

The Effect of Aesthetic Packaging, and Price on Consumer Buying Interest at Etude House Cosmetic Brand: Study on Generation Z in Medan

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Abstract: Cosmetics is a product that is a basic need for many women every day. The high consumer buying interest in cosmetics, especially in generation Z makes business competition in the cosmetic field very tight, business actors continue to make innovations so that the products they market can attract the attention of consumers, for example, Etude House products are very concerned with their aesthetic packaging with varied product prices to attract consumers. This study aims to analyze the influence of aesthetic packaging and price on consumer buying interest. The form of research used for this research is quantitative with an associative approach. Sampling was done through the purposive sampling technique and used 100 respondents as samples. The results of the research conducted indicate that the aesthetic packaging variabel (X_1) has no significant effect on consumer buying interest, (X_2) has a significant effect on consumer buying interest. Variabel aesthetic packaging and price simultaneously affect consumer buying interest (Y). The coefficient of determination test shows the value of R equals 0,818 it is also known that aesthetic packaging and price contributes 66,3 on consumer buying interest while the remaining 33,7% is influenced by other variabels not included in this study.

1 INTRODUCTION

Having beautiful skin is the dream of every woman, both for adult and teenager even though they have to spend more money, to realize this dream women usually do treatment in beauty clinics or at home by using cosmetics, nowadays, cosmetics have many functions and being a basic need everyday for many people. In addition to make the appearance more attractive, using cosmetics can also give the effect of being more confident, the use of cosmetics today is not only used as a tool to meet need, but can make users clarify their identity socially in the eyes of the wider community.

Using certain brands can also be used as a differentiation for social strata due to the various prices. In the past, cosmetics were targeted at adult women, but now the company produces a lot of cosmetics regardless of gender and age, this is in accordance with a survey conducted by Nivea Men Indonesia in 2017 covered by tempo.co (2017), the results show that 95% of Indonesian male

respondents care about the appearance of their skin. Having healthy and clean skin will increase self-confidence in daily activities. Owing to men are almost as interested as women in using cosmetics, this certainly supports the cosmetic industries to develop faster and produce goods quickly and on a large scale at low prices. Consumers in Indonesia have a high demand for cosmetics, causing many cosmetic brands to circulate in the market, whether registered with BPOM or not and are readily available online and offline at varying prices. Research conducted by Zap Clinic in collaboration with MarkPlus.Inc covered by Sociolla (2020) found that 57.6% of Indonesian women like beauty products from South Korea. Another factor that causes Korean cosmetic brands to dominate the Indonesian market is the influence of Korean artists such as K-Pop, Drama, Film, Fashion and others. They have attractive appearances for both men and women, such as a slim body, clean skin, healthy hair and many others. So because of this, it makes the audience interested in trying the cosmetics

that Korean actors use to beautify themselves like Koreans.

Generation Z is the generation born from 1995-to 2010. In 2022, Generation Z will be 12-27 years old. According to Ranny (2018), Generation Z has characteristics that are fond of technology, flexible, brilliant, thinking critically, having high curiosity, especially about new things, tolerant of cultural differences, and global-minded. According to Rakhmah (2021) covered by Puslitjakdikbud, generation Z has a FOMO (Fear Of Missing Out) character: the fear of being left behind and not following a trend. This makes Generation Z always want to try new things and have high curiosity, so Generation Z tends to be extravagant. Even though Gen Z has a wasteful nature and FOMO (fear of missing out), Gen Z is not careless in choosing cosmetic products; they will be careful to see and understand every active ingredient contained in cosmetic products and always prioritize the effects that who will obtain after use of cosmetic products.

One of the Korean cosmetic products which quite well known worldwide is Etude House. Etude House is a cosmetic brand from South Korea that was founded in 1985, and owned by Amore Pacific, which is worldwide and easy to find in Indonesia and can be purchased online or offline. Brand Etude House is ranked 4th for the best types of Korean cosmetics in 2022, which is followed by seven other Korean cosmetic brands based on Marie Claire's research in 2021. The Etude House brand is a cosmetic that pays attention to packaging design full of aesthetics with varied prices. Based on research conducted by Haryanto and Aldelina (2018), it is stated that one way of Etude House in attracting consumer buying interest in Bekasi is by using attractive packaging designs. Seeing this, researchers are interested in conducting research using Etude House as the object of the study. The title of this research is "The Influence of Aesthetic Packaging and Price on Consumer Purchase Interest in Cosmetic Brand Etude House (Study on Generation Z in Medan City)

2 LITERATURE REVIEW

Aesthetic Packaging According to Kotler et al., (2012:370) to increase consumer satisfaction, a marketer must choose the aesthetic and functional components of packaging correctly, taking into account aesthetics related to shape, size, text, color, graphics, and packaging. Aesthetic packaging plays an essential role in merchandising and communication and acts as a strategic driver in a competitive business

world (Kotler et al., 2017:206). According to Dhruv et al. (2014) found several indicators on packaging, namely: Material, Logo and Label, Color, Size, Attractiveness of Packaging Design.

Price According to Simon and Martin (2019:5), price is the number of monetary units buyers must submit for one unit of product and a sacrifice that customers must accept when obtaining a product. The higher the price, the greater the sacrifice. According to Kotler (Indrasari, 2019: 42) price indicators were found, namely: Price affordability, Price suitability, Price competitiveness, Compatibility.

Buying Interest According to Kotler et al. (2014: 193), buying interest arises after an alternative evaluation process. Consumers will make a series of choices regarding the product purchased based on brand or interest. According to Ferdinand (Purbohasuti and Ayuning, 2020), indicator of buying interest are as follows: Transactional Interests, Referral Interest, Preferential Interest, Explorative Interests.

3 RESEARCH METHODS

This study uses associative method with quantitative approach. The population for this research is Generation Z in the city of Medan, who knows the etude HoUSE product. The technique for determining the number of samples is the purposive sampling method with 100 respondents—designs in data collection using google form and data processing through SPSS. The measurement instrument in this study uses a Likert scale to produce accurate quantitative data. Furthermore, the research instrument test was carried out, which included normality, multicollinearity, heteroscedasticity, and linearity tests to ascertain whether the instruments made could be used as analytical tools in this study margins will not be printed.

4 RESULT AND DISCUSSION

The effect of aesthetic packaging on buying interest towards Etude House cosmetic brands on Z generation in Medan

Table 1: Partial Significance Test Results (t Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,861	1,765		,488	,627
	<i>Aesthetic Packaging</i>	,077	,045	,133	1,701	,092
	Harga	,357	,039	,723	9,224	,000

a. Dependent Variable: Buying Interest

Source: Primary Data Processing Results (2022)

Based on the research results conducted by researchers, the results obtained that the Aesthetic Packaging that Etude House did not affect consumer buying interest. The t-test proves this; the t-count value is 1.701, where the t-count value is smaller than the t-table, which is 1.984 ($1.701 < 1.984$) with a significance value smaller than 0.05 ($0.000 < 0.05$) and the regression coefficient is positive at 0.077. This shows that the Aesthetic Packaging variable has no significant effect on Consumer Buying Interest. The researcher concludes that consumers buy etude house products because the products have a good combination of compositions, cosmetic products have a long shelf life, or the layout is attractive.

The effect of price on buying interest towards Etude House cosmetic brands on Z generation in Medan In this study, explaining that price has a significant effect on consumer buying interest, the results of the t-test carried out show that the t-count value is 9.244, which means it is greater than the t-table value of 1.984 ($9.244 > 1.984$) and the positive regression coefficient is 0.357. This shows that the price variable significantly affects consumer buying interest. Price has an essential role in promotion, a seller should not sell a product at a meager cost and vice versa. If the product is sold at a very low price, it will undoubtedly cause fear in potential consumers to buy because consumers have the perspective that if the product is sold at low prices, have low quality and vice versa. Cosmetic products are one of the types of products that are purchased with full consideration; therefore if the price offered is common, even though the packaging shown is beautiful and has high innovation, even though it will cause doubts to buy for fear that the product can damage the skin or contain harmful ingredients.

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Table 2: Simultan Result (F - Test)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1053,148	2	526,574	98,408	,000 ^b
	Residual	519,042	97	5,351		
	Total	1572,190	99			

a. Dependent Variable: Buying Interest
b. Predictors: (Constant), Price, Aesthetic Packaging

Source: Primary Data Processing Results (2022)

Based on the results of data processing in table 4.48, it can be seen that the F-count value obtained is 98.408, which means the F-count value is greater than the F-table value, which is $98.408 > 3.09$ or based on the sig value, which is $0.000 < 0.05$. These results mean that the independent variables, namely Aesthetic Packaging and Price (X2) have a simultaneous (simultaneous) effect on the dependent variable, namely Consumer Buying Interest (Y). This means that the aesthetic packaging variable cannot stand alone and must be accompanied by supporting variables, if it is associated with the definition of consumer buying interest, according to Kotler et al.. (2014: 193), buying interest arises after an alternative evaluation process. Consumers will make a series of choices regarding the product to be purchased based on brand or interest if they only rely on attractive packaging, ofcourse this is less efficient in attracting consumer buying interest moreover, the products sold are cosmetics and cannot be purchased arbitrarily, ofcourse consumers will considering the purchase by considering several things, one of which is price. Price has an important role in promotion, a seller should not sell a product at a very cheap price and vice versa if the product is sold at a very reasonable price, it will undoubtedly cause fear in potential consumers to buy because consumers have the perspective that if the product is sold at low prices have low quality and vice versa. Cosmetic products are one type of product that is purchased with full consideration. Therefore, if the price offered is common, even though the packaging shown is beautiful and has high innovation, it will cause doubts to buy for fear that the product can damage the skin or contain harmful ingredients.

The coefficient of determination test shows that there is a very close relationship between aesthetic packaging and price, on consumer buying interest with an R-value of 0.818 through the adjusted R square value, it is known that the aesthetic packaging variable and price contribute 66.3% to consumer buying interest while 33, 7% influenced by other

5 CONCLUSION

The aesthetic packaging variable has no significant effect on consumer buying interest in the Etude House Cosmetic Brand which was carried out on generation Z in the city of Medan.

The price variable has significant effect on consumer buying interest in the Etude House Cosmetic Brand which was carried out on generation Z in the city of Medan.

Aesthetic packaging and price variable has significant effect on consumer buying interest in the Etude House Cosmetic Brand which was carried out on generation Z in the city of Medan

6 SUGGESTIONS

- Etude House can carry out promotions such as giving discounts, cashback, and bundle packages to buyers to attract consumers' buying interest. Not only that, Etude House products can carry out more intensive promotions such as using celebrity endorser media and collaboration with Indonesian beauty influencers through product reviews using online media such as Youtube, Tiktok, and Instagram.
- Based on the results, what found that the innovation in packaging design carried out by those who saw it succeeded in getting appreciation from those who saw it, but Aesthetic packaging had no significant effect on consumer buying interest because consumers tend to consider several things in buying cosmetic products so that researchers suggest etude house to be able to make a product. referral code in the package so that consumers can be interested in buying because there is added value given to the box such as a referral code, which can be used for relatives of buyers, and buyers who have the referral code also get cashback from the redeem results of the referral code

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