

ABSTRACT

This study offers a comparative analysis of Japan's and Indonesia's approaches to gendered and gender-neutral marketing in the cosmetics industry, focusing on young adults' experiences, perceptions, and behaviors. While Japan demonstrates a higher acceptance of gender-neutral cosmetic products—driven by flexible gender norms and extensive media exposure—Indonesia remains more anchored in traditional gender roles and religious values, where gender-specific marketing predominates. To assess the acceptance of gender-neutral marketing within Indonesia's cosmetics industry, this study also examines the underlying social and cultural factors.

Employing a qualitative methodology, semi-structured interviews were conducted to gather rich, firsthand insights into consumers' experiences, perceptions, and behaviors, as well as the factors that encourage or hinder the acceptance of gendered and gender-neutral marketing strategies.

The findings reveal that gender in cosmetics is a socially constructed and culturally contingent concept, highlighting both the challenges and opportunities for gender-neutral marketing in differing cultural contexts.

Keywords: gender-neutral marketing, cosmetics, cultural differences, consumer behavior, Japan, Indonesia, qualitative research