

## CHAPTER V

### CONCLUSION AND RECOMMENDATION

#### 5.1 Conclusion

In this research, the author attempts to identify the driving factors for the perception regarding organic skincare products through in-depth interviews. The answer to the research question will be discussed as follows:

#### **RQ 1: How do the consumers perceive organic skin care products?**

There are several factors that are shaping the perception among consumers regarding organic skincare products:

Organic Vs Conventional	Organic product is perceived to be better in term of result for health and environment than conventional product because it uses more natural materials than chemicals.
Health	Organic skincare product is perceived to be better than conventional product because it is less risky in the term of side effects because of the natural materials.
Environment	Organic skincare product is perceived to be better to the environment because the natural material is better in the manufacturing process and also in waste process.
Brand Value	Brand is perceived to play a role in organic skincare product perception because it increases trust, especially if the brand is specialized in organic product only. In the interview, it is shown that brand and organic labeling impact consumers' perception positively just because

	they see the brand and the labeling. Brand also makes it easier for the product to be advertised through internet and word-of-mouth
Price	Organic skincare product is perceived to be more expensive compared to conventional product because it gives more advantages, especially regarding health and environment.
Availability	Organic skincare product is perceived to be highly available because of the internet and also the increasing online shopping activity that make the product available in so many places.

In conclusion, the research objective of this research is achieved because of the factors mentioned above are shaping the perception among consumers regarding organic skincare products. The difference between organic and natural product is organic has set a minimum percentage, which is 95%, for the product to be called organic while natural product doesn't specify the percentage. Organic also refers to how the materials were farmed and natural refers to the material itself. Organic skincare product is perceived to be better than conventional products for personal health and the environment reasons, although it is also more expensive than conventional product, it is now available in many places and the brand value alongside the experience of using the product justify the price of the product.

## **5.2 Limitations**

The research for this thesis is a part of creative process, which means the author faced several obstacles in writing this research. The first obstacle is the difficulty to find organic skin care product expert to be interviewed. With the limits of the author's knowledge regarding organic skin care products, the author was hoping to find an expert especially in Indonesia

market about the theme of this thesis. Unfortunately, the author found no expert regarding this specific theme, which is organic skin care product.

The second obstacle is to find organic skincare product research to be used in this thesis. Organic skincare product does not have many researches because most research regarding organic product are focused on organic food. Because of this, the author faced a difficulty to find previous research that focuses on organic skincare product. However, despite all of the obstacles, the author believes that this study would still be able to give a portrayal of the phenomenon of organic skincare product in Indonesia.

### **5.3 Recommendation**

The author feels that the topic of organic skincare product is increasing in Indonesia, and many statistics support this notion. Because the ongoing trend of green awareness and organic skincare product are still gaining interest among Indonesian public, the author recommends several points:

- Indonesian government: to use this research in order to understand the industry of organic skincare product in Indonesia and furthermore to respond properly by setting a clear and constructive regulations that help companies and consumers in understanding organic skincare product better.
- Organic skincare companies: to use this research to respond to the market's interest by strategizing their marketing and promotion effort by answering the questions they have and fulfilling the needs they perceive to be solvable with organic skincare products.
- Organic skincare consumers: to use this research to understand more about organic skincare product so they can have better informed purchase of organic skincare product. They can also use this research to increase their knowledge about what it means to buy and use organic skincare product, so they can discuss it further and share it with others.

- Further research: to continue the research on the theme of organic skincare product to be able to give a deeper understanding towards the phenomenon of the rising interest in organic skincare product.