

Sustainability Analysis of Establishing the Cosmonesa Cosmetic Store at UNESA: An Academic Community Perspective

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ABSTRACT

The cosmetics industry offers significant economic and educational benefits, particularly on university campuses. This study examines the sustainability of the Cosmonesa offline store at the State University of Surabaya (UNESA) from the academic community's perspective, involving students, lecturers, and administrative staff. Key factors influencing consumer decisions include cultural, social, personal, and psychological elements, as well as social media and peer influence. Establishing a cosmetics store like Cosmonesa meets the demand for quality and affordable products. Results show that Cosmonesa's sustainability is significantly influenced by the community's awareness and support of eco-friendly practices. Marketing strategies centred on sustainability are crucial for attracting consumers. The study concludes that Cosmonesa should adopt sustainable business practices, involve all stakeholders, provide safe and eco-friendly cosmetics, and conduct sustainability education programs. These findings aim to inform effective development and operational strategies for Cosmonesa, prioritising sustainability and enhancing business success.

Keywords: Sustainability, Cosmetics Business, Academic Community, Environmentally Friendly Practices.

I. INTRODUCTION

The beauty industry, especially cosmetics, is growing, offset by increasing consumer consideration in choosing cosmetic products before purchasing. Facial care has become routine for women and men from all walks of life. These treatments are carried out in beauty salons and person, thanks to the ease of obtaining facial care cosmetics sold generally and varied. There was a significant increase in the consumption of cosmetic products among students. Four factors influence consumer decisions when buying facial care cosmetics: cultural, social, personal, and psychological.

In addition, factors such as social media, friends, and individual factors also considerably influence students when choosing beauty products. (Fadli, Ibrahim, & Hatu, 2023; Nindya Dwiana Putri, 2019).

The business environment affects the enterprise's success because the organisation's or enterprise's day-to-day activities must be distinct from the surrounding environment. This includes relationships with consumers, others, competitors, and suppliers. Relationships with these environmental conditions can affect the success of the enterprise. If the relationship between the entrepreneur

and the environment is good, then the business's success will be faster achieved. A service enterprise that maximises revenue will choose a location close to a consumer or a strategic business location. A strategic location will be easily visible to consumers and accessible, attracting more consumers to the place of business and accelerating business success (Fitriyani, Murni, & Warsono, 2019).

Consumer preference for prices from local skincare brands suggests that variable price sub-attributes are the most preferred by local skincare users. Consumers tend to appreciate varied prices, allowing them to find products that fit their budget. Furthermore, consumer preferences for promotions from local Skincare brands indicate that the discount sub-attribute is the most attractive to them. Discounts and special offers are important factors that encourage consumers to choose local skincare products, as they add value and reduce purchase costs (Siti & Anggriany, 2022).

Students have a potential role in driving economic growth in the environment around the campus. Besides, student involvement in business operations around the campus is crucial. Students can not only act as consumers but also as managers or workers in such enterprises, thus giving them practical experience in the business world. The active involvement of students in

local business can strengthen the relationship between academics and practitioners and encourage innovation and entrepreneurship among students. Thus, students play a dual role in supporting the local economy while preparing themselves for future career challenges (Surya Maulana et al., 2023).

Establishing cosmetics stores in campus neighbourhoods is one of the strategies to meet the needs of students, staff, and other campus communities. The trend of cosmetic consumption among the younger generation, especially students, shows a significant increase. Students tend to be more aware of appearance and self-care, so the need for quality cosmetics at affordable prices becomes crucial. The State University of Surabaya (UNESA), as one of the institutions of higher education, has a large and diverse student population. The establishment of the offline store "Cosmonesa" on the UNESA campus aims to provide easy access to quality cosmetic products and support the development of local brands related to beauty and self-care-related study programs.

It's essential to consider sustainability when setting up a campus cosmetics store. This includes using environmentally friendly materials, effective waste management, and consumer education on the importance of sustainability. The research aims to understand the preferences and needs

of cosmetics among campus communities. In addition, the results obtained can be used to design the development and operational strategy of the Cosmonesa store to be more effective and sustainable.

II. RESEARCH METHOD

The study used interview and survey methods to collect data about respondents' habits and preferences when buying cosmetic products. The survey method was chosen because it enabled comprehensive data collection in a relatively short time and could cover a wide range of demographic groups. The use of this survey method has proven effective in various studies, as revealed by Dillman, Smyth, & Christian (2014) They stated that surveys are an efficient tool for collecting data from large populations at relatively low costs. Furthermore, Fowler, (2018) It was stressed that the survey allowed researchers to gain a broader general picture of respondent behaviour, attitudes, and characteristics.

The research instrument used is a questionnaire designed to identify purchase patterns of cosmetic products, the types of products often purchased, the factors influencing purchase decisions, and expectations of services and products provided by the Cosmonesa Store.

Some key questions include:

1. How often do you buy cosmetics?
2. What kind of cosmetic product do you most often buy?

3. What are the main factors that influence your decision to buy a cosmetic product?
4. How important is the quality of a cosmetic product compared to the price?
5. What are your expectations for the products and services provided by Cosmonesa?
6. How important to you is that the cosmetic product you buy is environmentally friendly?
7. Are you willing to pay more for a cosmetic product that uses natural and environmentally friendly ingredients?
8. How often do you look for information about sustainable business practices of the cosmetic brand you buy?
9. What is your view of Cosmonesa's efforts in reducing plastic waste and using recyclable packaging?
10. What is your advice to Cosmonesa in implementing more sustainable business practices?

Respondents in this study consisted of lecturers, students, and staff of the State University of Surabaya (UNESA) of varying ages and genders. The sampling technique used was purposive sampling, in which respondents were selected based on specific criteria relevant to the purposes of the research, such as those who have a habit of buying cosmetic products. This purposive

sampling method allows researchers to focus on the subject that can best provide the information they need (Etikan, 2016).

Data is collected through the distribution of online questionnaires completed by respondents. Data collection measures include questionnaire preparation, questionnaire distribution through online platforms, and collecting and storing incoming data. The questionnaires were filled in anonymously to keep the respondents confidential.

These surveys were analysed using descriptive statistical methods to obtain a comprehensive picture of respondents' habits and preferences in purchasing cosmetic products. Descriptive analytical statistics included the calculation of frequency and percentage for each survey item, as well as the identification of patterns and trends emerging from the data. In addition, data is analysed to understand critical factors that influence purchasing decisions and consumer expectations of Cosmonesa products and services. The results of this analysis are expected to provide in-depth insights into consumer behaviour, which can later be used to develop more effective marketing strategies.

III. RESULTS AND DISCUSSION

The majority of respondents are between 21 and 23 years of age, which indicates the predominance of

the young adult age group in this study. In addition, the survey also included respondents from various other age ranges, including the 18-20, 21-26, and older than 26 age groups. This age variation provides a more comprehensive picture of the population studied.

Regarding gender, most respondents are women, which indicates gender disparity in participation in this survey, with women being the more dominant group. This gender distribution needs to be considered in data analysis to avoid bias that may arise due to gender participation imbalances.

The respondents' status in this survey consists of three main groups: students, faculty, and staff. Of these three groups, students are the largest group participating in the survey.

Table 1. Demographics of Respondents

Category	Description	Number of Responds
Age	18-20 years	50
	21-26 years	53
	>26 years	19
Gender Type	Female	120
	Male	2
Status	Student	103
	Academic staff or lecturers	19

Purchase Preferences

In this study, the first thing that will be observed is the study of cosmetic purchase preferences based on the purchase frequency, the type of product most often purchased, and the factors influencing the purchase decision. Based on the data collected, the frequency of cosmetic purchases

varies between respondents. A total of 88 respondents stated that they bought a cosmetic product several times a month, while 28 respondents purchased a few times a year. Factors such as product quality, price, and recommendations from friends or social media influence these purchasing preferences (Anjana, 2018; Shi, 2023).

The most frequently purchased type of cosmetic product by respondents was skincare, with 102 respondents choosing it. Makeup was second with 76 respondents, followed by perfume (52 respondents), body care (51 respondents), and hair care (47 respondents). Hair dye and cuckold products were selected only by each respondent. These preferences reflect a global trend that shows increased awareness of skin health and the need for products that offer long-term care benefits (Łopaciuk & Łoboda, 2013; Oxanna & Purwanegara, 2023).

The quality factor is a significant determinant in cosmetic purchase decisions, with 110 respondents calling it the most influential factor. Other factors that influence purchasing decisions include online reviews (56 respondents), brands (47 respondents), promotions and discounts (45 respondents), and recommendations from friends or family (33 respondents). The findings are in line with previous research that showed that quality and price are

dominant factors in cosmetic purchase decisions, while online reviews and brands are also increasingly influencing consumer behaviour in the digital age (Andari & Taufiq, 2022; Chrisniyanti & Fah, 2022).

The results of this study show that the frequency and type of cosmetics purchases vary significantly among consumers, with quality and price as the main factors influencing purchasing decisions. Further studies can help to understand consumers' preferences for cosmetic products and other factors that may influence their purchase decisions.

Table 2. Respondent Demographics

Category	Sub-Category	Number of Respondents
Purchase Frequency	Several times a month	88
	Several times a year	28
	Every week	3
	Rarely	3
Types of Cosmetic Products	Skincare	102
	Makeup (makeup equipment)	76
	Perfume	52
	Body care	51
	Haircare	47
	Hair cosmetics (hair dyes)	1
	Nail polish	1
Factors Influencing Purchase Decisions	Quality	110
	Price	76
	Review online	56
	Brand	47
	Promotions and Discounts	45
	Recommendation of friends/family	33
	Packaging	12

Sustainability Study Analysis

At a later stage, the study aims to examine the importance of

environmentally friendly products in the eyes of consumers. Most respondents judged that ecologically friendly products were important based on the data collected. Sixty-six respondents rated 5, indicating that eco-friendly products were important in their purchasing decisions. Out of 35 respondents, they gave a score of 4, which means that they also regarded the existence of environmentally friendly products as essential.

Meanwhile, 17 respondents were neutral (value 3) about the importance of ecologically friendly products, and only four stated that environmental products were unnecessary. These findings reflect global trends that show increased consumer awareness of sustainability and the environment in their purchasing decisions (Barbu, Catană, Deselnicu, Cioca, & Ioanid, 2022; Laroche, Bergeron, & Barbaro-Forleo, 2001; Yener, Secer, & Ghazalian, 2023).

Table 3. The Importance of Environmentally Friendly Products

Level of Importance	Number of Respondents
Very important	66
Important	35
Neutral	17
Not Important	4

This study shows consumers' high consciousness about the importance of environmentally friendly products, reflecting a global trend that is increasingly leading to sustainable and environmentally friendly consumption. Relevant

literature supports this finding; for example, a study by Johnstone & Tan (2015) Found that more environmentally conscious consumers tend to choose products that have a lower environmental impact. Furthermore, research by Gadenne, Sharma, Kerr, & Smith, (2011) It shows that personal values and environmental awareness influence consumer behaviour when choosing environmentally friendly products.

With increasing consumer awareness and environmental concerns, companies must consider sustainability in their product and marketing strategies. Products designed and marketed with ecological impact in mind meet the needs of increasingly environmentally conscious consumers and contribute to the global effort to reduce negative environmental impacts.

Respondents have different expectations for the products and services provided by Cosmonesa. The most common expectation is that cosmetics stores can meet their cosmetic needs with friendly and professional service. Respondents also hope that the service does not consider social status and that all consumers are treated well. There is hope that service continues to be improved and better from time to time.

Most respondents consider it essential that the cosmetic products

they buy are environmentally friendly, with most placing high marks on this aspect. This shows the academic community's strong awareness of environmental issues as the leading consumer. Additionally, most respondents frequently seek information about sustainable business practices from the cosmetic brands they purchase, highlighting their active concern for sustainability (Shimul & Cheah, 2023).

By emphasizing the environmental and health benefits of eco-friendly products, Cosmonesa, as a business actor, can enhance the attractiveness of its offerings and strengthen consumer commitment to sustainability issues. This focus could further align Cosmonesa with the values of the UNESA academic community, fostering greater loyalty and engagement.

Respondents were willing to pay more for cosmetic products that use natural and environmentally friendly ingredients. Most demonstrated their commitment to sustainability by answering "Yes," while others answered "Maybe."

Respondents' views of Cosmonesa's efforts to reduce plastic waste and use recyclable packaging are positive. The majority gave high grades, showing strong support for these sustainability initiatives.

Respondents gave Cosmonesa a range of advice on implementing more sustainable business practices. These suggestions include

improvements in store management and marketing strategies, focusing on delivering the products consumers need, using attractive packaging, and paying attention to location, price, quality, and service to operate well and meet consumer expectations.

Table 4. Respondents' Perception of Sustainability Practices in Cosmonesa Stores

No	Category	Item	Total
1	Willingness to Pay More for Eco-Friendly Products	Yes	82
		Maybe	39
		No	1
2	Frequency of Seeking Information on Sustainable Business Practices	Very Often	30
		Often	37
		Quite Often	42
		Infrequently	8
		Very Rare	5
3	A Look at Cosmonesa's Efforts to Reduce Plastic Waste	Excellent	53
		Good	44
		Pretty Good	23
		Bad	2

IV. CONCLUSION

The analysis results show that the UNESA academic community has high sustainability expectations for Cosmonesa's products and services. Most respondents want environmentally friendly cosmetics and are willing to pay more for them. Respondents are also actively looking for information about sustainable business practices and give a positive view of Cosmonesa's efforts to reduce plastic waste. The advice includes improvements in store management and marketing and ensuring affordable products and prices.

These results' implications show the importance of focusing on consumer satisfaction, commitment to sustainability, and transparent communication about sustainability

efforts to attract more consumers. The willingness to pay more for environmentally friendly products indicates the potential of a market that supports products at premium prices.

The research has a limited number of male respondents and is limited to the UNESA academic community, so the results may not be generalised to a broader population.

Further research is suggested to expand the sample to be more diverse, including more balanced comparisons between sexes, and to investigate factors influencing the willingness to pay more for environmentally friendly products. The research could also be extended beyond the academic community to see if the same trend applies to the broader population.

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