



# Analysis of Consumption Behavior Changes in Skincare and Makeup Category due to COVID-19 Pandemic

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**Abstract.** The COVID-19 pandemic has profoundly impacted society, economy, and government regulations, leading to shifts in consumer behavior. This study focuses on changes in consumption behavior, particularly regarding skincare and makeup during the pandemic. An exploratory research approach involving open-ended questions and interviews was used, along with thematic analysis in NVivo and validation through E-Commerce data with descriptive statistics. Questionnaires were administered to people of all ages in the Java region, and interviews targeted skincare and makeup users aged 20 to 29. The findings highlight a unique situation in the health and beauty industries, with a rise in health-related products and a decline in skincare and makeup demand. Skincare gained significance due to its role in preserving skin conditions, while makeup saw reduced popularity due to mask-wearing. In conclusion, this research underscores the behavioral changes during COVID-19, and future marketing strategies should consider product diversification, collaboration, consultation, and educational programs in the health and beauty industries during natural disasters.

**Keywords:** Consumption Behavior Changes, Skincare, Makeup, COVID-19.

## 1 INTRODUCTION

The COVID-19 pandemic has had a significant impact on the skincare and makeup industry in Indonesia. Prior to the pandemic, Indonesian women allocated a portion of their monthly expenses to fashion and beauty products, with a preference for purchasing beauty items from offline stores (Markplus, 2019). However, during the pandemic, there was a shift in beauty preferences (Markplus, 2021), with a reduced emphasis on makeup due to the need to wear masks and virtual meetings that focused less on appearance. Skincare, on the other hand, remained important as people sought to maintain their skin condition while wearing masks (Choi et al., 2022a).

The pandemic also resulted in changes in spending habits, with individuals prioritizing essential items such as food over non-essential products like skincare and makeup (Deloitte,

2021). Financial constraints caused by layoffs and pay cuts further contributed to a decrease in makeup expenditure (Roy et al., 2022). However, there is optimism for the future of the makeup industry, as studies suggest that consumption levels will likely return to pre-pandemic levels once masks are no longer required (Gardner et al., 2021).

The pandemic also led to a shift in purchasing behavior, with Indonesian women increasingly turning to e-commerce platforms for their skincare and makeup needs (databoks, 2021). This trend was further supported by the success of local makeup brands, which experienced a surge in popularity during the pandemic (Wolipop, 2020). Local brands have benefited from the increased interest in supporting local businesses and the availability of a wide range of options (Kumpanan Woman, 2021).

In light of these trends, there is a need for further research to understand the changes in skincare and makeup consumption behavior during and after the pandemic. This research can provide valuable insights into consumer motives and help identify opportunities for the makeup industry in Indonesia. E-Commerce XYZ, a prominent e-commerce platform, is chosen as the object of observation in this research to assess the changes in skincare and makeup purchases and understand the motives behind their usage during the pandemic.

The research scope includes respondents from various age groups in Indonesia, covering the periods before, during, and after COVID-19. Transaction data from E-Commerce XYZ is also utilized to gain a comprehensive understanding of consumer behavior. This research aims to fill the existing knowledge gaps and provide valuable information for future pandemics or similar situations. By examining the motives behind skincare and makeup purchases, the research can contribute to the development of the makeup industry and provide insights for the future.

## **2 LITERATURE REVIEW**

### **2.1 COVID-19 Situation in Indonesia**

Since the first case announced of COVID-19 pandemic, the government has influenced to hold some regulations in the aiming for stopping the spread of COVID-19 (Susanna, 2020). Therefore, Indonesian government released the Large-Scale Social Restriction Services in the Context of Accelerating Handling of Covid-19. Within this regulation, Indonesia government regulated people to have a limited access to several activities in the public space. Alligning with this situation, COVID-19 pandemic keeps growing fluctuate during 2020-2021. However, in December 2022, the government has repealed the Indonesia Officially Imposes Restrictions Towards Community Activities by considering the pandemic situation that can be controlled stably (Pontoh et al., 2022).

### **2.2 Lifestyle**

Lifestyle has a definition of psychographic aspect of humans' life that consists of someone's pattern in several aspects. Lifestyle consists of certain things such as activities, interest, and opinions. The theory of marketing called it AIO dimensions (Kotler et al., 2018). This activity was referred to the customers' preference in utilizing their time. Furthermore,

interest refers to the consumers' preference at all. Meanwhile for opinions, it refers to the preference of events and things (Sathish et al., 2012) Therefore, lifestyle could be a determinant that underlies the changing in values and buyer behavior (Kotler et al., 2018).

### **2.3 Occupation**

Occupation is considered a personal factor in individual life. Related to personal factors, occupation is one of the essential factors for everyone in determining the purchased products (Kotler et al., 2018). Based on previous studies, it was well-known that the difference in occupational groups leads to the differences in informational, value-expressive, and practical influences from the reference group (Rehman and Ahsan Jamil, 2016). Following this idea, previous studies also stated directly that occupation has a behavioral impact on everyone (Faisal et al., 2015). More than influencing behavior, occupation can also influence the other purchase decision in each type of purchase (Pemani et al., 2017).

### **2.4 Expenditure**

Expenditure has always been in association with the income. According to this term, expenditure will increase as the income increases. Therefore, there are several factors supporting the elements of expenditure such as wealth level, socio-economic conditions, price level, appetite, interest rate, speculation, culture, and lifestyle (Putra and Marhaeni, 2021). Reflecting on the definition of expenditure which is highly correlated with price level. It is known that price level has affected the purchase decision in each human's life. Therefore, it could be seen that expenditure could support and influencing the purchase decision (Levrini and Santos, 2021).

### **2.5 Religion**

Religion, as a belief in God with associated commitments and principles, has a significant impact on consumer behavior, varying among individuals with different levels of religiosity (Mokhlis, 2009). Religions itself motivate individuals to donate, which in turn influences their social image and prompts them to engage in acts of giving (Teah et al., 2014). As for the implication of religions towards the consumer behavior personally, religion provides comfort and strength as a coping mechanism for individuals during the challenging times of the COVID-19 crisis, which in turn influences their consumer behavior.(Upenieks, 2022).

### **2.6 Customer Experience**

Customer Experience can be specifically defined as the relationship between the company and the customers which then influence the reaction toward each other's (Gentile et al., 2007). Based on the previous findings, customers' experience is predicted to influence contradictory statements such as strengthens the intention-behavior relationship and also

weakens the intention-behavior relationship (Sheeran et al., 2017). Therefore, it could be said that experience initially strengthens the consistency between intention and behavior. However, as people gain more experience and habits are formed, this consistency may decrease, as the behavior becomes automatic and less reliant on the stimuli (Sheeran et al., 2017)

## **2.7 Consumption Habit Shifting during COVID-19**

Habit, as defined by previous studies, is a context-response association stored in procedural memory, resulting in repeated behavior and reduced responsiveness to intentions (Drolet and Wood, 2017). Situated interventions can influence habits by altering intentions, impacting habit formation (Best and Papies, 2017). The disruptive context of COVID-19 has disrupted consumer habits and accelerated the adoption of digital technology. As a result, two categories of habits have emerged: modified habits that combine previous and current behaviors, and new habits that are newly created without prior experience (Sheth, 2020).

## **2.8 Self-Concept during COVID-19 pandemic**

Self-concept is the image an individual expects to present to others, formed through self-observation and assessment. It encompasses various indicators such as physical self, social self, moral self, and psychological self. Among these indicators, social self is considered the most influential, representing an individual's social roles and the importance they place on these roles (Tentama et al., 2020).

Apart from the indicators of self-concept, it also consists of the "ideal self" and "actual self". Regarding the actual self, it refers to the factual image of someone. While for the ideal self, it refers to the aspiring image that a people hope to be to (Lazzari et al., 1978). Following with this condition, the self-congruence has been generated which defined as the coherence of the consumers self-concept and the brand's self-concept. Regarding this thing, previous studies has revealed that people will purchase the product based on the value and image of the product (Grubb and Grathwohl, 1967; Sirgy, 1982) Therefore, if a brand could provide the ideal summary of a person's self-concept, that person certainly would select that brand. In other words, brand preferences increase as self and brand congruence get more in line (Tsai et al., 2015).

The disruption regarding the self-concept has happened during COVID-19 pandemic. COVID-19 has disrupted people's self-concept and social roles, leading to a loss of authenticity. Shifting roles, new routines, and limited actions have contributed to a lack of behavioral continuity and an ambiguous self-concept (Liu et al., 2021).

## **2.9 Brand Preferences**

Brand preferences is defined as the customers' favor in terms of the brands chosen that comes out as the summarize the contextual process in the humans' mind toward the brand

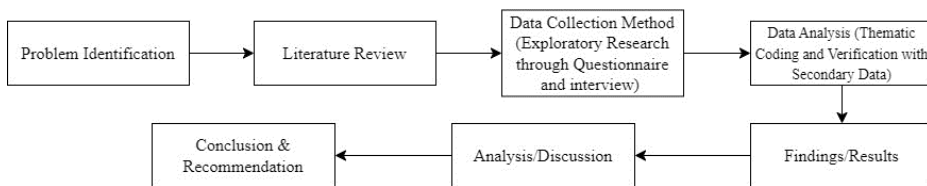
stimulation (Haines et al., 1970). Regarding these definitions, brand preferences are influential factors in brand choice. They are shaped by cognitive, affective, and behavioral reactions (Grimm, 2005). Throughout this component of brand preferences, it could also be changes due to the effect of stress and changes in the consumption related to the lifestyle changes as the way to adjust with the stressful life conditions (Mathur et al., 2001). Following with this condition, in 2022, Indonesian customers showed increased brand preference for local makeup products due to customer satisfaction and loyalty (Wiyogo and Setiawan, 2022).

### 3 RESEARCH METHODOLOGY

#### 3.1 Research Design Flowchart

This research aims to analyze changes in the consumption behavior of skincare and makeup products before COVID-19, during COVID-19, and after COVID-19. The study begins with problem identification, followed by a literature review. To address the research objectives, exploratory research is conducted using questionnaires and interviews with the verification through the E-Commerce Data Transaction. Data analysis is then performed, and the findings are discussed, leading to the conclusion of the research.

Fig. 1. Research Design Flowchart



#### 3.2 Research Approach

**Exploratory** research is defined as the research approach that has been conducted to address the answer related to the phenomenon (Singh, 2021). Exploratory research is used to delve deeper into the changes in consumption behavior of skincare and makeup products from before the COVID-19 pandemic. This exploratory research also enhanced with interview.

#### 3.3 Data Collection Method

##### 3.3.1 Exploratory Research : Questionnaire with Open-Ended Question

In understanding the phenomenon with the limited research before, the exploratory approach could be done with several data collection methods such as the questionnaire with both closed and open-ended questions (Anderson, 2022).

To explore individual responses towards skincare and makeup purchases before, during, and after the COVID-19 pandemic, an open-ended questionnaire was used. The questionnaire assessed various categories of purchases, with a specific focus on skincare and makeup compared to other categories. The respondents were encouraged to provide their opinions without limitations.

### 3.3.1.1 Population and Sample

Regarding the population and sample for the questionnaire with open-ended question, the respondents are chosen with the wider range of age. Specific area observation will be saturated with the Java area. This specification of area observation has been based on data from Central Bureau Statistics that states about the dominant population among the other island with the number of 275.77 million people in 2022 (Anwar, 2023). Furthermore, the sample size has been determined in the number for 30 respondents which is based on previous studies that state about the least of 30 respondents in making sure that the questionnaire result would be normal (Chang, 2006).

### 3.3.1.2 Sampling Technique

The sampling technique, according to this data collection method is focused on the non-probability sampling. Non-probability sampling refers to the sampling method where each population does not know the likelihood of being selected (Bhardwaj, 2019). Purposive sampling was used in this study to select respondents based on the researchers' specific purpose. The goal was to identify individuals who were willing to share information about their skincare and makeup purchases, as well as other product categories.

### 3.3.1.3 Questionnaire Design

The questionnaire examines skincare and makeup categories along with other product categories. It includes profile questions (name, age, occupation, education) and assesses the economic impact of COVID-19. The questionnaire also explores consumption patterns before, during, and after the pandemic. Below are the questions:

How were your consumption quantities regarding these categories in the timeline for before COVID-19, during COVID-19 and after COVID-19

**Table 1.** Questionnaire Design

|                   |                 |
|-------------------|-----------------|
| Health and Beauty | Medicine        |
|                   | Vitamin         |
|                   | Herbal Medicine |
|                   | Body Care       |
|                   | Skincare        |

|   |   |
|---|---|
| Groceries                                 | Fruits<br>Vegetables<br>Packaged Foods<br>Frozen Foods<br>Fast Foods<br>Snacks            |
| Home & Living                             | Household Appliances<br>Kitchen Appliances<br>Home-Exercise Equipment<br>Cooking Utensils |
| Video Games                               | Online Game   |
| Handphone, Tablet, and Wearable<br>Gadget | Game  |
| Music Instrument                          | Music Instrument  |
| Fashion                                   | Clothes<br>Shoes<br>Bag   |
| Wristwatch                                | Wristwatch  |
| Sports                                    | Sports  |
| Global Brand Consumption                  | Global Brand Consumption  |
| Local Brand Consumption                   | Local Brand Consumption   |
| Travelling Transportation                 | Travel Transportation   |

### 3.3.1.4 Data Analysis for Questionnaire with Open-Ended Question

#### 3.3.1.4.1 NVivo

NVivo is a computer software program utilized to manage, analyze, and visualize qualitative data systematically and individually. Throughout the previous studies, NVivo is believed to have easy, effective, and efficient coding to translate the data. Moreover, the NVivo application also enhances the accuracy of qualitative research. NVivo also reduces the time-consuming transcription and provides speed analysis (Dhakal, 2022).

Based on the functional of NVivo application, NVivo has been utilized to capture the codes based on the open-ended questions in the questionnaire. The result of the open-ended questions has been input into the NVivo application. As the further results, the statements from the respondents are being coded into several codes such as below:

**Table 2.** Codes in NVivo for Questionnaire

| <b>First Classification of Codes</b> | <b>Second Codes of Classification</b>   |
|--------------------------------------|---|
| Before COVID-19                      | The purchased items based on the product categories<br>Not consume at all   |
| During COVID-19                      | Constantly pursue for some product purchased<br>Increase in level of consumption<br>Decrease in level of consumption<br>Shifting in using some of the products<br>Stop buying the product   |
| After COVID-19                       | Constantly pursue for some products purchased as before COVID-19<br>Constantly pursue for some products purchased as during COVID-19<br>Increase in level of consumption<br>Decrease in level of consumption<br>Shifting in using some of the products<br>Stop buying the product |

### 3.3.1.4.2 Thematic Analysis

Thematic analysis is a flexible method for identifying patterns and themes within qualitative data. It involves analyzing and reporting on key themes that emerge from the data in relation to the research questions and objectives. The focus is on understanding the meaning and patterns rather than quantifiable measures. Researchers play a crucial role in determining and interpreting these themes during the analysis process. According to the various types of thematic analysis, this research will utilize theoretical thematic analysis, focusing on specific aspects of the data. The steps involved in this analysis include familiarizing with the data, generating initial codes, identifying themes, reviewing themes, and defining the final themes. (Braun and Clarke, 2006).

In the application of this research, the previous codes that has been gathered in the NVivo will be further thematically analysis into some themes such as stated in the table below,

**Table 3.** Themes in Thematic Analysis

|                 | <b>Themes</b>                 |
|-----------------|-------------------------------|
| Before COVID-19 | Consume<br>Not consume at all |
| During COVID-19 | Constant                      |



|                |                             |
|----------------|-----------------------------|
|                | Increase                    |
|                | Decrease                    |
|                | Not consume at all          |
| After COVID-19 | Constant as before COVID-19 |
|                | Constant as during COVID-19 |
|                | Increase                    |
|                | Decrease                    |
|                | Not consume at all          |

For the process of transforming the codes into the themes, the researcher will calculate the terms of codes that relate with the themes and turn the frequency into the percentage.

3.3.1.4.2 Verification through the Transaction Data from E-Commerce XYZ

In verifying the result from the questionnaire, the transaction data from E-Commerce XYZ has been utilized to give the actual data. Therefore, there will be assessments for the data frequency to determine the most products purchased either in the wider category or even the specific category of the health and beauty products which aims to access the skincare and makeup changes. This frequency analysis was being the part of descriptive statistics in SPSS analysis. The objective of this analysis is to find the most products pursued.

3.3.2 Interview

One of the most common methods in qualitative data collection is interview. Therefore, there are several types of interview sections such as structured interviews, semi-structured interviews, and unstructured interviews. According to the type of interview, this research utilizes semi-structured interviews. A semi-structured interview is an interview session without any rigid questions but completed with several guiding questions whereas the response can provide the flexibility to be more enhanced further (Adhabi and Anozie, 2017). Throughout this research, this semi structured interview will be utilized to assess the reasoning or motives behind the purchase of skincare and makeup products during the pandemic.

3.3.2.1 Population and Sample

Regarding the population and sample for the interview in assessing the skincare and makeup changes, the interviewees will be varied with the age range of 20 until 29 years old. This variation of age also based on the Indonesian population in 2022 which are varied mostly in the age range of 20-29 years old (BPS, 2022). Specific area observation will be saturated with the Java area. This specification of area observation has been based on data from Central Bureau Statistics that states about the dominant population among the other island with the number of 275.77 million people in 2022 (Anwar, 2023). Furthermore, the sample size for the interview has been based on the previous studies of the

phenomenological studies which is around 5-25 interviewees (Creswell, 2013). Therefore, the sample size for this interview session has been chosen for 11 respondents. This consideration also based on the data saturation process while doing interview session. Reflecting on the research approach which focused on the deductive approach, saturation is refers to whether the codes could already represent the data (Saunders et al., 2018).

### **3.3.2.2 Sampling Technique**

The sampling technique, according to this data collection method is focused on the non-probability sampling. Non-probability sampling refers to the sampling method where each population does not know the likelihood of being selected (Bhardwaj, 2019). This study utilized purposive sampling to select respondents who were available and willing to discuss their skincare and makeup consumption during the pandemic.

### **3.3.2.3 Interview Design**

The interview design has been designed to assess the usage of skincare and makeup with the following questions of the motives of keep using and purchase those skincare and makeup during the pandemic. Below is the interview design.

1. The motives of keep using and purchasing skincare and makeup during the pandemic.
2. The usage of skincare and makeup during the pandemic

Throughout this interview session, the interviewees could be assessed clearly related to the motives and usage for skincare and makeup category during the pandemic.

### **3.3.2.5 Data Analysis for Interview**

#### **3.3.2.5.1 NVivo**

NVivo is a computer software program utilized to manage, analyze, and visualize qualitative data systematically and individually. Throughout the previous studies, NVivo is believed to have easy, effective, and efficient coding to translate the data. Moreover, the NVivo application also enhances the accuracy of qualitative research. NVivo also reduces the time-consuming transcription and provides speed analysis (Dhakal, 2022). Throughout this research NVivo is utilized to capture and analyze codes from the transcriptions of semi-structured interviews. Codes will be assigned to responses for each question, including separate codes for skincare and makeup categories.

#### **3.3.2.5.2 Thematic Analysis**

In the application of thematic analysis in the interview session, the result from the capture codes would be divided into the terms of usage with the classification of skincare more than makeup or the oppositely. Meanwhile, for the motives, the thematic analysis would also be divided into skincare and makeup with the several themes that being further analysis based on the result.

## 4 RESULT / FINDING

### 4.1 Changes in Skincare and Makeup Purchased Among the Products Categories during the Pandemic of COVID-19

This research aims to examine the changes in skincare and makeup consumption behavior during and after the COVID-19 pandemic. A questionnaire with open-ended questions was used to collect data from 30 respondents, exploring their product purchases in different categories before, during, and after the pandemic. To validate the questionnaire results, transaction data from E-Commerce XYZ was analyzed, specifically focusing on the top-five most purchased categories and assessing the changes in health and beauty products.

#### 4.1.1. Questionnaire with Open-Ended Question.

##### 4.1.1.1 Respondents Profile.

#### Age

The respondents in this study represent a range of ages from 22 to 36 years old. Among the 30 respondents, 30% are 24 years old, while 16.67% are 25 years old. The remaining respondents fall into the age range of 22-23 years old and 27 years old and above. This wide age range reflects the objective of the questionnaire, which aims to explore changes in product purchasing behavior before, during, and after the COVID-19 pandemic. Below is the detailed breakdown of the respondents' ages.

**Table 4.** Age

| Age |      |         |                       |
|-----|------|---------|-----------------------|
| Age | Freq | Percent | Cumulative Percentage |
| 22  | 2    | 6.67    | 6.67                  |
| 23  | 3    | 10.00   | 16.67                 |
| 24  | 9    | 30.00   | 46.67                 |
| 25  | 5    | 16.67   | 63.33                 |
| 27  | 3    | 10.00   | 73.33                 |
| 28  | 3    | 10.00   | 83.33                 |
| 29  | 1    | 3.33    | 86.67                 |
| 31  | 1    | 3.33    | 90.00                 |
| 32  | 1    | 3.33    | 93.33                 |
| 36  | 2    | 6.67    | 100                   |

|    |        |
|----|--------|
| 30 | 100.00 |
|----|--------|

### Education Level

Throughout the Table, the respondents' education level is exposed. There are two categories of education level among these respondents. For the magister level, there are 44.83%. Furthermore, 55.17% for the fresh graduate level. According to this result, it could be seen that the respondents are categorized as well-educated people. This specification surely aligns with the needs of assessing the behavior of products purchased increased and decreased.

**Table 5.** Education Level

| Education Level |      |         |                       |
|-----------------|------|---------|-----------------------|
| Education Level | Freq | Percent | Cumulative Percentage |
| Magister        | 13   | 44.83   | 44.83                 |
| Fresh Graduate  | 16   | 55.17   | 100.00                |
|                 | 29   | 100.00  |                       |

### Occupation

According to the occupation of the respondents, there are variations of occupation. The most dominant occupation among the respondents is college student, which falls for eleven people (39.29%). Furthermore, there are eight people (28.57%) for private employees. Meanwhile, there are three people (10.71%) of civil servants and not stated. On the other hand, there is two person (7.14%) who has an occupation of post-graduate. Besides that, there is one person (3.57%) stated as the entrepreneur. Regarding this occupation level, the interviewees are varied for those who still pursue education while having a job during their education.

**Table 6.** Occupation

| Occupation       |      |         |                       |
|------------------|------|---------|-----------------------|
| Occupation       | Freq | Percent | Cumulative Percentage |
| College Students | 11   | 39.29   | 39.29                 |
| Private Employee | 8    | 28.57   | 67.86                 |

|               |    |        |        |
|---------------|----|--------|--------|
| Civil Cervant | 3  | 10.71  | 78.57  |
| Not stated    | 3  | 10.71  | 89.29  |
| Entrepreneur  | 1  | 3.57   | 92.86  |
| Post-Graduate | 2  | 7.14   | 100.00 |
|               | 28 | 100.00 |        |

### Economically Impact by COVID-19 for People's Life

The majority of respondents (78.57%) reported no economic impact from COVID-19, while a small percentage (21.43%) stated they had experienced a decrease in income. The term "economically impacted" refers to those facing a significant reduction in earnings. One respondent mentioned a drastic decrease in their business due to the pandemic. Based on these findings, it can be inferred that most respondents are students or individuals with stable jobs, thus avoiding significant economic impact from COVID-19.

**Table 7. 1** Economically Impacted by COVID-19

| Have Been Economically Impacted by COVID-19                      |      |         |                       |
|--|------|---------|-----------------------|
| Occupation   | Freq | Percent | Cumulative Percentage |
| Have not been economically impacted                              | 22   | 78.57   | 78.57                 |
| Have been economically impacted (drastically decrease in income) | 8    | 21.43   | 100.00                |
|  | 28   | 100.00  |                       |

#### 4.1.1.2 Results of Changes in Products Categories Purchased before COVID-19, during COVID-19, and after COVID-19

Thematic analysis of the questionnaire revealed various responses categorized into consume, not consume, constant purchases, increase, and decrease. The responses before COVID-19 were divided into consume and not consume. During COVID-19, responses included constant purchases, increase, decrease, and not consume. After COVID-19, the responses were like during COVID-19, with the addition of constant purchases. The questionnaire design aligned with the categories analyzed. The responses are presented below as percentages based on the frequency of nodes found in the thematic analysis.

**Table 8.** Products Purchased based on Interview

| Products Categories                    | Before COVID-19 |             | During COVID-19 |           |           | After COVID-19 |                    |                    |           |           |              |
|--|-----------------|-------------|-----------------|-----------|-----------|----------------|--------------------|--------------------|-----------|-----------|--------------|
|  | Consume         | Not Consume | Constant        | Increased | Decreased | Not Consumed   | Constant as before | Constant as During | Increased | Decreased | Not Consumed |
| Health and Beauty                      | 73.17           | 26.83       | 50.00           | 11.11     | 8.33      | 30.56          | 47.22              | 0                  | 13.89     | 8.33      | 30.56        |
|  | 62.50           | 37.50       | 15.63           | 78.13     | 0.00      | 6.25           | 12.50              | 56.25              | 9.38      | 15.63     | 6.25         |
|  | 46.67           | 53.33       | 10.00           | 60.00     | 6.67      | 23.33          | 10.00              | 26.67              | 16.67     | 23.33     | 23.33        |
|  | 93.55           | 6.45        | 71.43           | 10.71     | 7.14      | 10.71          | 76.92              | 0.00               | 15.38     | 0.00      | 7.69         |
|  | 89.13           | 10.87       | 66.67           | 8.33      | 13.89     | 11.11          | 71.88              | 0.00               | 6.25      | 9.38      | 12.50        |
|  | 97.01           | 2.99        | 64.00           | 34.00     | 0.00      | 2.00           | 72.34              | 0.00               | 23.40     | 2.13      | 2.13         |
| Groceries                              | 94.12           | 5.88        | 61.70           | 34.04     | 0.00      | 4.26           | 65.91              | 25.00              | 4.55      | 0.00      | 4.55         |
|  | 86.36           | 13.64       | 33.33           | 33.33     | 19.44     | 13.89          | 35.29              | 8.82               | 17.65     | 23.53     | 14.71        |
|  | 86.11           | 13.89       | 31.43           | 37.14     | 25.71     | 5.71           | 33.33              | 0.00               | 30.30     | 30.30     | 6.06         |
|  | 95.24           | 4.76        | 25.00           | 47.22     | 25.00     | 2.78           | 25.71              | 0.00               | 37.14     | 25.71     | 11.43        |
|  | 94.74           | 5.26        | 47.06           | 35.29     | 8.82      | 8.82           | 51.43              | 2.86               | 14.29     | 25.71     | 5.71         |
| Home & Living                          | 46.67           | 53.33       | 28.57           | 25.00     | 7.14      | 39.29          | 13.64              | 0.00               | 18.18     | 18.18     | 50.00        |
|  | 44.00           | 56.00       | 27.27           | 22.73     | 4.55      | 45.45          | 25.00              | 0.00               | 25.00     | 12.50     | 37.50        |
|  | 50.00           | 50.00       | 20.69           | 41.38     | 0.00      | 37.93          | 11.11              | 11.11              | 22.22     | 14.81     | 40.74        |
|  | 38.46           | 61.54       | 21.74           | 13.04     | 4.35      | 60.87          | 20.83              | 4.17               | 16.67     | 4.17      | 54.17        |
| Video Games                            | 27.59           | 72.41       | 7.14            | 28.57     | 0.00      | 64.29          | 10.71              | 3.57               | 0.00      | 21.43     | 64.29        |
| Handphone, Tablet, and Wearable Gadget | 18.52           | 81.48       | 7.69            | 11.54     | 0.00      | 80.77          | 7.69               | 7.69               | 3.85      | 0.00      | 80.77        |
| Music Instrument                       | 30.00           | 70.00       | 26.67           | 6.67      | 0.00      | 66.67          | 27.59              | 0.00               | 0.00      | 6.90      | 65.52        |
|  | 96.77           | 3.23        | 28.00           | 16.00     | 52.00     | 4.00           | 21.43              | 0.00               | 46.43     | 28.57     | 3.57         |
| Fashion                                | 96.77           | 3.23        | 44.44           | 14.81     | 37.04     | 3.70           | 44.44              | 0.00               | 37.04     | 14.81     | 3.70         |
|  | 89.19           | 10.81       | 53.33           | 0.00      | 33.33     | 13.33          | 40.00              | 3.33               | 33.33     | 13.33     | 10.00        |
| Wristwatch                             | 62.07           | 37.93       | 21.43           | 3.57      | 35.71     | 39.29          | 18.52              | 7.41               | 14.81     | 18.52     | 40.74        |
| Sports                                 | 88.24           | 11.76       | 21.05           | 52.63     | 15.79     | 10.53          | 16.67              | 25.00              | 45.83     | 4.17      | 8.33         |

|                           |       |       |       |       |       |       |       |      |       |       |       |
|---------------------------|-------|-------|-------|-------|-------|-------|-------|------|-------|-------|-------|
| Global Brand Consumption  | 86.11 | 13.89 | 55.17 | 6.90  | 24.14 | 13.79 | 44.83 | 3.45 | 27.59 | 10.34 | 13.79 |
| Local Brand Consumption   | 85.71 | 14.29 | 63.33 | 10.00 | 16.67 | 10.00 | 58.06 | 6.45 | 16.13 | 12.90 | 6.45  |
| Travelling Transportation | 96.00 | 4.00  | 26.09 | 0.00  | 65.22 | 8.70  | 16.13 | 0.00 | 74.19 | 9.68  | 0.00  |

The table above identifies specific changes in product categories. Video Games and Music Instruments increased during COVID-19 but decreased after. Conversely, Fashion, Traveling Transportation, and Brand Consumption decreased during COVID-19 but increased after. Categories such as Handphones, Tablets, Wearable Gadgets, Sports, Home & Living, and Groceries increased both during and after COVID-19. Wristwatches consistently decreased. Health and Beauty categories showed an increase during COVID-19 but decreased after, except for skincare, which increased after. The number of offline market visits decreased, while online marketplace usage increased during COVID-19, resulting in a combination of online and offline shopping after. The shifting of products varied, with some categories consistently increasing or decreasing, others increasing during COVID-19 but decreasing after, and vice versa. Therefore, transaction data from E-Commerce XYZ was used to verify these findings.

**4.1.2. E-Commerce XYZ’s Transaction Data in before COVID-19 (2019), during COVID-19 (2020-2021), and after COVID-19**

To validate the questionnaire results, further analysis is necessary. The transaction data from E-Commerce XYZ can be utilized, considering its high usage during and after COVID-19. Due to limitations in displaying overall transaction data, focus is placed on the month of July. This choice is justified by the highest mortality rate in Indonesia during that period (CNN Indonesia, 2021). The dates for analysis were selected using simple random sampling with Excel’s randomize function. The transaction data focuses on the top five categories, with a detailed analysis of the derived products within those categories. Herewith the attached Table of Products Categories Purchased. The Table below is stated in Bahasa Indonesia as aligning with the category names of E-Commerce XYZ.

**Table 9.** Transaction Data of E-Commerce XYZ in 2019

| Rank | Product Categories                   | Derived Product Categories    |
|------|--------------------------------------|-------------------------------|
| 1    | XMART                                | Bahan Makanan dan Bumbu Dapur |
| 2    | Handphone, Tablet, & Wearable Gadget | Handphone                     |
| 3    | Utilities                            | Phone Credit                  |
| 4    | Peralatan Elektronik                 | Televisi & Aksesoris          |
| 5    | Kesehatan & Kecantikan               | Perawatan Wajah               |

**Table 10.** Transaction Data of E-Commerce XYZ in 2020

| Rank | Product Categories                   | Derived Product Categories    |
|------|--------------------------------------|-------------------------------|
| 1    | XMART                                | Bahan Makanan dan Bumbu Dapur |
| 2    | Utilities                            | Phone Credit                  |
| 3    | Handphone, Tablet, & Wearable Gadget | Handphone                     |
| 4    | Kesehatan & Kecantikan               | Perawatan Wajah               |
| 5    | Home & Living                        | Perlengkapan Dapur            |

**Table 11.** Transaction Data of E-Commerce XYZ in 2021

| Rank | Product Categories                   | Derived Product Categories    |
|------|--------------------------------------|-------------------------------|
| 1    | XMART                                | Bahan Makanan dan Bumbu Dapur |
| 2    | Utilities                            | Pay Later                     |
| 3    | Tiket & Voucher                      | Investasi dan Asuransi        |
| 4    | Kesehatan & Kecantikan               | Peralatan Medis               |
| 5    | Handphone, Tablet, & Wearable Gadget | Handphone                     |



**Table 12.** Transaction Data of E-Commerce XYZ in 2022

| Rank | Product Categories                   | Derived Product Categories    |
|------|--------------------------------------|-------------------------------|
| 1    | XMART                                | Bahan Makanan dan Bumbu Dapur |
| 2    | Utilities                            | Pay Later                     |
| 3    | Home & Living                        | Perlengkapan Dapur            |
| 4    | Handphone, Tablet, & Wearable Gadget | Handphone                     |
| 5    | Kesehatan & Kecantikan               | Peralatan Medis               |

**4.1.3 Alignment Analysis of Questionnaire with Open-Ended Question and Transaction Data from E-Commerce XYZ**

XMART, a category in E-Commerce XYZ, remained the top product category from before COVID-19 to after COVID-19, with stable derived products but changes in brands. Total price and quantity of XMART products increased during the pandemic but decreased after. This aligns with the questionnaire results for the Groceries category, which consistently increased. Handphone, Tablet, and Wearable Gadget categories remained constant with only changes in product IDs. These categories showed a total increase, supported by the questionnaire results. Home & Living category consistently increased, as confirmed by the questionnaire responses. However, Health and Beauty categories showed a shift towards vitamins and supplements during and after COVID-19, contrary to the questionnaire results, which showed an increase during COVID-19 and a decrease after.

**4.1.4 E-Commerce XYZ’s Transaction Data in before COVID-19 (2019), during COVID-19 (2020-2021), and after COVID-19 for Health and Beauty Products**

Skincare and makeup categories experienced changes during the pandemic, particularly a decrease in skincare consumption. To assess these changes in detail, transaction data from E-Commerce XYZ was analyzed for the month of July. This choice was based on the high mortality rate during that period. Simple random sampling was used for date selection, aligning with the analysis of the top-five categories. Weekday and weekend consumption were combined for analysis. The assessment focused on derived products in the health and beauty category, specifically the top-five products. SPSS and frequency analysis were used to analyze the consumption quantities. Attached is the list of the top-five derived products in the health and beauty category.

**July 2019****Table 13.** July Transaction of Health and Beauty (2019)

| Rank | Derived Products      |
|------|-----------------------|
| 1    | Skincare              |
| 2    | Vitamin & Supplement  |
| 3    | Makeup                |
| 4    | Fragrance and Perfume |
| 5    | Beauty Equipment      |

**July 2020****Table 14.** July Transaction of Health and Beauty (2020)

| Rank | Derived Products     |
|------|----------------------|
| 1    | Skincare             |
| 2    | Vitamin & Supplement |
| 3    | Medical Supplies     |
| 4    | Body Care            |
| 5    | Hair Care            |

**July 2021****Table 15.** July Transaction of Health and Beauty (2021)

| Rank | Derived Products     |
|------|----------------------|
| 1    | Medical Supplies     |
| 2    | Vitamin & Supplement |
| 3    | Skincare             |
| 4    | Body Care            |
| 5    | Hair Care            |

**July 2022**

**Table 16.** July Transaction of Health and Beauty (2022)

| Rank | Derived Products     |
|------|----------------------|
| 1    | Medical Supplies     |
| 2    | Vitamin & Supplement |
| 3    | Skincare             |
| 4    | Body Care            |
| 5    | First Aid            |

Throughout this frequency, there is a shift in the derived product categories for the health and beauty category. Before COVID-19, specifically in 2019, makeup was among the top five derived products. However, during COVID-19 until after COVID-19, makeup is not more concluded in the part of this top five. Based on this frequency table, makeup can be categorized as the derived product categories that have decreased from during COVID-19 until after COVID-19.

**4.2 Usage Condition and Motives of Using Skincare and Makeup during the Pandemic of COVID-19**

In assessing the usage condition and the underlying motives of using skincare and makeup during the pandemic of COVID-19, the interview has been held to clearly assess the individual thoughts regarding this thing. The interview has been conducted throughout the 11 interviewees with the range of 20-29 years old for those who uses skincare and makeup during the pandemic. These below is the interviewees profile and result.

**4.2.1 Interviewees Profile**

**Age**

Throughout this Table, there are variations in the age of the interviewees. Based on the Table more than half of the respondents (54.55%) are 20 years old. Meanwhile, 36.26% or the same as four people, are 21 years old. Therefore, the rest of the respondents, consisting of one person, is 22 years old.

**Table 17.** Age (Interview II)

| Age |      |         |                       |
|-----|------|---------|-----------------------|
| Age | Freq | Percent | Cumulative Percentage |
| 20  | 6    | 54.55   | 54.55                 |
| 21  | 4    | 36.36   | 90.91                 |

|    |    |        |        |
|----|----|--------|--------|
| 22 | 1  | 9.09   | 100.00 |
|    | 11 | 100.00 |        |

### Domicile

Regarding the domicile of the interviewees, 63.64% of the interviewees were domiciled in the Bandung area. Meanwhile, 27.27% of the interviewees are domiciled in West Java except in the Bandung area. Therefore, the rest of the interviewees, consisting of one person, is domiciled in DKI Jakarta.

**Table 18.** Domicile

| Domicile                 |      |         |                       |
|--------------------------|------|---------|-----------------------|
| Domicile                 | Freq | Percent | Cumulative Percentage |
| Bandung                  | 7    | 63.64   | 63.64                 |
| West Java except Bandung | 3    | 27.27   | 90.91                 |
| DKI Jakarta              | 1    | 9.09    | 100.00                |
|                          | 11   | 100.00  |                       |

### Occupation

The occupations of the interviewees are varied in around college students and private employees. However, the percentage showed that there are 90.91% of the interviewees that have an occupation as a college student. Meanwhile, there is only one interviewee (9.09%) that works as a private employee.

**Table 19.** Occupation (Interview II)

| Occupation       |      |         |                       |
|------------------|------|---------|-----------------------|
| Occupation       | Freq | Percent | Cumulative Percentage |
| College Students | 10   | 90.91   | 90.91                 |
| Private Employee | 1    | 9.09    | 100.00                |
|                  | 11   | 100.00  |                       |

#### 4.2.1.2 *The Usage of Skincare and Makeups during Pandemic*

Regarding the usage of skincare and makeup during the COVID-19 pandemic, more than half of the respondents (66.4%) reported using skincare more than makeup. Some interviewees mentioned that they continued using skincare during the pandemic and still do so now. However, 18.18% mentioned increased makeup consumption after the pandemic while using more skincare during the pandemic. Another 9.09% reported

using skincare during and after COVID-19, with makeup usage mainly before the pandemic. One interviewee mentioned using more makeup and relying on professional skincare treatments instead of purchasing skincare products. Overall, the analysis shows that skincare was heavily consumed during the pandemic and continues to be used consistently, while makeup usage decreased compared to before the pandemic.

**Table 20.** The Usage of Skincare and Makeup during Pandemic

| Condition  | Freq | Percent | Cumulative Percentage |
|--|------|---------|-----------------------|
| Skincare more than Makeups   | 7    | 63.64   | 63.64                 |
| Makeups more than Skincare (after Pandemic), Skincare more than Makeups (during pandemic)                        | 2    | 18.18   | 81.82                 |
| Makeups more than Skincare (before COVID-19), Skincare more than COVID-19 (during pandemic until after pandemic) | 1    | 9.09    | 90.91                 |
| Makeups more than Skincare   | 1    | 9.09    | 100.00                |
|  | 11   | 100.00  |                       |

**4.2.2.3 The Motives of Keep Using and Purchase Skincare and Makeups during Pandemic**

4.2.2.3.1 The Motives of Keep Using and Purchase Makeups during Pandemic

Regarding the use and purchase of makeups during the pandemic, interviewees provided diverse responses based on their preferences. Approximately 60% of the interviewees mentioned that makeup enhanced their self-confidence, particularly when socializing or going out. While 30% expressed a desire to conform to group behavior and stay up to date with friends.

**Table 21.** 2 The Motives of Keep Using and Purchase Skincare and Makeups during Pandemic (Makeup)

The Motives of Keep Using and Purchase Skincare and Makeups during Pandemic (Makeups)

| Condition                            | Freq | Percent | Cumulative Percentage |
|--------------------------------------|------|---------|-----------------------|
| Increase self-confidence with makeup | 6    | 60.00   | 60.00                 |
| Makeup is a need                     | 1    | 10.00   | 70.00                 |
| Pursue Conformity                    | 3    | 30.00   | 100.00                |

10 100.00

#### 4.2.2.3.2 The Motives of Keep Using and Purchase Skincare during Pandemic

Based on the interview results, interviewees provided various reasons for using skincare. Approximately 60% of the statements indicated that skincare is used to maintain and treat the skin, while 25% mentioned it as a habitual need. Additionally, some interviewees mentioned that skincare boosts self-confidence and provides self-satisfaction.

**Table 22.** The Motives of Keep Using and Purchase Skincare and Makeups during Pandemic (Skincare)

| The Motives of Keep Using and Purchase Skincare and Makeups during Pandemic (Skincare) |      |         |                       |  |
|--|------|---------|-----------------------|--|
| Condition  | Freq | Percent | Cumulative Percentage |  |
| Maintaining skin condition   | 12   | 60.00   | 60.00                 |  |
| Skincare is a need   | 5    | 25.00   | 85.00                 |  |
| Increase self-confidence   | 2    | 10.00   | 95.00                 |  |
| Increase self-satisfaction   | 1    | 5.00    | 100.00                |  |
|  | 20   | 100.00  |                       |  |

Based on the interviews, the motives for using skincare were mainly focused on maintaining skin condition, while makeup products were primarily used to boost self-confidence. Most of the interviewees preferred skincare over makeup during the pandemic. Additionally, there was a shift towards online shopping mentioned during the interviews.

## 5 DISCUSSION

During the COVID-19 pandemic, certain product categories consistently showed increased demand. Handphone, Tablet, and Wearable Gadget, Sports activities, Groceries, and Home & Living saw notable surges. Gym closures prompted a shift towards home exercise, aligning with the broader trend of adopting a healthier lifestyle to boost immunity (Lim and Pranata, 2021; Sitohang and Ghani, 2021).

The pandemic led to an escalated usage of digital devices like Handphone, Tablet, and Wearable Gadget, as people adapted to remote work and sought social connections through these devices (De' et al., 2020; Jonnatan et al., 2022).

Furthermore, Groceries and Home & Living products experienced increased demand, driven by the convenience and safety of online shopping, as people were

hesitant to leave their homes (Dewanthi, 2023). Conversely, the pandemic resulted in decreased purchases of wristwatches, fashion items, and traveling transportation, as individuals prioritized essential goods over luxury and non-essential items (Di Crosta et al., 2021; Marra et al., 2022; Sobieralski, 2020).

Moreover, the pandemic's impact was evident in the entertainment sector, with video games and music instruments witnessing increased sales due to people spending more time at home (Wang, 2023). However, as the world transitioned to a "new normal," a decline in the usage of these categories was expected.

In the beauty and skincare category, the pandemic induced changes in consumer preferences. Vitamins, supplements, and medical supplies gained popularity, while makeup purchases declined. Heightened health consciousness and the use of masks were driving factors behind this shift (Liu et al., 2021). The makeup industry faced challenges due to reduced demand resulting from the regular use of face masks.

Additionally, the study delved into brand preferences in the beauty category during the pandemic. It observed a shift from global to local brands, particularly for face makeup, while eye makeup brand preferences remained unchanged. This trend correlated with the growing popularity of local brands during the pandemic (databoks, 2022).

Moreover, The study explored changes in consumption behavior for skincare and makeup, along with the motives behind their continued usage. Results showed a preference for skincare over makeup, which aligns with previous research indicating increased skincare focus during the pandemic (Ścieszko et al., 2021). The decline in makeup usage was also confirmed by McKinsey's report, which noted a 20%-30% drop in the global beauty industry (McKinsey, 2020).

For skincare usage, the main motive was maintaining skin condition, driven by increased awareness of mask-related skin problems (Choi et al., 2022). In contrast, makeup usage decreased as face coverings reduced the need for it (Choi et al., 2022b). Overall, the study's findings harmonized with previous research, providing valuable insights into consumer behavior changes during and after the COVID-19 pandemic.

## **6 CONCLUSION AND RECOMMENDATION**

### **6.1 Conclusion**

This study examines changes in skincare and makeup consumption behavior before, during, and after COVID-19 using questionnaires, interviews, and transaction data from E-Commerce XYZ. Categories such as Video Games and Music instruments increased during COVID-19 but decreased afterwards. Fashion, traveling transportation, and brand consumption categories decreased during COVID-19 but increased after. Handphones, Tablets, and Wearable gadgets, as well as Sports, Groceries, and Home & Living, increased throughout. Wristwatch sales decreased consistently. Health and beauty category showed an increase during COVID-19 but a subsequent decrease, with a shift towards vitamins, supplements, and medical supplies. Makeup consumption decreased during the entire COVID-19 pandemic. The interview findings reveal that

skincare usage is motivated by maintaining skin condition, while makeup usage is motivated by self-confidence.

## **6.2 Recommendations**

### **6.2.1. Skincare Companies**

Skincare companies should maximize marketing strategies by utilizing personal consultation through mobile devices, considering the increased usage of mobile devices and the motive of maintaining skin condition during and after the COVID-19 pandemic. The skincare companies should educate customers about the detailed function of skincare products, addressing their specific needs related to maintaining skin condition.

### **6.2.2. Global and Local Makeup Companies**

According to the findings, there has been a shift towards local makeup companies, particularly for lip and face makeup, after COVID-19. Based on this, recommendations can be made for global and local makeup companies.

Global Makeup Companies:

- Product Diversification: Global makeup companies should diversify their products, including sanitary products, to adapt to the changing consumer preferences.
- Additional Gift with Purchase: Offering additional gifts with purchases of sanitary products can help engage consumers and maintain their loyalty to global makeup brands.

Local Makeup Companies:

- Collaboration with E-Commerce Platforms: Local companies should maximize the potential of increasing online purchases by collaborating with E-Commerce platforms, especially during twin date campaigns.
- Maintain Quality: It is crucial for local makeup companies to focus on maintaining product quality as consumers may switch to other brands based on their changing self-concept and brand preferences.

### **6.2.3. E-Commerce XYZ**

E-Commerce XYZ should collaborate with local makeup companies based on the research findings to enhance the platform. This can be done through twin date campaigns, discounts for purchases at official stores, and partnering with more brands and sellers in the categories that saw increased demand during and after the COVID-19 pandemic.

### **6.2.4. Future Research**



Future research should focus on conducting larger-scale quantitative analysis to improve accuracy in determining consumption behavior changes in skincare and makeup. Additionally, further research is needed to explore the factors that influence brand preferences for local brands, considering a wider range of variables.

### 6.3 Implication

#### 6.3.1. Practical Implication

The research results provide practical implications for makeup brands to determine marketing strategies based on consumer behavior, and for E-Commerce XYZ to develop strategies for business growth and adaptation.

#### 6.3.2. Theoretical Implication

The findings contribute to understanding the changing consumption habits during the COVID-19 pandemic.

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