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COSMETIC BEHAVIOR INTENTION FOR SURABAYA MILLENNIALS GENERATION : DOES LOVE AND HATE TRIGGER BEAUTY AWARENESS AND THEIR SELF-CONGRUITY?

MARIA CHRISTINE CATRIONA

Faculty of Economics
Universitas Kristen Petra Surabaya
Email:kikybrahmana@gmail.com

RITZKY KARINA BRAHMANA

Faculty of Economics
Universitas Kristen Petra Surabaya

ABSTRACT

A recent study in 2010 stated that while 80% women of the world acknowledge that each woman has beauty, only 4% of the global population actually feel beautiful. This phenomenon also indicates the minimum recognition on one's self-beauty and the pressure they experienced to be beautiful to be accepted by the society they live in. As if discrimination on women is not enough, women labelled with "not beautiful" or "rather ugly" are receiving unjustified difference in treatment. To avoid this unfairness, women feel the pressure to always looking prime despite all occasions. They even developed a new kind of fear of being exposed "naked" outside their nuclear circle. To make it worse, advertisings and media campaigns also implicitly influenced how this standards of beauty is shaped by emphasizing how the use of products may help you put on a beautiful mask. This leads to a situation where women are indirectly driven to copy the current trend of beauty to be beautiful. This study digs deep on how brands that goes against the current by empowering women to love themselves are shaping rather deeper bonding of brand love than those who does not. A set of 100 respondents from Surabaya filled the questionnaire related to how they perceive this issue and how they actually react to it. More importantly, this study also reveals how the theories of love and hate may apply to how consumers behave to the beauty brands with beauty awareness and self-congruity as a variable factor in between.

Key words: *Theories of love and hate, Beauty awareness, Self-congruity, Cosmeticbehavioral*

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