

Description of Consumptive Behavior Towards The Use of *Skincare* During The Covid-19 Pandemic

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ABSTRACT

Needs are something that humans must have because of their high level of need or urgency. Needs have three levels in their fulfillment, namely primary, secondary, and tertiary needs. One of the other tertiary needs is the use of makeup and skincare. Everyone wants to look attractive at all times. Looking attractive can be seen from various factors, such as having healthy and clean skin, a proportional body, and an attractive appearance. This is what makes the industry in the field of beauty and health develop rapidly. A new type of coronavirus causes COVID-19 (coronavirus disease 2019), Sars-CoV- 2, first reported in Wuhan China on December, 31, 2019. The formulation of the problem in this study is how the description of consumptive behavior towards skin care products during the Covid-19 pandemic and what factors influence it. This study aims to determine the definition of the use of skin care during the Covid-19 pandemic. With a quantitative research method with a statistical descriptive statistical, the subjects in this study were people consisting of various provinces in Indonesia with sampling techniques using *purposive sampling*. Data was collected using a psychological scale and then analyzed using descriptive statistical tests with the help of SPSS 23 *software*. In this study, the variable used a questionnaire measurement scale with a Likert scale, researchers used survey research methods to obtain data. The results of this study show that the use of skin care products during the Covid-19 pandemic is included in the average level category.

Keywords: Consumptive Behavior, *Skincare*, *Covid-19*

Introduction

Needs are something that humans must have because of their high level of necessity or urgency. Needs have three levels in their fulfillment where primary needs are basic needs that must be met, such as clothing, shelter, and food. Furthermore, secondary needs, which are companion needs (education, television, cars), are prioritized before meeting luxurious tertiary needs (holidays abroad, luxury goods).

One of the other tertiary needs is the use of makeup and skincare. Everyone wants to look attractive at all times. Looking attractive can be seen from various factors, such as having healthy and clean skin, a proportional body, and an attractive appearance. This is what makes the industry in the field of beauty and health grow rapidly. The emergence of various beauty product companies, such as makeup and skincare, evidences the industry's development.

Skin health is very important for both men and women, especially facial skin because it is

an appearance asset that others view. In addition, a negative self-image can lead to psychological problems such as *body shaming* and *insecurity*. Skincare is an activity that supports skin health and improves appearance.

The importance of using skincare can be seen from a survey conducted by MarkPlus, Inc, and ZAP Beauty Index in 2018 which shows that the primary *skincare* users are female consumers in the age range of 19-23 years where this age is included in the millennial generation category. The millennial generation is a generation that relies on digital media in searching for information (Utomo, Lubis, & Sudrajat, 2012) so that this generation can easily find out various kinds of skincare product information that they will buy through social media.

However, excessive use of skin care will lead to consumptive behavior. Consumptive behavior is someone no longer based on rational thinking and consideration. However, it has more of a tendency to have a great desire only to fulfill desires and pleasure (Wahyudi, 2013). Public information circulating so far is that the coronavirus first appeared and was discovered by the Chinese Government on January 5, 2020, recognizing the possibility of a new type of virus similar to SARS. The indication began with the discovery of a strange pneumonia case in Wuhan City starting December 31, 2019. On January 7, 2020, WHO finally announced the new type of coronavirus under the name Virus 2019-nCov or COVID-19. (Budi, 2020).

A new type of coronavirus causes COVID-19 (coronavirus disease 2019), Sars-CoV- 2, first reported in Wuhan China on December 31, 2019. COVID-19 can cause symptoms of acute respiratory problems such as fever above 38°C, coughing, and shortness of breath in humans. In addition, it can be accompanied by weakness, muscle pain, and diarrhea. In severe COVID-19 patients, it can cause pneumonia, acute respiratory syndrome, kidney failure, and even death. COVID-19 can be transmitted from human to human through close contact and droplets (liquid splashes when sneezing and coughing), not through the air. The shape of COVID-19 when viewed through an electron microscope (airway fluid/throat swab) and redescribed as a virus with a crown (Budi, 2020).

The Central Bureau of Statistics (BPS) noted that public interest in online shopping increased during the Covid-19 pandemic in Indonesia. BPS distinguishes the period before and during the pandemic based on government policies related to the *work from an office* (WFO) of the state civil apparatus (ASN), which is March 17, 2020, so that the pandemic period began in April 2020. Based on the data collected, the average increase in products sold in the *marketplace* in April 2020-June 2020 (pandemic period) recorded an average increase of 20% from the previous months.

In addition to increased interest in shopping in the marketplace, BPS also captured a pattern of shifting public consumption patterns in the first semester of 2020. During the pandemic, people shopped more for home supplies and beauty care needs (Bidara, 2020).

In addition to the data above, people must use medical or cloth masks during the pandemic when traveling or outdoors, according to UGM Dermatologist Dr. Fajar Wakito, Sp.KK(K), M.Kes., explained that wearing a mask for a long time can trigger acne. This is because using medical or cloth masks can cause physical trauma to the surface of the facial skin, such as friction and pressure on the facial skin.

Meanwhile, physical trauma on the surface of the facial skin due to wearing a mask triggers inflammation of the glands that cause acne. This condition eventually forms inflamed acne lesions on the face. The explanation above is one of the reasons for the increase in skincare use during the Covid-19 pandemic.

In addition, researchers interviewed a subject who admitted to buying more skincare products than before the Covid-19 pandemic. The subject admitted that it was the first time to buy skincare products at the highest prices and more types of products during the pandemic than in previous times. The subject buys skincare products, namely an average of Rp. 300,000.00 per month, whereas previously, it was around Rp. 100,000.00 per month. Meanwhile, the number of products purchased during the pandemic amounted to 7, while only four kinds of products were used before the pandemic.

Based on the interview with the subject above, the researcher surveyed using a *question box* in the Insta story on the Instagram application. Based on data taken by the author totaling 20 respondents, it can be concluded that as many as ten respondents claimed to buy skincare often, eight respondents claimed that they rarely bought skincare, and two often bought skincare during the pandemic.

Based on the description above, it is known that several respondents showed consumptive behavior toward skincare products during the pandemic. Tambunan (2001, in Sri Hanuning, 2011) states that consumptive behavior is the desire to consume goods excessively to fulfill desires and achieve maximum satisfaction.

For this reason, researchers want to get a more in-depth description of consumptive behavior towards skin care products in the community during the pandemic, as well as the factors that cause the emergence of this consumptive behavior.

Material and Methods

This research is quantitative research with a survey method. Quantitative research is research based on the philosophy of positivism, used to research certain populations or samples, data collection using research instruments, and data analysis are quantitative or statistical to test the hypothesis set (Sugiyono, 2017).

In this study, researchers used survey research methods to obtain data. Survey research is quantitative research to examine an individual or group's behavior, and a questionnaire is

used to collect data in survey research (Siyoto & Sodik, 2015).

The population in this study were male and female early adult individuals. The characteristics of the population in this study are men and women with an age range of 22-35 years and have a job. The sample in this study amounted to 118. The sampling technique in this study is using a purposive sampling technique. According to Sugiyono, purposive sampling is a sampling technique with specific considerations (Sugiyono, 2012).

Results

Table 1. Description of Research Data

Variables	Hypothetical Score (used)				Empirical Score (obtained)			
	Min	Max	Mean	SD	Min	Max	Mean	SD
Consumptive Behavior	2	8	5	11	4	8	7,05	19

Description of data on research, this data aims to see the consumptive behavior of people in Indonesia during the Covid-19 Pandemic. This is done to obtain information about the subject's score on the research variables. So that it can compare the data obtained hypothetically and the data obtained empirically or field data. Based on the comparison of hypothetical data and empirical data from the two variables, it is known that the empirical mean value on these variables is higher than the hypothetical mean so that the research results are in line with the temporary research conjecture.

The hypothetical score is obtained by calculating the number of consumptive behavior scale statements, as many as 22 items. The consumptive behavior scale has the lowest score value for several alternative answer choices is one and the highest score value for alternative answer choices is 4. The amount obtained by the lowest value of the consumptive behavior variable or the minimum value is $1 \times 22 = 22$, and the highest or maximum value is $4 \times 22 = 88$. Standard deviation using the formula $(X_{max} - X_{min})$: Mean or average is obtained by the formula $(X_{min} + (X_{max} : 2)) = 55$

Knowing the empirical and hypothetical data scores, a description of the variables studied will be obtained. Research subjects will be classified into four categories for each variable, while the norms used will refer to the norms set by Azwar (2015). Categorization can group scores that are assumed to be expected to make the distributed scores normal (Azwar, 2015). In this study, the subject's score on consumptive behavior was categorized into three categories: low, medium, and high. The following are the categorization norms used in the study.

Table 2. Categorization Norms

No.	Category	Score
1	Low	$X < (M - 1.SD)$
2	Medium	$(M - 1. SD) \leq X < (M + 1.SD)$
3	High	$(M + 1.SD) \leq X$

Description:

M : Theoretical Mean

SD : Standard Deviation

X : Subject score

Based on the formula above, the resulting calculation results for categorization are as follows:

Table 3. Consumptive Behavior Variable Category Norms

Variables	Range Value	Category	Frequency (f)	Percentage (%)
Consumptive Behavior	$X < 49,3$	Low	27	23.1
	$49,3 \leq X < 84,8$	Medium	72	60.7
	$X < 84,8$	High	19	16.2
Total			118	100

Based on Table 3.0. It can be seen that the level of consumptive behavior of Indonesian people towards the use of *skincare* during the Covid-19 pandemic is mostly included in the moderate category, namely 72 respondents or 60.7% indicated consumptive behavior where the amount of expenditure per month for *skincare* needs is worth 50% of their income source. While in the low category, 27 respondents, or 23.1%, did not indicate consumptive behavior where the amount spent per month for *skincare* needs was less than 50% of their income. At the same time, the remaining 19 respondents, or 16.2% indicated consumptive behavior in the high category, where the amount spent per month on *skincare* needs was more than 50% of their income. The consumptive behavior category is determined based on the amount of spending on *skincare* needs from the total income of the subject per month.

This quantitative study uses a descriptive statistical data analysis approach to describe consumptive behavior toward *skincare* use during the Covid-19 pandemic. Based on the research that has been done, it shows that subjects with female gender are more than men, namely 89 respondents or 75.4%. Then this gender can also affect consumptive behavior towards the use of *skincare*, where women are more likely to have a high consumptive level of *skincare* products compared to men. In line with the opinion of Sianipar (1999) in Prahmadhani (2007), *skincare* products are more widely used by women to care for their skin to make their physical appearance more attractive.

Based on the research that has been done, most respondents are 22 years old, which is 23.7%. The high use of *skincare* products at this age is supported by the results of research conducted by Rozalinna and Lukman (2022), namely the skincare product industry is favored by groups of women who are included in Generation Z (13-22 years) by spending monthly expenditures of Rp. 100,000.00 - Rp.2,999,999.00 for various skin beauty treatments. Respondents in the consumptive behavior research at the top rank were 30 respondents who lived in Jabodetabek Province. As for the lowest rank, three respondents live in Bali Province.

Meanwhile, the most research respondents were respondents who worked as Private Employees as much as 73.7% where according to Suharno in Essa Taqi (2022), an employee is someone who is assigned as a worker from a company to carry out company operations and works for pay, and as the main driving force of every organization, without them, the organization and other resources will never be something meaningful. These things will significantly affect work productivity, quality, discipline, and employee loyalty to the company.

The skin care product brand most widely used by respondents is Avoskin local products, namely 19 respondents used the brand because Avoskin products have many types of *skincare* variants with complete and good content that can meet the needs of everyone's different facial skin. This is supported by research conducted by Dianawati (2021) that Avoskin products are also easy to obtain, and the prices of these products are affordable. Avoskin is a local product that produces *skincare* and is currently in great demand by the people of Indonesia.

Meanwhile, consumptive behavior towards using skin care in the mass of the Covid-19 pandemic is included in the moderate category. The consumptive behavior category in this study is determined based on the amount of respondents' spending on skincare needs per month. In this study, 38 or 60.7% of respondents spent >50% of their monthly income buying *skincare* products during the Covid-19 pandemic.

Based on the results of this study, the factor that causes consumptive behavior towards the use of *skincare* during the Covid-19 pandemic is that most respondents (53.3%) use *skincare* during the Covid-19 pandemic to care for and keep their skin clean and healthy even though they spend more time at home. This is supported by the results of the Inventure-Alvara survey (2021), there are 54.9% of respondents use skin care more regularly during the Covid-19 pandemic because they spend more time at home.

The type of skincare that respondents most widely used is *Facial Wash* or face wash, where quoted from *The Body Shop* web (2017), facial wash is one of the series that must be used. *The facial wash* is a basic stage of *skincare* that should not be missed because it cleans dirt that sticks to facial skin. *The facial wash* is used twice daily, namely in the morning before

and the afternoon or evening after activities. In this study, 73 respondents used *facial wash*.

Comparing the hypothetical mean with the empirical mean shows that the empirical mean is higher than the hypothetical mean (67.05 > 55). This shows that consumptive behavior toward skincare use during the Covid-19 pandemic is higher than in the theoretical study. This means that during the Covid-19 pandemic, people indicated consumptive behavior toward skincare or facial care products.

In addition, according to Sumartono in Lestari's research (2019), factors that support the formation of consumptive behavior and decisions in buying a product, namely internal factors and external factors. Internal factors consist of motivation, self-esteem, personality, and self-concept. Then the external factors consist of culture, social groups, social class, and references. This is also in accordance with the opinion (Yuniarti, 2015) that a person's behavior to buy desired goods or products is no longer based on rational needs but rather on desire alone. Apart from being based on desire alone, a person's consumptive behavior is also influenced by the environment, such as social friends or specific groups. If someone has a habit of consumptive behavior, then that person will buy the desired goods or products without rational calculation.

Conclusion

Based on the results of research and discussion, it can be concluded that people from various provinces in Indonesia have consumptive behavior towards skincare use during the Covid-19 pandemic including in the moderate category. This study shows the results that of 118 respondents, 27 respondents (23.1%) fell into the low consumer behavior category, 72 respondents (60.7%) fell into the moderate consumer behavior category, and 19 respondents (16.2%) fell into the high consumer behavior category. This means that people using skincare during the Covid-19 pandemic are still at an average level.

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