

CHAPTER I

INTRODUCTION

1.1 Research Background

Beauty treatments have become a necessity that cannot be separated from life today, especially for women. Beauty is not only seen from the face, but from head to toe. Women always try to maintain their appearance because beauty provides its own image and privileges for them. In fact, women are willing to spend a lot of money just to support their beauty with treatments, buy various kinds of cosmetics, skincare products, haircare, and other things to realize the desire to keep looking beautiful. Physical beauty benefits a person because it makes them more confident on a social level. Women have long realized the importance of their outward appearance. While the desire to be beautiful remains the same, the means to achieve it has evolved with the use of more modern and convenient materials and tools.

The beauty industry is booming, especially after the pandemic, with the rise of businesses in the women's segment that are in high demand by millennials and generation Z. This reflects changes in economic growth, economic revival and how society is developing beauty businesses. This reflects changes in economic growth, economic revival and how society develops beauty businesses. McKinsey & Company (2023) reported that the beauty industry, which includes skincare, fragrances, cosmetics and haircare, generated nearly \$430 billion in 2022. Currently, the industry is witnessing growth across all sectors. The industry has

shown remarkable resilience despite the global economic downturn and uncertain macroeconomic climate. The beauty sector has attracted the interest of wealthy investors and celebrities, and for good reason. The beauty market is projected to grow nearly 6% per year and reach nearly \$580 billion by 2027, after a significant recovery from the high point of the COVID-19 pandemic (Figure 1).

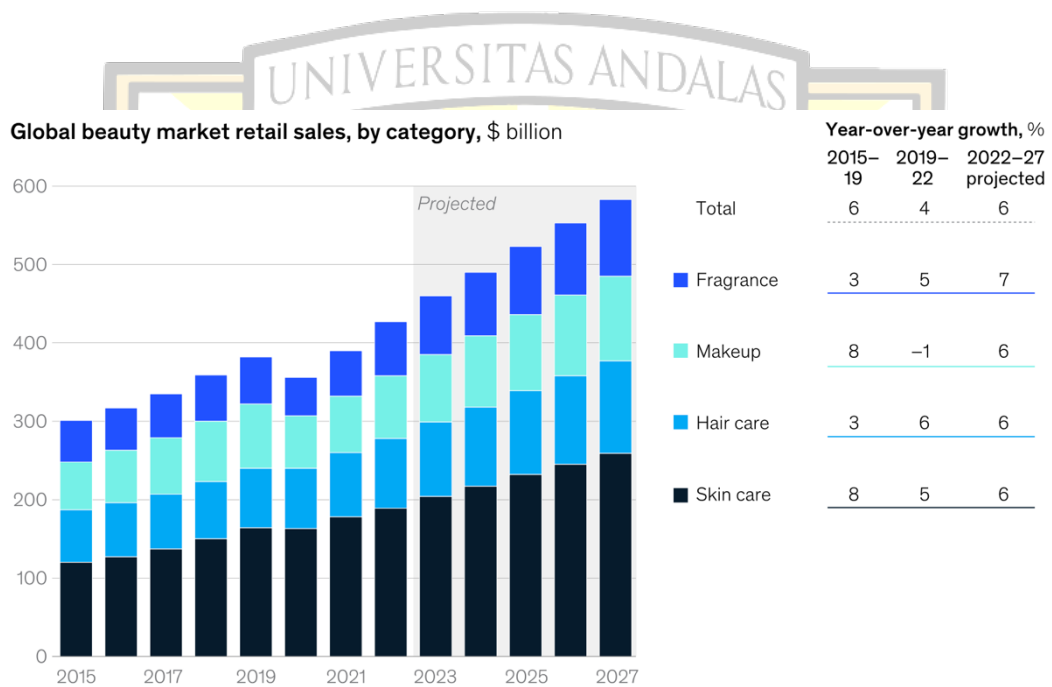


Figure 1.1 Four major beauty categories expected to grow in the upcoming years

Source: Euromonitor; McKinsey analysis; McKinsey Global institute analysis

Cosmetics have evolved into an essential element of modern life, allowing people to express themselves and boost their confidence, including anything from simple applications to elaborate makeup techniques. Cosmetics can be classified based on their intended use (e.g., cleansing products), specific areas of use (e.g., body, hair, and facial cosmetics), formulation (e.g., cream formulations), and target

demographic (e.g., cosmetics designed for infants and adolescents) (Poranki & Perwej, 2014). However, based on Datamintor used in Kumar's (2006) research, there are five categories of framework for presenting market data related to the global cosmetics industry. In his analysis, the cosmetics, toiletries, and fragrances sector was divided into five categories. Facial makeup is one part of the five categories, which is further divided into four subcategories.

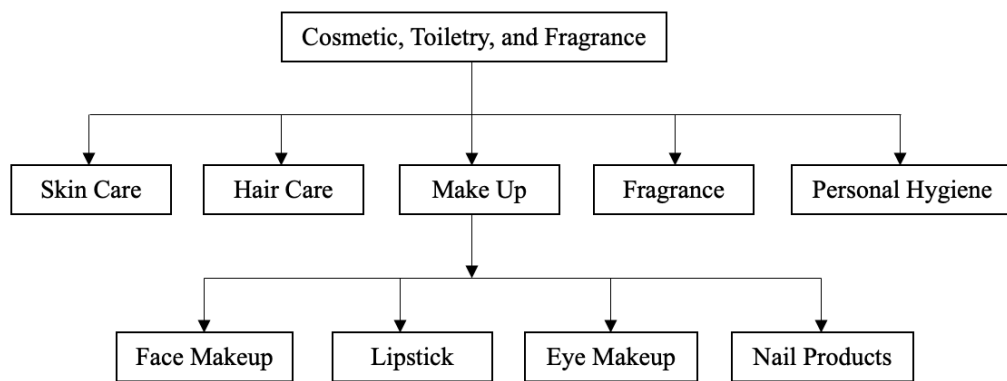


Figure 1.2 Categories of cosmetics based on classifications of products

Source: Datamintor (Kumar, 2006)

One category of cosmetics is nail products, which includes a wide range of cosmetics and equipment designed for the care, beautification and maintenance of fingernails and toenails. Nails are one of the small parts of the body that are less in the limelight, but now it is increasingly realized that their beauty and health will provide its own aesthetic value. Nail care is increasingly popular, especially among women who are willing to spend time, money and energy visiting nail salons. According to Grand View Research (2023), the global nail salon market size was

valued at \$11 billion in 2022 and is expected to grow at a compound annual growth rate (CAGR) of 8% from 2023 to 2030.

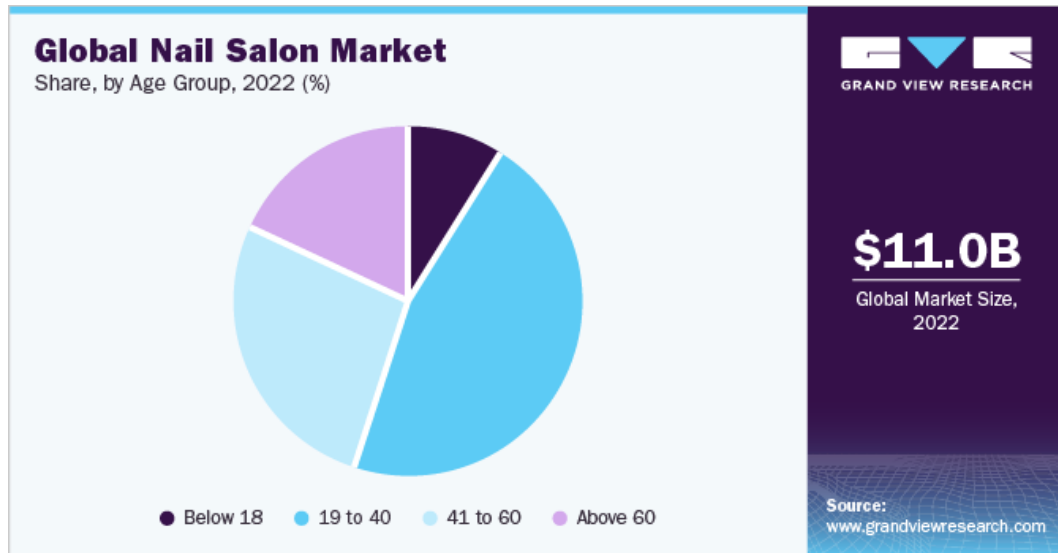


Figure 1.3 Global Nail Salon Market

Source: Grand View Research (2023)

Nail salons are specialized establishments that provide a range of treatments that focus exclusively on the care and repair of fingernails and hands. The services of a nail salon include, manicure, pedicure, polish application, nail art, and hand and foot massage. Nail salons are operated by skilled nail technicians or manicurists who are experts in nail care techniques and are equipped with various tools and equipment to accommodate various customer requests and desires. Nail salons or salons that provide nail care are now emerging in Indonesia, including in the city of Padang. Based on data from Google and Instagram taken by researchers, there are several nail salons and their addresses in Padang. Most of these nail salons opened and operated from 5 years ago. This phenomenon shows an increasing need

for nail care which indicates that the nail salon business has potential economic opportunities.

Table 1.1

Nail Salons in Padang

No	Name	Address
1	Serendipity Nail Art (2014)	Jalan Batang Arau No.88, Kampung Pondok, Padang Barat, Kota Padang.
2	Honeybee Nail Art (2019)	Jalan Kampung Nias V No.48D, Ranah Parak Rumbio, Padang Selatan, Kota Padang.
3	Nailbox (2022)	Jalan Jaksa Agung R.Soeprapto No.3A, Rimbo Kaluang, Padang Barat, Kota Padang.
4	NailBy Aprils (2021)	Perumahan Pondok Ranah Minang Blok B No.3, Koto Lalang, Lubuk Kilangan, Kota Padang.
5	Hai Beauty Bar (2022)	Jalan Beringin Raya No.33, Lolong Belanti, Padang Utara, Kota Padang.
6	Hyperlash Studio (2018)	Jalan Ujung Gurun No.91, Ujung Gurun, Padang Barat, Kota Padang.
7	Holy Nail Art (2022)	Nuansa Alam Regency No.E/7, Tanah Sirah Piai Nan , Lubuk Begalung, Kota Padang.
8	Y Nail Bar (2020)	Jalan Bengkuang No.15A, Purus, Padang Barat, Kota Padang.
9	Beauty Lounge (2019)	Jalan Bandar Damar No.25, Olo, Padang Barat, Kota Padang.
10	KS. Lashboss (2022)	Perumahan Villaku Indah IV, Jalan Raya Siteba, Kurao Pagang, Nanggalo, Kota Padang.
11	Robulash (2023)	Perumahan Mangunsarkoro No.Blok A, RW.4, Jati Baru, Padang Timur, Kota Padang.
12	Yours Studio (2019)	Jalan Hos. Cokroaminoto No.77, Berok Nipah, Padang Barat, Kota Padang.
13	Nail By Yvonne (2021)	Perumahan Buana Residence, Korong Gadang, Kuranji, Kota Padang.
14	Nails Crown (2021)	Komplek Gerry Permai, Lubuk Buaya, Kota Padang.

Source: Observation by the Researcher

Almost all nail salons in the table above focus on providing nail art services and all of these salons require customers to book appointment slots via direct message on Instagram or personal chat on WhatsApp to prevent long waits and manage their workflow efficiently. This is because nail salons often have busy schedules, especially during busy days and hours such as weekends, long holidays (Eid, Christmas, New Year). Every nail salon aggressively posts nail art results on social media such as Instagram to attract the attention of customers to visit as well as references for the nail art designs they provide. This phenomenon shows that the interest in nail art is in high demand, especially in Padang city.

Nail art is one of the techniques that can be done to beautify nails. According to Jung (2019), nail art is an application technique for painting, designing, and decorating fingernails and toenails using specific nail tools. The materials and equipment used for nail art also vary, namely:

1. **Nail polish:** base coat, top coat, cream polish, shimmer polish, glitter polish, matte polish, lustre polish, gel polish, and halal polish.
2. **Tools:** nail clippers, cuticle clippers, cuticle cutters, nail files and buffers, nail art brushes, dotting tools, stamping kits, striping tape, stamps, glitter and nail embellishments, air brush tools, wooden sticks, UV or LED lights, polish remover, cotton pads, and nail vitamins.

Nail art has been known since ancient Babylonian times, which is approximately 3500 BC (Krinsawati et al., 2022). Nail art is an evolution of manicure and pedicure practices. This treatment is done before nail art so that the feet and hands look more neat, healthy, clean, and look more attractive. Nail art can

be used for everyday activities as well as special occasions such as parties, birthdays, and weddings. Nail art designs can be customized according to the wishes of the customer.



Figure 1.4 Nail Art Techniques and Designs

Source: Pinterest

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Nail art reflects a sense of style that goes beyond simple nail color. One cannot ignore the hands and/or feet when they are colored, decorated, or adorned in an eye-catching way. Based on research results (Hanks & Matilla, 2012) customers experience salon visits as hedonic, characterized by feelings of pampering. They associate salon visits with relaxing and having fun. Hedonic value is an appreciation

of the role of enjoyment, which is related to the excitement, surprise and strong emotions that consumers have through experiences with products (Nguyen & Khoa, 2019). In the context of nail art, hedonic value is closely related to the creative and self-expression aspects of the activity. Many people do nail art as a form of self-expression, expressing their personality, mood or style through their designs. This satisfaction comes from creating something unique and beautiful, which can be a source of enjoyment and fulfillment. Hedonic values play an important role in nail art design as individuals choose nail art that offers aesthetic pleasure and satisfaction, which is influenced by aspects such as color, uniqueness, design creativity and overall visual beauty.

Social value is the benefit derived from the ability of a product or service to enhance one's social self-concept (Sweeney & Soutar, 2001). Social value can be derived from the social relationships or status associated with the product or service. In the context of nail art, social value is seen as a means of self-expression and communicates one's personality or sense of style. People's perceptions and interactions can be influenced by social value, with contemporary or stylish nail art appealing more to those who prioritize status and social engagement. Based on Davis et al's (2019) research, customers reflect symbolic, interactionist, cultural perspectives, as well as optimal privilege theory as they use their nail trends and fashion to communicate messages to others. In particular, their use of nail trends and matching reflects the uniqueness that makes them stand out among their peers. Trends are a factor that can influence the use of nail art such as following trends that are popular among artists, singers, and Korean idols met through social media.

Hailey Baldwin is a model and wife of Justin Bieber who has a cosmetic business, Rhode, popularized the nail art design “Glazed Donut Nails” in 2022 and is trending again in 2024 with many posts on social media where people use the nail art design. According to US Weekly Magazine (2024), renowned manicurist Zola Ganzorigt stated on her Instagram post that the glazed donut nail trend will never go out of style.

Appearance consciousness refers to the state of being aware of how one's physical appearance is viewed by others (Scandell, 2001). People show concern for appearance consciousness by striving to have beautiful and well-groomed nails, thus emphasizing their care and attention to detail. People who have a strong concern for appearance are more likely to choose nail art that is physically attractive or in their particular style. Based on the results of research (Hanks & Matilla, 2012), customers visit salons out of necessity, for the purpose of maintaining their appearance. Customers view a salon visit as another task on their list to complete. Many of these customers ensure that their nail fashion plays a major role in their appearance (Davis et al., 2019).

The usage behavior towards nail art is divided into two ways of use, namely self-use and professional use. The two ways of using nail art certainly have differences. The obvious difference is that self-use nail art is more flexible and cost-effective, while salon nail art offers professional expertise, variety and better psychological effects. It is up to the nail art consumer to decide which method to use between self-use or professional use. Consumer behavior defines attitude as the

overall evaluation or emotional response a person has towards a particular product, service, brand or activity.

Attitudes are the observable manifestations of a person's tendency to respond positively or negatively in the form of beliefs, experiences, principles and interpretations. Attitudes play an important role in nail art usage behavior, significantly influencing an individual's engagement with the form of self-expression (Kawakubo & Oguchi, 2023). Positive attitudes towards nail care can promote emotional health, as research shows that both in-salon and at-home nail care can promote feelings of relaxation and positive emotions among users. In addition, the depth of personal interaction during salon visits is associated with greater psychological benefits, suggesting that a supportive environment can enhance enjoyment of nail art. Conversely, a negative attitude or lack of interest may lead to infrequent use or avoidance of nail art altogether, highlighting the importance of cultivating a positive mindset towards this beauty practice. Overall, a favorable attitude not only encourages the adoption of nail art but also enhances the overall experience and satisfaction derived from it.

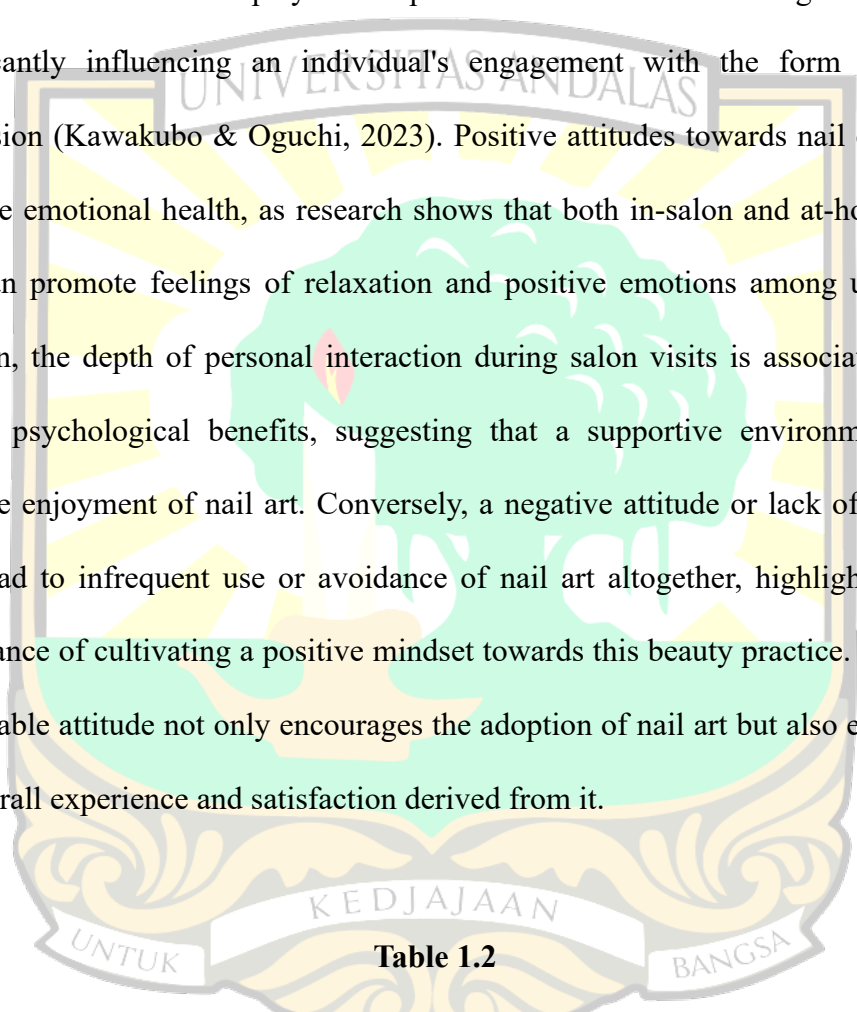


Table 1.2
Factors that can affect the use of nail art

Factors:	Hedonic Value	Social Value	Appearance Consciousness	Lifestyle	Trend	Work
Total:	5	4	6	2	3	0

Source: Observation by the researcher

The researcher observed 20 people who are nail salon customers to choose one of the six factors that can influence them in using nail art. The question was created using Google Form by selecting one of the six factors (hedonic value, social value, appearance consciousness, trend, lifestyle, and work). Based on the data above, it was found that appearance consciousness, hedonic value, and social value were the top three factors selected by customers in the reasons for using nail art. Trends and lifestyle are also factors that can influence them to use nail art. Meanwhile, the employment factor has no effect on customers because no one chooses this factor. Based on the background description above, the researcher aims to examine the influence of hedonic values, social values, and appearance awareness on the attitudes and behaviors of customers' nail art use at nail salons in Padang.

1.2 Research Questions

Based on the background of the research, the main research problems can be formulated as follows:

1. How does hedonic value affect attitude towards nail art customers in Padang?
2. How does social value affect attitude towards nail art customers in Padang?
3. How does appearance consciousness affect attitude towards nail art customers in Padang?

4. How does attitude affect usage behavior towards nail art customers in Padang?

1.3 Research Objectives

Based on the problem formulation above, the main objectives that will be the focus of the research can be formulated as follows:

1. To analyze the effect of hedonic value on attitude of nail art customers in Padang
2. To analyze the effect of social value on attitude of nail art customers in Padang
3. To analyze the effect of appearance consciousness on attitude of nail art customers in Padang
4. To analyze the effect of attitude on usage behavior of nail art customers in Padang

1.4 Research Contribution

Based on the research objectives above, the expected contribution of this research can be formulated as follows:

1. Theoretical Contribution

The results of this research are expected to make a real contribution to science in the field of marketing management, specifically in the areas of nail art and the growth of nail salons. This research is expected to bring new and useful

findings in supporting theoretical arguments regarding the effect of the variables studied on nail art.

2. Managerial Contribution

This research is expected to be a learning data to pay attention to customer behavior on the use of nail art in nail salons. This research can be used as a reference for business owners, especially for nail salons in improving their marketing strategies and paying attention to things that can affect consumer behavior towards the products and services offered.

1.5 Scope of the Research

The scope of the research is limited and focused on problems that explain the effect of hedonic value, social value, and appearance consciousness on attitude and usage behavior of professional nail art customers in the city of Padang.

1.6 Writing Systematics

The writing systematics is the overall plan of the contents of the thesis that will be made. In this research, the writing systematic consists of five chapters which include:

CHAPTER 1: Introduction

This chapter contains an explanation of the research background, problem formulation, research objectives, research benefits, scope of discussion, and writing systematics.

CHAPTER 2: Literature Review

This chapter contains an explanation of the literature related to the research topic which is useful for strengthening research and there is an explanation of previous research, conceptual framework, and proposed hypotheses.

CHAPTER 3: Research Methods

This chapter contains research methods in the proposal, namely research variables, operational definitions, population and samples, sampling techniques, types and sources of data, data collection methods, and data analysis methods used.

CHAPTER 4: Data Analysis and Discussion

This chapter contains data analysis and a discussion of data testing which consists of descriptive analysis, answers from respondents, hypothesis testing, and research implications.

CHAPTER 5: Conclusion

This chapter contains conclusions from the results of the data that has been analyzed, implications, limitations, and suggestions on this research.

