

**A QUALITATIVE ANALYSIS OF CONSUMER BUYING INTEREST ON
LOCAL COSMETIC PRODUCTS IN MANADO**

ANALISA KUALITATIF MINAT BELI KONSUMEN PADA PRODUK KOSMETIK LOKAL DI MANADO

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Abstract: The consumer's buying interest is a mental statement of consumers that reflects plan for purchasing a product with certain brands of knowledge about consumer buying intention for the product needs to be known by marketers for describe consumer behavior in the future. The aim of this study is to analyze the consumer buying interest on local cosmetic products in Manado. In order to achieve these objectives the researcher got information from 10 respondents who have been buying and using local cosmetic product and those who have an experience using local cosmetic products also using qualitative study which is in-depth interview and uses purposive sampling. The results showed that The buying interest of local cosmetic product is still high, all the informants that have been interviewed before gave a good opinion about the local cosmetics product, Based on interiew from all the informants also it can be conclude that the buying interest was still high even there are many foreingt cosmetics product that sell in the market, because the local cosmetics product most of the informant has already trust the local cosmetics product. The recommendation, for the consumer, it is good for the consumer to know about the consumer buying interest toward them and what factors that leads them to use local cosmetic product.

Keywords: *buying interest, local cosmetic product, qualitative analysis*

Abstrak: Minat beli konsumen adalah pernyataan mental konsumen yang mencerminkan rencana pembelian produk dengan merek pengetahuan tertentu tentang niat beli konsumen untuk produk yang perlu diketahui oleh pemasar untuk menggambarkan perilaku konsumen di masa depan. Tujuan penelitian ini adalah untuk menganalisa minat beli konsumen terhadap produk kosmetik lokal di Manado. Untuk mencapai tujuan dalam penelitian ini peneliti mendapat informasi dari 10 informant yang sudah pernah membeli dan memakai produk kosmetik lokal dimanado. Penelitian ini menggunakan metode kualitatif yaitu wawancara mendalam dan menggunakan teknik purposif. Hasil menunjukkan Minat beli produk kosmetik lokal masih tinggi, semua informan yang telah diwawancarai sebelumnya memberikan pendapat yang baik tentang produk kosmetik lokal, Berdasarkan wawancara dari semua informan juga dapat disimpulkan bahwa minat beli masih tinggi bahkan ada Banyak produk kosmetik yang dijual di pasaran, karena produk kosmetik lokal sebagian besar informan sudah mempercayai produk kosmetik lokal. Serta untuk konsumen, baik untuk mengetahui tentang citra diri terhadap mereka dan faktor-faktor apa yang mendorong mereka untuk menggunakan lokal kosmetik produk.

Kata kunci: *minat beli, produk kosmetik lokal, analisa kualitatif*

INTRODUCTION**Research Background**

Through the development of technology and the existence of the modern internet it help many various industries in Indonesia more developing, one of those industry that become famous in this era is cosmetics industry, the growth of the cosmetics industry has recently grown very rapidly. The high level of economic growth in Indonesia and the increasing population of the middle and upper classes of Indonesia have also led to increased public purchasing power for cosmetic product. The cosmetic industry in Indonesia have growing rapidly, the women's cosmetic industry is an industry that can be said to be quite dynamic, so many companies with the various brands of cosmetics brands sre interested in entering and developing their market in Indonesia, also many newly business are trying to entering the industry cosmetic, through the development of the cosmetic sells in Indonesia the business people whether trying to create a interested product which refers to the cosmetic. nIn order for the company especially company engaged to cosmetic industry, the company also should create the strategy so the company itselfcan compete with oter company which also sell cosmetic product. Nowadays many company selling cosmetic product cause of the high demand from the customer of the cosmetic product, In Indonesa many local cosmetic product that become everyone favorite, cosmetic also become daily needs for the people who use cosmetic for their own needs. Every people has their own characterisitc and own kind of behaviour, especially for choosing and selecting a product, many peole will consider a things before select a product especially when will buying a product, cosmetic in Indonesia are from various brands, benefits, advantages, cosmetic can be use for lips, face, nose, and etc. Local cosmetic product grown very rapidly, the demand of the local cosmetic product is high, it can also affect by the low price but still have good quality compare with other foreign product, even in many foreign cosmetic product exist, but the local product also is still become superior. But every consumer also have their own favorite brand of cosmetic product In business industry in this case especially for cosmetics industry here are thing that known as a reseller and distributor, reseller and distributor has become an important role for the company to sell their product. Distributor is a person or company that conducts business activities by buying products directly from the producer and selling them back to the retail/shop or also can directly to the user. So distributor takes the finished product from the manufacturer without modifying it and selling it directly by offering it to the store. For the value of profits, usually the distributor has received a discounted purchase price when taking the product to the manufacturer. If the product is taken un large quantities, then usually the discount will be even bigger, and distributors can sell it at market prices or lower prices because it will be offered to the retail or the shops later and there are many distributor of cosmetics that distrbute their product to the market or they can distribute to the reseller, Reseller is a group of companies or individuals who buy a products in order to sell them back or sell the product again but for resale, in order to obtain profits from the proceeds of the sale. For the example in this case, in Indonesia especially there are a lot of distributor cosmetics that distribute their product directly to the store or mall or even to the reseller.

In Manado also many local brand that sell in several mall, and also many online shopping or business people that sell local cosmetic product, for example local cosmetic product like Viva, Sariayu, Wardah, PAC, Mustika Ratu, Caring, La Tulipe, Purbasari. To buy a product every people has their own interest and different taste, the company also should create product that suit with peple, and the company should understand the marketing and keep improving especially for the company that product cosmetic product. People tend to buy a product that makes them more interested, it is called consumer interest buying or a consumer buying is a interest to purchase a product or services that depends on the willingnes to buy at the same time ability to pay for the product, though they are willingness and ability to pay then also the consumer can change their buying decision because of the influence of various factors such as psychological factors, personal factors, cultural factors, social factors or the influence by the family, frriends, social media, or etc. And also The consumer's buying interest is basically an inner driving factor acquisition of purchasing decisions for a product. By the existence of many various of local cosmetic product it can be conlude that every customer has their own interest to buy a product, whether they will consider is it worth to buy, is it will suit or not or other reason. And it can not be denied even in Indonesia sell many local cosmetic product, but foreign cosmetic product also exist. This is where the problem came, it can be conlude from the explanation above that even local cosmetics product is sell by many outlet but at the same time the outlet also sell foreign cosmetic product, but as it known that every people or every consumer has their own interest in buying a product. There are many cosmetics outlet in Manado for example like in Manado town square, Megamall, It center, Manado Trade Center, and etc, at those place there are many cosmetics outlet that open there, with the existence of many cosmetic outlt in Manado it can be seen that the demand or the curiosity of the woman in Manado is still high, the use of cosmetics in Manado has been increasing, and also it can be seen

when there are a newly cosmetic brand present in Manado, the antusias of the consumer is high. Every consumer has their own characteristic and taste, so does their taste in the selection of cosmetic, In Manado there are many variant brand of cosmetics, and as people know in Manado when people heard that there any discount of product, they willing to go to queueing to get the product with discount price, that is one of the lifestyle of people in Manado. And nowadays there many cosmetic outlet in Manado who made a strategy to attract people to buy their cosmetic product. Through the lifestyle and the high demand of Manadonesse who tends to be more stylish and beauty that is why many newly cosmetic outlet that has been open like Emina, You, and other cosmetic product.

Research Objectives

To know how is the consumer buying interest on local cosmetic products in Manado.

THEORETICAL REVIEW

Marketing

Marketing is the action of a business of promoting and selling goods. Marketing according is the process by which companies create value for customers and build strong customer relationships in order to capture value from customer. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large (Kotler, 2012:11).

Consumer Behaviour

According to Engel and Blackwell (1982:15) consumer behavior as the behavior that consumers display in searching for, buying, using, evaluating and disposing of product and services that they expect will satisfy their needs. Consumer behavior is the attitude that consumer shows in order to adapt with the need and wants of the products that they want to buy and purchase in intention to understand deeper and to make sure the individual, groups, or organization satisfy or dissatisfy with the products that they purchase or even not. Consumer behavior is the study of the processes involved when individual or groups select, purchase, use, or dispose of the product, service, ideas or experiences to satisfy needs and desires (Solomon, 1998:12).

Consumer Buying Interest

Buying interest arises after an alternative evaluation process and in the evaluation process, a person will make a series of choices regarding the product to be purchased on the basis of brand and interest. The consumer's buying interest is a mental statement of consumers that reflects plan for purchasing a product with certain brands of knowledge about consumer buying intention for the product needs to be known by marketers for describe consumer behavior in the future (Bowen, 1999:43).

Previous Research

Njo (2009). The title is Consumer Awareness and Consumer Interest on Green Residential. The result shows the respondent has buying interest distinction due to occupation background. Where respondents who have jobs with higher incomes have possibility to purchase product concept of home green because green residential prices are generally more expensive than a conventional house prices. Farhani (2017). *Cosmetics Buying Behaviour: Examining the Effective Factors*. The finding offer lessons for practitioners and more avenues of study for researcher. The paper advances the understanding of three key antecedents by investigating structural relationship among attitudes towards new cosmetics products, novelty seeking tendencies, behaviours, and attitudes towards new cosmetics products and also the attitudes of people with the intention to purchase skin care make up products. Rafequee (2015). The title is *A Study on Cosmetics Consumption Among Teenage Boy in Wayanad District*. The result indicated that men's cosmetics purchasing behaviors are strongly influenced by cultural and personal factors. The main determinants in purchasing behaviors are hygiene functions, features and fragrance of the product, and price-quality relationship. Although the relatively higher average reflected their positive attitudes towards the purchase of cosmetics, they still maintain traditional consumption behaviors. It is crucial for marketers to develop their awareness through employing appropriate marketing communicating tools.

Anjana (2015). The title is *A study on factors influencing cosmetic buying behavior of consumers*. The research mainly focuses to understand the buying pattern of consumers for cosmetic products. Through this paper an attempt was conducted to identify the different factors that impact and influences the customers for buying a product. This study reveals that various factors like quality, brand, price, advertisement and packaging have

tremendous influences on consumer purchasing behaviour. This research paper helps to contribute an extra idea and knowledge to cosmetic companies so that they get to know more about the purchasing behaviour of consumers.

Conceptual Framework

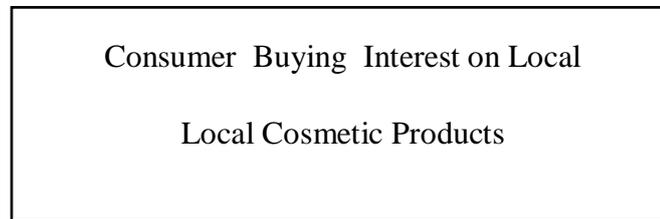


Figure 1. Conceptual Framework
Source: Data Analysis Method (2019)

RESEARCH METHOD

Research Approach

This research is qualitative research methodology which is descriptive research.. Through the research approach this research is analyze how is the consumer buying interest on local cosmetic product in Manado. This research is qualitative research methodology which is descriptive research. According to Denzin and Lincoln (1994:22), qualitative research involves the studied use and collection of a variety of empirical materials - case study, 22 personal experiences, introspective, life story, interview, observational, historical, interactional, and visual texts - that describe routine and problematic moments and meanings in individuals' lives. Qualitative researches use a wide range of unrelated methods, hoping to always get a better settled on the subject matter at hand

Population, Sample and Sampling Technique

A population is a group of experimental data or persons. Population is generalization region consist of object/subject having certain quantity and characteristic that is fixed by researcher to studying and to gain conclusion (Sugiyono, 2005:34).

A sample is the selected people chosen for participation in a study Sugiyono (2007:19). Sample is the subset or subgroup of population.

Sampling techniques is the way to collect and grab the data from trusted people and in order to get a good result. This research use purposive sampling technique in order to get more valid and detailed result. The researcher took about 10 informants to be interviewed and those who have been buying and using local cosmetic products in Manado.

Data Collection Method

Data collection method plays an important role in impact evaluation by providing useful information to understand the process behind observed result. In this part data collection method divided into primary and secondary data.

Operational Definition of Research Variables

Operational definition is a certain explanation about some issues that measured by certain terms In this research the main variable is consumer buying interest.

Instrument Testing

The key instrument of this research is the researcher. The researcher is trained and has good understanding about all aspects of this research. The researcher was equipped with a note book, a recorder, and a camera in order to conduct interviews and The key instrument of this research is the researcher. The researcher is trained and has

good understanding about all aspects of this research. The researcher was equipped with a note book, a recorder, and a camera in order to conduct interviews

Data Analysis Method, Validity and Reliability

In this qualitative data analysis there are explanations in detail of the process after collecting data till getting conclusions. According to Miles and Huberman in Sekaran and Bougie (2010: 46) there is generally steps in qualitative data analysis: Data Collection, data reduction, data display, drawing and verifying conclusion. Reliability is the overall consistency of a measures and is a way of assesing the quality of the measurement procedure used to collect data also the reliability in qualitative data analysis includes category and interjudge reliability. Validity is the extent to which a concept, conclusion, or measurement is well-founded and corresponds accurately.

RESULT AND DISCUSSION

Result

To get the result the reseearch has been arranged the question to be asked to the informants, This result use qualitative research and use in-depth interview as the tool to gain information. The population of this research are 10 informants. The first step, questions arranged and prepared before interview.

Informant 1

Informant 1 is Nina Paputungan, According to Nina the first time she tried local cosmetic product for woman when she was in Senior High School, because on that time she use it for her daily activity when she went to school for example like using powder and Lipbalm. She said that the benefits of using local cosmetics product was the ingredients is safe, she did not need to worry about the products and also the price of local cosmetics products is cheap compare with other foreign product, and the quality is good, as long as the product suit with her skin. The factor that makes her loves to use local cosmetics product is because the product itself was trusted. That is why local cosmetic product of wardah was become her favorite till now and she still active using local cosmetics product of Wardah everyday, the quality overall very good, and from 1 to 10, she gave 9 for her cosmetics product that she has been used.

Informant 2

Informant 2 is Nona Onggi, According to Ms.Nona even she gets aging but it does not make her to stop using local cosmetics products, she said as a woman even in in her age, she loves to keep beauty by using local cosmetics product, she said local cosmetics product is very trusted and safe, she said that she have been using local cosmetic product for so long, she trust all the brand of local cosmetics product. the factor that also makes her prefer to use local cosmetics product because she can buy it directly in store rather than other foreign product that she could not survey before buying, and she usually prefer to buy local cosmetic product direct to the store than to buying online, but so far she was very satisfied with local cosmetics product that she has been use, and from 1-10, she gave 9 for local cosmetics products.

Informant 3

Informant 3 is Ayu Marini, she is a types of consumer who loves to buy and try a lot of cosmetics product not only local cosmetics product but also foreign cosmetics product from korea, but she said that she has been using local cosmetics for so long since she was in senior high school till now, she said that local cosmetics product was very light and can be used for daily, when she started to enter college and become student college the product that she usually use was local cosmetics product like for the moisturizer, lipstick, eyeliner, blush on, she always mix local cosmetics product with others, the local cosmetics product that she liked is purbasari, makeover and wardah. She said that the current local cosmetics product that become her favorite was makeover, because the product itself suit with her skin, for the lipstick, the foundation and the powder. According to her the local cosmetics product was very safe and trusted and especially the price is very affordable, she does not to spend a lot of money just to buy local cosmetics products, and so far she is very satisfied and very like to re use local cosmetics products when the products almost empty. She said that as an Indonesian woman she prefer using local cosmetics products, the factor that makes her like to use local cosmetics products cause the product is not heavy, easy to find and also the price is cheap. For 1-10 she gave 10 for local cosmetics product. because till now she still using local cosmetics product for her daily activity or for party.

Informant 4

Informant 4 is Rosmin Corneles, She said that she actually has been buying and trying another foreign cosmetics product, but she said the product itself she use only when she wants to go the party or on special occasion, but for her daily activity she always use local cosmetics products was citra and sariayu, and also there are some local cosmetics product that she has been trying like purbasari lipstick, she said even just local cosmetics product but the quality can not be doubt cause all the quality was good and satisfying, all the local cosmetics product that she applied on her face was suit her, that is why she kept use and buying local cosmetics products, she said that as a woman its good to keep using local cosmetics products, and the others factors that makes her kept using local cosmetics products cause the prices is affordables, like for lipstick she can buy a lot of color at the same time, and can be use for long.

Informant 5

Informant 5 is Febriany Yusuf, According to informant 5 currently she has been using Local cosmetics products for her daily activity like going to work or other occasion, she said that she had known and has been using local cosmetics products for so long and she is very satisfied for all the local cosmetics products. She said that since she was in senior high school there are several types and brand of local cosmetics products, and she said that nowadays there are a lot of new brand of local cosmetics product that sell in the market, she more prefer to buy and use all the product and brand that she had known for long, like in the past she use Purbasari and viva and now she tried local cosmetics product which is product with a brand wardah, for the lipstick, eyeliner, lip balm, eyeshadow she use wardah, because she said this types of local cosmetics product is very good, the product is long lasting. She said that she loves to use local cosmetics product cause not only suit on her but also the price is cheap, easy to find and also easy to applied on her face. According to her opinion the factors that leads her to buy local cosmetics product because she gets all the good experience when start to use local cosmetics products, local cosmetics product also good even compare with the foreign product or others expensive products. She said from 1 to 10 she gave then for local cosmetics products.

Informant 6

Informant 6 is Deswi Hangrainy, Informant 6 is a kind of person who loves to try several brand of local cosmetics product, and she had known local cosmetics products since she started enter senior high school, the first cosmetics that she has been trying was Wardah and currently she use both wardah and make over, she said the wardah local cosmetics product was very light and suit with her skin, she is types of person who scared to try many types of brand of local cosmetics product, because based on her experience when she went to the party and tried another local cosmetics product, after party she felt that these kind of product that she applied on her face was very heavy and she gets another new pimples and she realized that she could not use any local cosmetics product without know how it will works, but she forgot what kind of brand that the Make up assistant put on her face.

Informant 7

Informant 7 is Vivie Yusuf, Informant 7 is a kind of customer that very loyal for one product, she said that she had known local cosmetics product for solong and still using it till now, she said that its quite hard for her to find a good local cosmetics product that suit with her, types of cosmetics product that she use often was lipstick and eyeliner, and she has been using purbasari for her lipstick, she said that purbasari lipstick was very good, the price is affordable and the quality of the product was very good, and even she went to the party she will always bring purbasari for her lipstick. She said local cosmetics product is superior and the quality was good. the reason why she loves to use local cosmetics product rather than to use foreign product. She said that nowadays there are many new local cosmetics product that sell in the market but she still loyal with Purbasari. According to informant 7 she said that her buying interest on local cosmetics products is high. She is types of person who really loves to purchase many types of purbasari cosmetics. She said that till now the brand image of purbasari is good, and surprisingly the price is affordable, that is the reason why that makes her loves to buy local cosmetics product. According to informant 7 her interest more increase when Purbasari create new product, because she will definitely try the new one, she said that from 1 to 10 she gave 8 for local cosmetics product of Purbasari. She said that as long as she gets a good feedback from the product itself she will re purchase the cosmetics product.

Informant 8

Informant 8 is Windy Fahrudin, Informant 8 had known local cosmetics product for so long since she was in senior high school, the first product of local cosmetics product was Viva, and she still been using it till now and also she had been trying several brand of local cosmetics product which are Wardah and Maybelline, for lipstick, eyeliner, blush on other beauty care like powder, lipbalm and also another moisturizer. She said she also use another foreign cosmetics product, but it depends on the occasion, for daily use of cosmetics she will use local cosmetics products and when she would go to the party she will use another foreign cosmetics product. According to local cosmetics product has a good quality, and the prices is affordable and she has been using local cosmetics product for so long, she said Wardah is one of local cosmetics product that she really like, and also her buying interest toward local cosmetics product was high, that is why she said she gets many good benefits when using local cosmetics product. She said that she has been using local cosmetics product for so long and she always gets a good feedback, the product really works well on her and the benefit of using local cosmetics product the price is affordable and there are many discount she can get like for example when she bought a lot of product they will give her another free cosmetics, that is why she prefer using local cosmetics product rather than use another expensive product from foreign, from 1 to 10 she gave 10 to local cosmetics product.

Informant 9

Informant 9 is Gabriela Sundah, Informant 9 is a types of person who loves to try many brand of cosmetics, she also usually bought local cosmetics product and foreign product at the same time but she said it depends on every occasion, for the daily activity she will use local cosmetics product but sometime when she might went to the party she will use foreign product, she said that she had known local cosmetics product for so long such as Viva, Wardah, Purbasari and Emina, But currently she has been using the product of Emina, Emina is a new local cosmetics product who sell many types of Cosmetics such Blush on, eyeliner, Mascara, powder, highlight, contour, and other types of cosmetics, the product that she currently loves to try was the Blush on of Emina, based on her friend told her that the blush of Emina product was very good, the price is affordable and there are a lot of color for the blush on and the quality can not be doubt. She said as long as the quality of the product is good she will continuously buying the product. Even she use another foreign product, but according to her opinion local cosmetics product was very good and theres a lot of advantage when using local cosmetics products, the price also affordable and easy for her to repurchase again and the product was easy to find, it sell on their store directly and also she could order it through online shopping. She also said using local cosmetics product was very comfortable because the ingredient itself is very safe, as a woman she did not need to doubt about the quality of local cosmetics product because until now the quality overall was good. From 1 to 10 she gave 9 for local cosmetics product.

Informant 10

Informant 10 is Marcela Lung, Informant 10 is a types of person who had known Local cosmetics product since she was in Senior high school, she said the first product cosmetics she tried was Wardah. According to her wardah is a local cosmetics product that is very affordables and has a good quality, and as a Indonesian woman she was very proud to use local cosmetics product, she said that she prefer using local cosmetics than other foreign cosmetics, because not only the price was affordable but the quality also very good. She is types of person who prefer to see the product directly and test it rather than to buy through online, she said that the advantage of buying local cosmetics product she will gets more understand and aware about how she can apply the product on her face, and also she have been trying another local cosmetics product which is Make Over, she use make over foundation and powder when she went to the party but overall on her opinion she was very satisfied with all the local cosmetics product and from 1-10 she gave 10 for the local cosmetics product of quality.

Discussion

Buying interest arises after an alternative evaluation process and in the evaluation process, a person will make a series of choices regarding the product to be purchased on the basis of brand and interest. It involves 5 stages which are need recognition - consumer buying interest starts with need recognition, information research - in consumer buying decision process information search comes at second number. In this stage consumer searches the information about the product either from family, friends, advertisement, or by examining or using the product. Evaluation of Alternatives, Purchase decision and post purchase behaviour. The stage of consumer buying on get interest is to evaluate customer buying decision process. A buying process to get interest also is the series of the steps that a consumer will take to make a purchasing decision. A standard model of consumer buying

decision includes recognition of needs and wants. Buying interest or buying habits are the tendencies customers have when purchasing product or services. These tendencies come from a variety of different factors, many of which seem obvious and unimportant depends on every customer. Buying interest is a mental statement of consumers that reflects plan for purchasing a product with certain brands of knowledge about consumer buying intention for the product needs to be known by marketers for describe consumer behavior in the future. Interest in buying formed from consumer attitudes towards a product that comes from consumer confidence in product quality. Lower confidence consumers of a product will cause lower buying interest consumer. In Indonesia, the consumer of cosmetic is increasing, and it can see that demand of the cosmetic product is high, whether it is a local product or foreign product. Cosmetics is one of the important elements in the world beauty. Beauty is growing and developing from time to time, no longer only becomes a desire, but has become a need that ultimately have an impact on the increasing industry cosmetics in the world, including in Indonesia. Indonesia is inseparable from style modern life today. This is evident from the high production of cosmetics in Indonesia, where sales from year to year are increasing and both domestic cosmetics and imported cosmetics increased. Many women who really want looks beautiful as a form of self-existence and that looks beautiful is the important thing and has become an obligation, is also one the reason for the increasing number of producers targeting this land as land it is advantageous to be explored, which eventually led to so many variants beauty care to smooth the way for a woman to look beautiful, and make consumers have many choices in using cosmetics.

So many various beauty products that can be seen scattered on market with various packages, shapes, prices, and uses. Many kinds of companies in the cosmetics field stand to compete meeting the needs of women in this one field, so the market cosmetics is a very profitable market to be targeted by the people producer. Manufacturers continue to compete to create a variety of new products. Not only foreign producers, but also with inside producers the country is competing to create cosmetics with various brands and types. Nowadays many company selling cosmetic product cause of the high demand from the customer of the cosmetic product, In Indonesia many local cosmetic product that become everyone favorite, cosmetic also become daily needs for the people who use cosmetic for their own needs.

Every people has their own characterisitic and own kind of behaviour, especially for choosing and selecting a product, many peole will consider a things before select a product especially when will buying a product, cosmetic in indonesia are from various brands, benefits, advantages, cosmetic can be use for lips, face, nose, and etc. Local cosmetic product grown very rapidly, the demand of the local cosmetic product is high, it can also affect by the low price but still have good quality compare with other foreign product, even in indonesia many foreign cosmetic product exist, but the local product also is still become supperior. But every consumer also have their own favorite brand of cosmetic product. Especially for choosing and buying local cosmetics product and in Indonesia there are a lot of brand of local cosmetics product but every customer has their own characteristic and has their own taste to buying and using which local cosmetics product that they want to buy and use.

This research is about How is the buying interest on local cosmetic product for woman and Based on the interview from all the respondent 1 to 10 all the informants gave a good feedback and opinion about local cosmetics product in Indonesia, most of them had been using local cosmetics for so long, and become loyal to use one product or several product, and beased on the informants answer they said that local cosmetics has a good quality, even nowadays there are a lot of foreign product that sell in the market, but still the consumer buying interest for local cosmetics product in Indonesia still high, because they said that they already trust the quality of the local cosmetics product and for become an indonesian woman its good to use local cosmetics product that other product from other country, and also for the daily use usually the informants use local cosmetics product like almost everyday whether to use for hangout or going to work. Beside that there some informants that use another foreign product just for special occasion. Also the interest of local cosmetics product is high it can be seen when asking about the re purchase, most of the informants has been repurchase to buying local cosmetis product when the product is almost run out.

The informants said that local cosmetics product was already makes the woman get interest, because local cosmetics product also has a good quality, and there are some brand that moslty use by the informants such as Viva, Purbasari, Wardah, Makeover, Maybelline and Emina, the types of cosmetics that they usually bought was lipstick, eyeliner, powder, foundation, lipbalm, mascara, and others local cosmetics product and surprisingly the factor that makes the informant get interest for buying local cosmetics product because the price is affordable, and all of them very interest for buying local cosmetics product and the informant gave a good value, opinion toward local cosmetics product and also local cosmetics product was easy to find in every store and also easy to use, people does not to worried about the quality as long as they choose the product based on their desire.

Especially for local cosmetics product in Indonesia the quality was good, that is why people does not to worried to buy local cosmetics product. In conclusion of the dicussion it says that consumer buying interest is still high and there are many people that still get interested on local cosmetics product. Heres some related journal that connected with this current research with the title “ A Study of Factors Affecting on Customer Purchase Intention/Buying Interest by Vahindreza and Hamid. 2015”. The simlarity of the current journal and the journal above says that consumer intention and consumer buying interest has influence by many factors of aspect, and it gave a significant impact to the consumer buying intention or consumer buying interest. Also both journal are encompass product quality, price, intention, buying interest.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the result and discussion from the previous chapter it can be conluced that:

1. The buying interest of local cosmetic product is still high, all the informants that have been interviewed before gave a good opinion about the local cosmetics product, Based on interiew from all the informants also it can be conclude that the buying interest was still high even there are many foreingt cosmetics product that sell in the market, because the local cosmetics product most of the informant has already trust the local cosmetics product, the local cosmetics product has a good quality, and of course the price was affordable, the informants also said that local cosmetics product was easy to find on the market, and also all the ingredient for the local cosmetics product was safe and it suit on their skin.
2. Informants Informants said that they will keep repurchase and buying continuously the local cosmetics product, for the woman they will use it for daily activity or went to the special occasion and by using local cosmetics product, the product itself was very satisfying that is also the reason why people tend to buy local cosmetics product. Most important, even there are a lof of local cosmetics product in the market but still many people still get interest to buying and using local cosmetics product.
3. The brand product of local cosmetics product was Viva, Wardah, Purbasari, Make Over, Emina, and others local cosmetics, the factors that makes people still buying local cosmetics products was because the product is 100 is safe, has a good quality, affordable, easy to find, easy to use, suit on many types of skin and people had known local cosmetics product for so long.

Recommendation

This research has been conducted in order to explore generally about how is the consumer buying interest on local cosmetics product and Here are some recommendations and from the result, several recommendations as follows:

1. For the Consumer itself, it is good to know what makes them still buying and using local cosmetics products, through this research also they can give their thought and opinion about local cosmetics products.
2. For the university, hopefully can give the students, lecturers and other parties in university knowledge and additional information regarding with the current research.
3. For the future researcher, the researcher hopefully will help in doing their research using the findings regarding with the topic, and even help as guidance in selecting the method of the research about buying interest on local cosmetics product.

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