

# Consumptive Behavior in Purchasing Skin Care in College Students

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## ABSTRACT

Students are one of the forms of social groups that exist in society with their vulnerability to the influence of trends, lifestyles, and also fashion. Dahlan (in Sumartono, 2002) consumptive culture is a form of behavior characterized by the existence of a luxurious and excessive life, both from use and all the most expensive things and providing a sense of satisfaction and physical comfort that is as great as possible, and also the existence of a form of life pattern from humans that can be controlled and driven by desires in order to fulfill desires and also pleasure alone. The results of the study that the factors behind the occurrence of consumptive behavior in students in purchasing skincare products, there are several factors, the most important of which is the need to overcome skin problems, such as spotty, dry skin or sensitive skin. Apart from that there are also lifestyle factors, where if you don't use skincare, you will feel that something is missing and will cause an effect on the skin. There are also other factors such as skin that is not sensitive so that you want to use other products, then cheap product prices until there are promos that are currently valid on the product and also influence factors from outside, namely from friends or influencers who promote skincare products. Consumptive behavior in purchasing skincare products in students, quite high from the results of the study there are more than 3 products and brands used by each informant and also a relatively short purchase period, namely in 1 month there are those who can buy up to 2 products at once. . In addition, it can also be seen from the use of products that sometimes do not run out and then change to other products, plus the priority that will be purchased with other needs, on average, prioritizing skincare for skin needs, especially facial skin. This research uses qualitative research methods.

**Keywords:** *Behavior, Consumptive, Student, Skin Care*

## 1. INTRODUCTION

Students are one of the forms of social groups that exist in society with their vulnerability to the influence of trends, lifestyles, and also fashion. For a student himself, fashion as well as appearance, as well as beauty are important and need to get a special attention. Cross and Cross explain that beauty and physical attractiveness are very important to all of humanity. Dahlan (in Sumartono, 2002) consumptive culture is a form of behavior characterized by the existence of a luxurious and excessive life, both from use and all the most expensive things and providing a sense of satisfaction and physical comfort that is as great as possible, and also the existence of a form of life pattern from humans that can be controlled and driven by desires in order to fulfill desires and also pleasure alone.

The term consumptive is usually used in problems associated with consumer behavior in his life. Where at this time the consumer lifestyle that is happening in today's society is a lifestyle that considers material as something

that brings satisfaction. Consumptive behavior is one of the phenomena that often occurs in people's lives, one of which is the life of students who actually do not have more financial ability to meet their needs. Consumptive behavior (in Edi Warsidi 2010:11), is an individual behavior that is indicated by consuming excessively and unplannedly services and goods that are lacking or even unnecessary. This behavior is influenced more by lust solely to satisfy pleasure as well as being more concerned with desires than needs. Without careful consideration, a person is so easy to make expenses only for desires that are not in accordance with their basic needs.

Consumptive behavior will require a person to continue to feel deficient with what they already have or have, because today's lifestyle undergoes very rapid changes from time to time, for some people who have never felt satisfied will always follow the prevailing trends and consumptive behavior will continue to exist and will lead to wasteful behavior. There are two values in consumptive, namely first, as a form of satisfying the needs of identity and the second meaning, namely as a socioeconomic function.

Students themselves are often the main target in marketing various industrial products, one of which is because of characteristics that are still unstable, specific and easily influenced so that they eventually encourage the emergence of various symptoms in unnatural or excessive buying behavior. Not buying out of necessity but buying because of current trends, wanting to try new products or wanting to gain social recognition or others.

There are factors that influence people's patterns or lifestyles that have become increasingly dynamic due to higher job demands, this is also a trigger factor for factors that affect consumptive patterns. Where some consumer diversity in meeting daily needs can be influenced by various factors, both factors that come from oneself and from outside the consumer (Hanuning, 2011). According to Kotler, there are several factors that can influence consumer behavior, including cultural, social, personal and psychological factors. Where one of these factors can have a greater influence than the other. Knowing which factors are the most influential and also the form of influence given, it will greatly help management to evaluate in determining the promotion strategy that is being carried out and then will be able to formulate new strategies in marketing or promotional strategies that are more effective than the previous strategy. According to Assuari (in Warsidi, 2010:13), a person's level of desire occupies the highest level of purchase so that consumptive behavior can occur due to several things, namely 1) Purchase wants to appear different from others, 2) follow along, where according to Stanton, there are psychological forces that affect consumptive behavior such as learning experience, personality, self-concept or self-image.

Due to modernization and the sophistication of technology and communication, it can certainly make it easier for everyone from various aspects of life. One of them includes shopping online. Electronic commerce or commonly abbreviated as e-commerce is the process of buying, selling or exchanging goods/services and information through computer networks including the internet (Turban, 2005). Various types of products can be marketed through e-commerce, one of which is skincare. Based on [Compas.co.id](http://Compas.co.id) monitoring, at the beginning of 2021, the beauty care category outperformed sales transactions in e-commerce by 46.8%. In addition, the total value of beauty care category transactions in the online market itself has managed to break the Rp 40 billion mark.

In this study, the researcher chose a research location at Sriwijaya University which is one of the universities in South Sumatra. The target of researchers is active students of the Faculty of Social and Political Sciences (FISIP) Sriwijaya University. Related to consumptive culture, students have their own lifestyle. However, in this study, researchers emphasized in terms of the lifestyle of student consumptive culture. One of the consumptive cultures studied is in terms of purchasing skincare. Considering that the sales of skincare in the online market are very high and skincare can be used by all ages from the age of adolescence. Students who are a youth group who take advantage of their time by studying to increase knowledge, skills and other positive things so that they can be more useful for many people in the future. By participating in campus activities, organizations and other activities, it is more towards thinking rationally not only limited to satisfaction but needs are the expectations that parents and the nation dream of. The money earned is still mostly from parents' money, but at this time due to the influence of the environment both from the seduction of advertisements that have been a lot on television and friends around, changing the lives of students who were previously a way of life into a lifestyle. Money that previous parents gave for needed things like books and more useful things in college life. However, because they want to impose the

lifestyle displayed in the student environment, most students want to balance with their environment. This is originally a student who is expected to act rationally in responding to existing developments to participate in the flow of development in the environment related to an increasingly consumptive lifestyle.

Some of the reasons why this research is important to do are: first, because the development of modern times and the sophistication of technology and communication have an impact on the birth of one of the lifestyles of today's people, namely consumptive culture. Through the existence of a consumptive culture, it can produce a negative impact on a person who adheres to such a lifestyle. Examples of negative impacts that can be caused are in the form of financial crises, hedonism, shopaholic and others. So this is important to observe, researchers choose their own consumptive culture as their research also because consumptive culture can be analyzed and studied with various approaches to sociological theory such as the theory of consumerism to modernism. The second reason, this study will discuss the consumptive culture of purchasing skincare among students of the Faculty of Social and Political Sciences, Sriwijaya University. As can be known, that vulnerable age students are very familiar with skincare. In this case, the researcher in the results of his research will provide an overview and factors causing the emergence of consumptive behavior in purchasing skincare in students. The third reason, this research was conducted because it was to see the views of students of the Faculty of Social and Political Sciences, Sriwijaya University regarding consumptive behavior in purchasing skincare. Of these three reasons, the results of this research can be used to provide understanding and solutions for students of the Faculty of Social and Political Sciences, Sriwijaya University so that they do not have a consumptive cultural lifestyle. Which can be known that consumptive culture can have a negative impact on students who have such a lifestyle.

## 2. METHOD

This research uses qualitative research methods. Sugiyono (2013) explained that qualitative research methods are research methods used to study the natural condition of the subject, researchers as a key tool, data collection methods are triangulation (combinations), data analysis is inductive, and qualitative research results emphasize meaning. Rather than generalizations.

## 3. RESULTS AND DISCUSSION

The Faculty of Social and Political Sciences is one of the ten faculties at Sriwijaya University. The Faculty of Social and Political Sciences or commonly abbreviated as FISIP consists of four departments, namely Public Administration, Sociology, Communication Science and International Relations. Of the four majors, each department provides a different level of education. Starting from the Department of Public Administration which provides educational levels for Bachelor (S1), Doctor (S2), and Masters (S3). Then the Department of Sociology provides educational levels for Bachelor (S1) and Doctor (S2). Meanwhile, the Department of Communication Science and the Department of International Relations only provide education levels for Bachelors (S1).

**Table 1. Primary Informant Data**

No	Initial	Gender	Origin	Old (years)	Faculty/Department	Force
1.	AY	Male	Musi Rawas	21	FISIP/ Administrasi Publik	2019
2.	MDS	Female	Palembang	21	FISIP/ Hubungan Internasional	2019

No	Initial	Gender	Origin	Old (years)	Faculty/Department	Force
3.	OD	Female	Prabumulih	20	FISIP/ Sosiologi	2019
4.	ADS	Female	Palembang	21	FISIP/ Ilmu Komunikasi	2019

*Source: Field data, 2022*

From the table data above, it can be seen that researchers took a sample of interviews with students of the Faculty of Social and Political Sciences, Sriwijaya University, especially the class of 2019, where researchers took each of the majors in the faculty totaling 1 person, be it men or women aged around 20-21 years, as well as those who had consumptive behavior in purchasing skincare. In this case, the reasons given also vary from the main needs to buying products excessively or it can be said to alternate skincare products.

### ***Informant AY***

The first informant interviewed by a researcher with the initials AY or often known as F. This informant is a man born in 2001, so the informant has now entered the age of 20-21 years. Informant F was from Musi Rawas. In addition, the informant is a student of the Faculty of Social and Political Sciences, Sriwijaya University, Department of Public Administration, Class of 2019, so that students are active until now. Based on the results of the interview, the informant explained that he started using skincare since he entered college in 2019 which was motivated by a feeling of insecure due to the appearance of quite a lot of acne on the face. Informant F also based on the analysis of the interview results is a little bit indifferent to the price of a product, he will buy the product if it is really needed and has a positive effect on the face. Informant F also if he really needs the skincare and doesn't have money, then informant F will save money so that he can still buy the skincare he really uses. Before getting skincare that really fits on his face informant F also often changes skincare brands, because it doesn't match his face and even tends to have a negative effect.

### ***Informant MDS***

MDS Is a student from Palembang City, she is an active student of Sriwijaya University to be precise at the Faculty of Social and Political Sciences with the department of International Relations class of 2019 which is now in semester 6. With the development of the times through skincare products, millennials or teenagers who aim to try to beautify themselves by taking care of their faces with these skincare products. That's why those who influence MDS are interested in using skincare at the beginning of college to be precise in 2019. From this, informants are increasingly looking for what skincare products are suitable for use, such as finding out from google and even Youtube to see skincare product reviews. From the results of the interview obtained by the researcher, that the informant said that he prioritized the need to buy skincare, because according to the informant, this skincare is really important for the care of his facial skin, especially for sensitive skin. MDS also admits that when buying a skincare product, sometimes it is indeed interested because of promos or discounts, but informants are more selective in looking at products that are promos because the informant also attaches importance to the effect of the product itself being suitable or not for the skin of his face. And researchers get recognition from informants also that in buying skincare products do not mind the price, whether it is expensive or cheap, because it depends on the effect provided by the product.

### ***Informant OD***

OD is from Prabumulih. Students are active in semester 6 at the Faculty of Social and Political Sciences. Along with the progress and also the maturation process, this OD informant uses skincare starting from adolescence to be

precise during high school, then with the progress process in terms of this discussion in the field of Skincare beauty care, the informant always follows the process of developing Skincare products where in 2018 the Indonesian beauty care and skin care market recorded positive trend results so that market demand for products from the health care industry and The beauty of this skin is growing in high demand. From closed interviews that have been conducted, the informant admits that the informant always follows the booming trend of skincare products, so the informant always alternates skincare products, the informant admits that the skincare products purchased are based on usefulness, but the informant admits that sometimes informants buy skincare not out of necessity, but because of the lure of gifts/promos, then also because they are interested in trying or using two or more products skincare at once although it is a kind and the informant also admitted that the informant used skincare products because of the elements of the model that advertised.

### **Informant ADS**

ADS is a 6th semester active student in the faculty of social sciences and political sciences, she started using skin care since 10th grade high school but the informant knows her skin type and how to cope with it since she was in college, she uses skin care for her skin health which has the implications of dry skin. Since she knew her skin type, informants have been constantly looking to overcome her implications by watching reviews or seeing beauty influencers who have the same skin type as her, seeing the price that tends to be expensive as long as it fits perfectly on her skin, of course, she will still be bought. She sees skin care as a primary product where she needs it beyond her desire to buy a bag or shoes. She tends to like to buy online because the price tends to be cheaper but if the products she uses, especially in moisturizers, there is an increase in prices, they will still be bought, and it is all for the health of her skin and is supported by lifestyle factors that require her to use skincare products.

### ***Factors Behind Purchasing Skincare for FISIP UNSRI Students***

#### ***a. Needs Factor***

From the results of the researcher's interview with the MDS informant, it can be concluded that the factor behind the informant buying skincare products is that the main need is to overcome skin problems that are quite bad and a lifestyle that is accustomed to using skincare as facial skin care and MDS informants have quite sensitive skin that requires using skincare in order to recover their facial skin problems, this is also the same as AY and ADS informants, that is, the main reason is the need to solve skin problems. When viewed from Jean Baudrillard's theory, namely use value, the main factor that is the basis for purchasing skincare for FISIP UNSRI students is the use of the skincare, so that students become consumptive of products and brands for problematic skin needs.

#### ***b. Social Factors***

From interviews conducted on MDS, MDS also bought skincare on the basis of advice from his friends, due to problems from his skin. From these problems and based on advice from MDS friends, they often buy skincare brands that are not suitable for their skin so that the product is not used until it runs out and will lead to consumptive behavior. When viewed from the value of simulacra or hypereality that MDS buys skincare based on its expectations so that it will cause a desire to buy the product.

#### ***c. Technological or Mass Media Factors***

From social media, there are also some informants who say that they know other skincare brands from social media, namely through influencers who promote skincare products by saying good and convincing effects. From this, informants are interested in buying the product, in the hope that it can properly overcome their facial skin problems. Especially AY and MDS informants who look at reviews from influencers on social media to find products that are suitable for their skin, besides that MDS also sees who promotes these skincare products, if indeed those who promote these products are figures who he believes in and believe adds a sense of confidence to buy, so that the presence of this influencer can affect the interest in buying skincare even higher. This is when viewed from

jean Baudrillard's theory that MDS and AY belong to hypereality and also sign value, because through the promoting figures and also the reviews given by the influencer, it is convincing to buy the product and expect the same effect as the influencer reviewed, or expecting too much. From the value of the sign, because through a figure who is known to promote the product, MDS makes MDS to buy the skincare, because of the value of the sign from the figure who promotes the skincare brand, so that it leads to consumptive behavior.

**d. Price Factors**

Based on information obtained from MDS, ADS and OD informants who say that if there are promos or discounts, it is not uncommon for them to buy the product, although there are still many and also do not really need it. From the promos or discounts offered by the seller, they are interested in buying without thinking about whether the product will be used or not after being purchased later. When viewed from Jean Baudrillard's theory, it is included in the simulacra value where buying skincare products based on will or desire alone without seeing this really has a good effect on his facial skin.

**e. Economic Factors**

From the informants of MDS and AY, admitted that it is not a problem related to the price of expensive skincare. Origin has a good effect on their skin and is able to reduce the problems that exist in the skin of their face. AY himself admitted that even though he had to save money, it would be done if it was for facial skin problems. When viewed from Jean Baudrillard's theory they belong to the use value, although they are not worried about price and include consumptive behavior, but they still prioritize the benefits of the products they buy.

**f. Genetic Factors**

OD own informant said that her skin is wayward or insensitive, so she is easy to try various kinds of skincare products and even mix several skincare brands to use. From their skin which is insensitive, OD is not afraid to buy new products or brands from existing skincare, so it is included in consumptive behavior. If you look again at Jean Baudrillard's theory, it is included in simulacra because buying skincare is based on wanting to buy, so it is not controlled in purchasing skincare. According to Baudrillard (1998) states that consumptive behavior can be seen from how individual behavior in using an item, if the use of the goods takes precedence over usefulness, then it is consumptive behavior, besides that consumptive behavior can also be seen that individuals use an item only because of the value of the sign constructed in their social world. From the results of interviews with informants or sources, it was obtained that the speakers bought skincare products because they were based on the value of signs which characterized that using good skincare and with a good brand was a sign or characterized that the source followed the times in terms of skin care and beauty. Using Skincare in several sources such as OD and ADS is a necessity but also they buy skincare based on signs from several well-known skincare products. In addition, the sign value obtained from the interview results is that sources such as MDS and OD also buy skincare products because of association, they use skincare because their surrounding friends also use skincare, so at first they were interested in using skincare because of association.

MDS and ADS informants have something in common in the priority level of purchasing skin care they both have a skin implication that does require them to wear skin care for the health of their facial skin. So according to the two informants, skin care is one of the primary items that must always be bought and used. Informants F and OD Have similarities in the pattern of purchasing skin care, they often buy skin care with different brands, informant F is also often affected by Youtuber reviews that discuss skincare products and brands that he is promoting and buy skin care products with different brands in order to find products that are suitable and suitable for his facial skin type if a product is not suitable for him then the product will immediately stop using and buy again a new one. until now researchers found that informant F has not found a product suitable for their skin type, whereas OD informants buy skin care with different brands it tends to be because the product is experiencing a promo or price drop, not affected by the time the OD informant will buy a skin care product if indeed the product is indeed a promo. OD informant has insensitive skin so he can use any skin care product to take care of his facial skin.

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