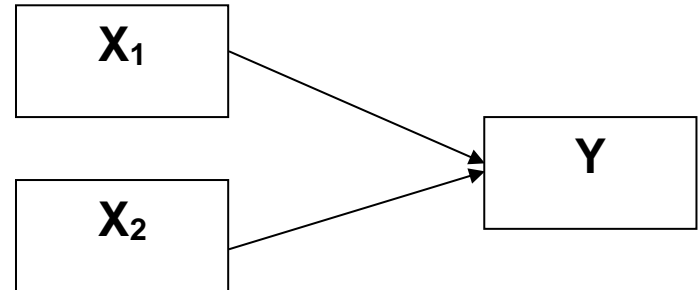


Figure 3: A paradigm for research where:

X1: Individual Personality (personality)

X2: Lifestyle consumption

Y: Consumption that is socially responsible

RESEARCH METHOD

This study used a survey-explanatory technique as its method. The survey method indicates that this study is being carried out to gather facts, gather information, and attempt to explain the symptoms of continuous practice (M. Nazir, 2006:65). The explanatory approach suggests that the goal of this research is to try to explain the causal relationship while also testing the hypothesis between numerous variables (Singarimbun 2006:16), Based on the information gathered, it is estimated that the population is 450 individuals, with a sample size of 100 persons, using Slovin's formula. Path analysis is the data analysis technique that was used.

RESULT AND DISCUSSION

1. Personality refers to how people behave and exhibit themselves to others; in order to distinguish one person from another in a group, one must have a character, which is described as a

consistent pattern of behavioral inclinations through time

2. Openness, prudence, hospitality, and emotional stability in a socially responsible manner were recognized as key determinants of consumer behavior. When compared to the other qualities, openness to new experiences received the highest score

People who are open to new experiences adapt more quickly and are more prepared to take risks.

CONCLUSION

The study outcome can be summarized as follows, based on descriptive analysis and verification using path analysis:

1. Personality (X1) is in the top group, according to the research results. The agreeableness sub-variables supplied the greatest score of personality variables, while the openness to experience sub-variables contributed the lowest score.
2. According to the study's findings, lifestyle (X2) falls into the low and fairly group, indicating that consumers' lifestyles fall into the Enough category.
3. The impact on Socially Responsible Consumption (Y), which is in the high category, is significant. It means that when all of the factors are present at the same moment, their impact on Y is greater..

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