

***ANALYSIS OF THE COMPETITIVENESS OF CHINESE LIPSTICK IMPORTS  
BASED ON INDONESIAN CONSUMER DEMAND AND IMPORT DUTIES***

**ANALISIS DAYA SAING IMPOR PERDAGANGAN PRODUK LIPSTIK ASAL  
CHINA BERDASARKAN KONSUMSI MASYARAKAT INDONESIA DAN  
TARIF BEA MASUK**

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**ABSTRACT**

*This study aims to analyze the impact of Indonesian consumer demand for imported lipstick and import tariffs on the competitiveness of Chinese-made lipstick imports in Indonesia during the period 2015–2025. The phenomenon of rising cosmetics consumption, particularly lipstick, as well as China’s status as one of the primary suppliers of imported lipstick products to Indonesia, underscores the need for an analysis of the factors influencing the competitiveness of these imports. This study employs a quantitative method using multiple linear regression analysis. The results indicate that Indonesian consumer spending has a positive and significant effect on the competitiveness of imported Chinese lipstick products, whereas import tariffs have a negative but insignificant effect on the competitiveness of Chinese lipstick imports in Indonesia.*

**Keywords:** consumer spending, import tariffs, import competitiveness, lipstick, China

**ABSTRAK**

Penelitian ini bertujuan untuk menganalisis pengaruh konsumsi masyarakat Indonesia pada impor produk lipstick dan tarif bea masuk terhadap daya saing impor produk lipstick asal China di Indonesia pada periode 2015-2025. Fenomena meningkatnya konsumsi kosmetik, khususnya lipstick, serta negara China sebagai salah satu pemasok utama bagi produk lipstick impor ke Indonesia, mendorong perlunya analisis terhadap faktor-faktor yang memengaruhi daya saing impor produk tersebut. Penelitian ini menggunakan metode kuantitatif dengan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa konsumsi masyarakat Indonesia berpengaruh positif dan signifikan terhadap daya saing impor produk lipstick asal China, sedangkan tarif bea masuk berpengaruh negatif dan tidak signifikan terhadap daya saing impor lipstick asal China di Indonesia.

**Kata Kunci:** konsumsi masyarakat, tarif bea masuk, daya saing impor, lipstick, China

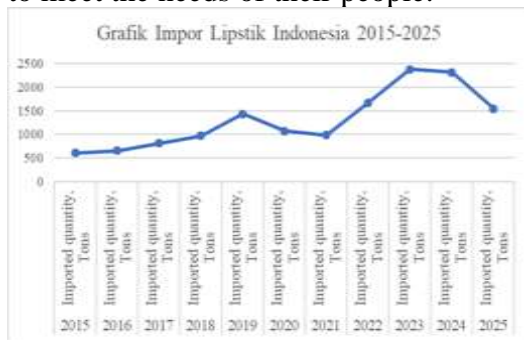
**INTRODUCTION**

International trade is an economic activity that enables a country to meet its domestic needs through export and import activities. According to the theory of comparative advantage, a country will export commodities that it can produce efficiently and import commodities that are less efficient to produce domestically (Krugman et al., 2018). The development of globalization, technology, information, and e-commerce has accelerated the flow of consumer goods trade between countries, making it easier for imported products to enter domestic markets.

One sector experiencing rapid growth in international trade is the cosmetics industry. Cosmetics are classified as Fast-Moving Consumer Goods (FMCG), which have stable and steadily increasing demand due to growing public awareness of personal appearance, changing lifestyles, and the influence of social media on beauty standards (Euromonitor, 2024). In Indonesia, the growth of the middle class and rising purchasing power have also driven increased consumption of cosmetic products, including lipstick (Setio Putri & Tiarawati, 2021).

One cosmetic product with high demand is lipstick, which falls under HS

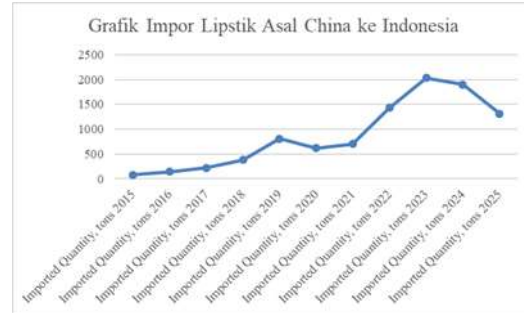
Code 330410. This product has become an essential part of modern society's beauty needs, resulting in steadily increasing demand year after year. The high public interest in lipstick has driven an increase in consumption and international trade of this commodity (WTO, 2026). In international trade theory, an increase in domestic demand can drive an increase in imports if domestic production capacity is unable to meet market needs (Salvatore, 2019). Hummels & Klenow (2005) also explain that countries with high consumption levels tend to see an increase in imports to meet the needs of their people.



**Image 1. Grafik Import Lipstik**  
 Source: *ITC Ttademap* (2026),  
 compiled by author (2026)

As shown in the chart above, lipstick imports in Indonesia have been on an upward trend over several periods. Although there was a temporary decline, import volumes rebounded in subsequent years. This indicates that demand for imported lipstick among Indonesians remains high in the long term.

The increase in lipstick imports in Indonesia is closely linked to the role of its main supplier countries, one of which is China. China is known for its advantages in production capacity, cost efficiency, and rapid product innovation, enabling it to offer competitive products to Indonesia and compete with other countries to become the leading supplier of imported lipstick.



**Image 2. Grafik Import Lipstik From China to Indonesia**

Source *UN Comtrade* (2026), compiled by author (2026)

Based on the chart above, imports of lipstick from China to Indonesia show an upward trend during the 2015–2025 period. A significant increase occurred in 2022, reaching its peak in 2023. Although imports declined in 2024–2025, import volumes remained at a relatively high level compared to 2015. This phenomenon indicates that Chinese lipstick products possess strong competitive potential in the Indonesian market.

In international trade theory, an increase in imports of a commodity can be influenced by the level of consumption in the importing country. When domestic demand grows faster than domestic production capacity, imports will increase to meet market demand (Athukorala, 2011). Therefore, consumer spending is believed to be one of the factors influencing the competitiveness of Chinese-made lipstick imports in Indonesia.

In addition to consumer demand, import flows can also be influenced by trade policies implemented by the government. One of the policy instruments used by the government is import tariffs, which aim to regulate the volume of imported goods while protecting domestic industries (Krugman et al., 2018). Theoretically, an increase in import tariffs will raise the prices of imported goods, thereby reducing import volumes. Conversely, a decrease in

import tariffs will enhance the competitiveness of imported products as prices become more competitive in the domestic market (Baier & Bergstrand, 2018). In trade between Indonesia and China, lipstick products receive a preferential tariff rate of 5% under the ACFTA, which is lower than the Most Favored Nation (MFN) tariff of 15%. The existence of the ASEAN-China Free Trade Area (ACFTA) provides preferential tariffs that are lower than Most Favored Nation (MFN) tariffs, thereby potentially increasing the flow of lipstick imports from China.

Previous studies have shown that domestic consumption and import tariff policies are key factors influencing a country's import flows (Athukorala, 2011). However, research specifically analyzing the impact of Indonesian consumer spending and import tariffs on the competitiveness of Chinese lipstick imports remains limited. Therefore, this study aims to analyze the impact of Indonesian consumer spending and import tariffs on the competitiveness of imported Chinese lipstick products in Indonesia during the 2015–2025 period.

## RESEARCH METHODS

This study employs a quantitative approach using a descriptive-verification method. The quantitative approach is used to test previously formulated hypotheses (Sugiyono, 2023). This study also falls under the category of explanatory research because it aims to explain how Indonesian consumer spending and import tariffs affect the competitiveness of Chinese-made lipstick imports in Indonesia.

The data used consists of secondary time-series data covering the period 2015–2025. Data on Indonesian consumer demand for lipstick was obtained from ITC Trademap, data on import competitiveness was obtained

from UN Comtrade, and data on import tariffs was obtained from INSW. Data collection was conducted using a literature review of various official publications and documents relevant to the study (Sugiyono, 2020).

The research sample was determined using purposive sampling, a technique for selecting a sample based on specific criteria aligned with the research objectives (Sugiyono, 2020). The criteria used included the availability of complete data on Indonesian consumer spending, import tariffs, and the competitiveness of imported lipstick products during the study period. Based on these criteria, 11 annual observations were obtained for the 2015–2025 period.

The variables in this study consist of two independent variables and one dependent variable. Indonesian consumer demand (X1) is measured using the total quantity of lipstick imports; import tariffs (X2) are measured using the percentage of import tariffs on lipstick products; and import competitiveness (Y) is measured using the quantity of lipstick imports from China to Indonesia.

Data analysis was conducted using the Statistical Package for the Social Sciences (SPSS) version 25. The analysis process included tests of classical assumptions, consisting of tests of normality, multicollinearity, heteroscedasticity, and autocorrelation, to ensure that the regression model met the necessary statistical assumptions (Ghozali, 2021). Next, multiple linear regression analysis was performed to determine the effect of the independent variables on the dependent variable.

The model's ability to explain the variation in the dependent variable was measured using the coefficient of determination ( $R^2$ ). Hypothesis testing was conducted using a partial test (t-test)

to determine the effect of each independent variable on the dependent variable and a simultaneous test (F-test) to determine the combined effect of the independent variables on import competitiveness at a 5% significance level (Ghozali, 2021).

**RESULTS AND DISCUSSION**

Based on the results of the descriptive analysis and statistical tests conducted, it was found that the variables of Indonesian Consumer Spending and Import Tariffs have different effects on the competitiveness of Chinese lipstick imports in Indonesia. Therefore, the following discussion will examine in greater detail how each independent variable influences the dependent variable based on the results of multiple linear regression and hypothesis testing. This discussion aims to link the research results with theory and previous research findings to provide a more comprehensive understanding of the factors influencing the import competitiveness of Chinese lipsticks in Indonesia.

**THE IMPACT OF INDONESIAN CONSUMER DEMAND AND IMPORT TARIFFS ON THE COMPETITIVENESS OF LIPSTICK IMPORTS FROM CHINA**

**Table 1. Results of Multiple Linear Regression Analysis**

Model	Coefficients <sup>a</sup>		Standardized Coefficients	t	Sig.	
	Unstandardized Coefficients	Std. Error				
1	(Constant)	-406,444	261,641		-1,553	,159
	konsumsi (tons)	1,057	,094	,948	11,205	,000
	tarif (persen)	-15,644	25,165	-,053	-,622	,551

a. Dependent Variable: daya saing impor (tons)

Source: Hasil Output SPSS versi 25, (2026)

Based on the results in Table 1, the following regression equation was obtained:

$$Y = -406.444 + 1.057X_1 - 15.644X_2.$$

The regression results indicate that the variable representing Indonesian consumer spending (x1) has a positive coefficient of 1.057 with a significance level of 0.000 (< 0.05). This indicates that an increase in public consumption of lipstick products will enhance the competitiveness of Chinese lipstick imports in Indonesia. Meanwhile, the import tariff variable (x2) has a negative coefficient of -15.644, but its significance level is 0.551 (> 0.05), suggesting that import tariffs do not have a significant effect on the competitiveness of Chinese lipstick imports.

**THE IMPACT OF INDONESIAN CONSUMER SPENDING ON THE COMPETITIVENESS OF LIPSTICK IMPORTS FROM CHINA**

**Table 2. Partial Test Results (uji t)**

Model		Coefficients <sup>a</sup>		Standardized Coefficient	t	Sig.
		Unstandardized Coefficients	Std. Error			
1	(Constant)	-406,444	261,641		-1,553	,159
	konsumsi (tons)	1,057	,094	,948	11,205	,000
	tarif (persen)	-15,644	25,165	-,053	-,622	,551

a. Dependent Variable: daya saing impor (tons)

Source: Hasil Output SPSS versi 25, (2026)

The test results show that the variable of Indonesian consumer spending has a positive and significant effect on the competitiveness of Chinese lipstick imports in Indonesia. This is indicated by a calculated t-value of 11.205, which is greater than the critical t-value of 2.306, with a significance level of 0.000 (< 0.05). This finding indicates that the higher the level of consumer demand for lipstick, the higher the competitiveness of imported Chinese lipstick in the Indonesian market.

The rise in cosmetics consumption in Indonesia is closely linked to changes in people’s lifestyles, evolving beauty trends, and the growing use of social media as a platform for promoting

cosmetics. Lipstick is one of the most in-demand cosmetic products because it is used in daily life by a wide range of consumer groups.

According to Kotler & Keller (2016), an increase in consumer demand for a product will drive an increase in the supply and trade of that product. In this study, high public consumption of lipstick has driven an increase in imports of lipstick from China because these products are known for their variety, affordable prices, and ability to keep pace with rapidly evolving beauty trends. These conditions have enabled imported products from China to meet the needs of Indonesian consumers and enhance their competitiveness in the Indonesian market. These findings align with the research by Pringgabayu et al. (2023), which indicates that product attributes and consumers' need for product variety (variety seeking) influence consumer behavior in selecting and switching brands. In this study, the wide variety of Chinese lipstick products, continuous innovation, and affordable prices are factors driving increased consumption of imported products by the Indonesian public, thereby strengthening the competitiveness of these products in the Indonesian market.

The results of this study are consistent with the research by Awanda & Mahir (2024), which states that increased consumption of beauty products contributes to rising demand in the cosmetics market. These findings also support Salvatore (2019) theory of international trade, which explain that high domestic demand can increase international trade flows through imports.

#### THE EFFECT OF IMPORT TARRIFS ON THE COMPETITIVENESS OF LIPSTICK IMPORTS FROM CHINA

**Table 3. Partial Test Results (uji t)**

Model	Coefficients <sup>a</sup>		Standardized Coefficients	t	Sig.			
	Unstandardized Coefficients B	Std. Error						
1	(Constant)	-406,444	261,641					
	konsumsi (tons)	1,057	,094	,948	11,205	,000		
	tarif (persen)	-15,644	25,165	-,053	-,622	,551		

a. Dependent Variable: daya saing impor (tons)

Source: Hasil Output SPSS versi 25, (2026)

The results of the analysis indicate that import tariffs do not have a significant effect on the competitiveness of Chinese lipstick imports in Indonesia. This is demonstrated by the calculated t-value of -0.622, which is smaller than the critical t-value of 2.306, with a significance level of 0.551 ( $> 0.05$ ). Thus, the hypothesis stating that import tariffs affect the competitiveness of Chinese lipstick imports is rejected.

In theory, import tariffs are a trade policy tool used by the government to control the flow of imported goods and protect domestic industries. According to Salvatore (2019), an increase in import tariffs raises the prices of imported goods, thereby reducing the competitiveness of imported products in the domestic market. The results of this study indicate that this does not occur in the trade of Chinese-made lipstick in Indonesia.

The insignificant impact of import tariffs may be attributed to several factors. First, import tariffs on lipstick products from China remained relatively stable during the study period, so they did not cause price changes significant enough to influence consumer decisions. Second, purchasing decisions regarding lipstick products are more heavily influenced by non-tariff factors such as product quality, innovation, beauty trends, brand image, etc.

The results of this study are consistent with research by Octaviane & Maharani Rahma (2025), who found that

import tariffs do not always have a significant impact on the development of the market for imported cosmetic products. These findings also indicate that non-tariff factors play a greater role than tariff policies in determining the competitiveness of Chinese-made lipstick imports in Indonesia.

**Table 4. Results of Simultaneous Test (uji F)**

ANOVA <sup>a</sup>						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	4664360,037	2	2332180,019	117,784	,000 <sup>b</sup>
	Residual	158404,145	8	19800,518		
	Total	4822764,182	10			

a. Dependent Variable: daya saing impor (tons)

b. Predictors: (Constant), tarif (persen), konsumsi (tons)

Source: Hasil Output SPSS versi 25, (2026)

The results of the simultaneous test indicate that Indonesian consumer spending and import tariffs together have a significant effect on the competitiveness of Chinese lipstick imports. These results are presented in Table 3, showing a calculated F-value of 117.784 with a significance level of 0.000 (< 0.05). These results indicate that Indonesian consumer spending and import tariffs simultaneously have a significant effect on the competitiveness of Chinese lipstick imports in Indonesia.

**Table 5. Coefficient of Determination Test Results**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,983 <sup>a</sup>	,967	,959	140,714

a. Predictors: (Constant), tarif (persen), konsumsi (tons)

Source: Hasil Output SPSS versi 25, (2026)

In addition, the adjusted R<sup>2</sup> value of 0.959 indicates that 95.9% of the variation in the competitiveness of Chinese lipstick imports can be explained by the variables of Indonesian consumer spending and import tariffs. Meanwhile, the remaining 4.1% is influenced by other factors not examined by the researcher. The high value of the coefficient of determination indicates

that the research model is highly effective in explaining changes in the competitiveness of Chinese lipstick imports during the study period.

The results of this study indicate that although import tariffs do not have a significant partial effect, the inclusion of this variable alongside Indonesian consumer spending still contributes to the overall regression model. Indonesian consumer spending is the dominant factor influencing the competitiveness of Chinese lipstick imports in Indonesia, as evidenced by its significantly higher regression coefficient and t-statistic values compared to the import tariff variable.

This finding is supported by the research conducted by Ferdinand & Ciptono (2022), which states that the competitiveness of the cosmetics industry is influenced by various factors, including both market demand and industry competition. However, based on the regression coefficients and t-statistics, the variable of Indonesian consumer spending is the most dominant factor influencing the competitiveness of Chinese lipstick imports in Indonesia.

## CONCLUSION AND SUGGESTION

Based on the results of a study on the Analysis of the Competitiveness of Imports of Lipstick Products from China Based on Indonesian Consumer Demand and Import Tariffs for the period 2015–2025, the following conclusions were drawn: First, the results of the regression analysis indicate that Indonesian consumer demand has a positive and significant effect on the competitiveness of imports of lipstick products from China. This finding indicates that an increase in Indonesian consumer consumption of lipstick products will drive an increase in imports of Chinese-origin lipstick products into Indonesia. Second, import tariffs do not have a

significant effect on the import competitiveness of Chinese-origin lipstick. This suggests that consumer decisions regarding lipstick purchases are influenced by factors other than changes in import tariffs. Third, Indonesian consumer spending and import tariffs simultaneously have a significant effect on the competitiveness of Chinese lipstick imports in Indonesia. Indonesian consumer spending is a more dominant factor than import tariffs in influencing the competitiveness of Chinese lipstick imports.

Based on the results of this study, the author offers the following recommendations: First, Chinese industry players are encouraged to continue maintaining product quality, innovation, and marketing strategies that align with the needs and preferences of Indonesian consumers, as well as compliance with applicable safety standards and import regulations, in order to maintain consumer trust and ensure continued market access in Indonesia. Second, the Indonesian government is encouraged to enhance oversight of imported lipstick products entering the Indonesian market, particularly regarding safety standards, product quality, and the legality of lipstick products. Third, for future researchers, the author suggests adding other variables that could potentially influence import competitiveness, such as exchange rates, inflation, product prices, etc. It is also recommended to use a longer observation period or expand the scope of the study to yield more comprehensive and diverse findings.

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