



ENHANCING PRODUCTIVITY THROUGH PSYCHOLOGICAL PERSPECTIVES IN THE ERA OF GLOBAL TRANSFORMATION

Faculty of Psychology, Bhayangkara University, Greater Jakarta
Jakarta, 16 December 2025

The Influence of Consumer Psychological Factors on the Purchase of Beauty Products (Skincare)

Laila Azizah¹

¹Universitas Bhayangkara Jakarta Raya, Jakarta, Indonesia, 202210515227@mhs.ubharajaya.ac.id

Corresponding Author: 202210515227@mhs.ubharajaya.ac.id

Abstract: This research aims to analyze the influence of consumer psychological factors on the purchase decisions of beauty products, specifically skincare. Psychological factors such as motivation, perception, attitudes, beliefs, emotions, and social media influence are considered to play a significant role in shaping consumer behavior. The method used is descriptive narrative, by collecting and analyzing relevant journals published in the last 5 years using Google Scholar. The study results indicate that motivation and perception are the most influential psychological factors, while attitudes and beliefs serve as supporting factors. Additionally, the influence of emotions and social media has emerged as a new psychological aspect. In conclusion, the decision to purchase skincare products is not only driven by functional needs, but also by emotional factors, social perception, and digital influence.

Keywords: Psychological Dactors, Purchase Decisions, Skincare

Introduction

The beauty industry in Indonesia has experienced growth in recent years. Skincare products have become an essential part of daily life, not only for women but also for men. This is not only influenced by economic and social factors, but also by psychological factors that play a significant role in shaping consumer behavior when making purchasing decisions. Psychological factors such as motivation, perception, and consumer drive to purchase a specific product play a significant role in determining buying behavior. According to Suharno and Sutarso (2010:90), psychological factors are internal factors within a person that determine how they choose and consume products. Perceptions of product quality, safety, and effectiveness will also influence consumer trust in a brand. Additionally, the influence of the social environment also shapes their attitudes and preferences toward a brand. According to Kotler and Armstrong in Rena (2023), consumer purchasing decisions can be driven by four main psychological factors: perception, motivation, learning, and beliefs and attitudes.

Amidst the fierce competition in the beauty industry, companies are required to have a deeper understanding of how psychological factors can influence consumer behavior. Each individual has different drives, perceptions, and motivations when evaluating a product, so marketing strategies cannot be generalized. Consumers who are highly motivated to take care of themselves tend to be more selective in choosing skincare products that meet their needs and skin conditions. According to Dewi (2022), purchasing decisions are consumers' understanding of their desires and needs for a product, evaluated based on available sources, with purchasing goals set and alternatives identified, leading to the decision to buy and subsequent post-purchase behavior. In this digital age, social media has also become an influence in shaping consumer perceptions of a product. Influencers recommending beauty products on TikTok and Instagram platforms create new perceptions of beauty quality and trends, making consumer psychological factors increasingly complex. Smith and Nurhasanah (2025) showed that social media, particularly the Instagram and TikTok platforms, plays a significant role in building brand awareness and influencing purchasing decisions thru influencer reviews.

Often, consumers make decisions not only based on rational needs, but also on emotions, self-image, and the desire to follow what's trending. Therefore, companies must understand the psychological aspects of consumers and develop more effective marketing strategies that meet their needs in order to reach their target market. Based on the results of a study of previous research, inconsistencies were found in the results regarding psychological factors influencing the purchase decision of beauty products. Some studies show that psychological factors such as motivation, perception, and attitude have a significant influence on purchasing, but other studies show different results. For example, research on Shopee users in Bekasi and Natasha Skincare consumers in Palu found a significant influence, while research on Fair & Lovely products showed different results. Additionally, most previous studies are still limited to specific brand or regional contexts, and therefore do not yet reflect consumer behavior in the beauty industry in general.

Existing research tends to only address basic psychological factors such as motivation and perception, without considering emotional factors, self-image, and the influence of social media, which now play a significant role in skincare product purchasing decisions. This research aims to fill this gap by reviewing various previous studies to provide a comprehensive overview of psychological factors influencing the purchase decisions of beauty products. The purpose of this study is to explain the psychological factors that most influence the purchase decisions of skincare products, and it is hoped that a deeper understanding can be gained regarding how consumer motivation, perception, attitudes, and emotional factors play a role in determining their decisions when purchasing skincare products.

Literature Review

Research on psychological factors in skincare product purchasing decisions indicates that internal variables such as motivation, perception, attitude, belief, and emotional influence play a significant role in shaping consumer behavior. According to Kotler and Keller (2016), psychological factors influence how consumers interpret information and evaluate a product. In the context of skincare, consumers tend to prioritize self-care needs, boosting self-confidence, and maintaining skin health. This aligns with the findings of Dewi (2022) and Pratiwi (2021), who stated that personal care motivation is the main driver in choosing specific skincare products. Beside motivation, consumer perception of product

quality and safety has a significant influence on purchasing decisions. Rahmawati (2020) explains that quality perception is formed thru packaging information, user reviews, and benefit claims, so a positive perception will increase purchase interest. Attitudes and beliefs also play an important role, where a positive attitude toward a brand—formed thru experience and recommendations increases the likelihood of repurchase (Sari, 2021). Meanwhile, brand trust is a key determinant due to consumers' high concern about counterfeit products or hazardous materials (Yuliana & Firmansyah, 2020). In the last five years, research has begun to focus on the emotional impact of social media as part of modern psychological factors. Widodo (2023) found that emotions evoked thru testimonials and visual content can trigger impulsive purchases. Additionally, Smith and Nurhasanah (2025) showed that influencers on TikTok and Instagram shape perceptions and purchasing decisions thru social proof. Although many studies show a significant influence of psychological factors, the results are not always consistent and are still limited to specific brand contexts, necessitating a more comprehensive study to understand the psychological dynamics of skincare consumers in general.

Research Methods

This research uses a descriptive narrative method, which focuses on an in-depth presentation and explanation of the phenomena that occur based on previous research journals. This research aims to understand the psychological factors influencing consumer purchases of skincare products. The data used is based on previous journals relevant to the topic being discussed, namely the Influence of Consumer Psychological Factors on the Purchase of Beauty Products (Skincare). The sources were obtained from Google Scholar with a publication time range between 2019-2025, using the search keywords "consumer psychological factors" and "consumer purchasing decisions." After that, some of the collected journals were re-selected according to the topic and relevance to the research topic.

Result and Discussion

The study's findings indicate that psychological factors significantly influence consumer decisions to purchase beauty products, particularly skincare. The research findings confirm that motivation is the dominant factor driving consumers to purchase skincare products. This motivation stems from the need to improve their appearance, the desire for self-care, the drive to feel confident, and social demands from their environment. Consumers with a high level of skin health awareness tend to demonstrate stronger purchase intentions for products claimed to be safe, effective, and provide long-term results. Furthermore, the study found that emotional factors, such as the desire to appear attractive and reduce insecurities about skin condition, also play a significant role in shaping purchasing decisions.

Furthermore, consumer perceptions of product quality, safety, and effectiveness have been shown to be important determinants in skincare purchasing decisions. Consumers assess products based on packaging, benefit claims, ingredients, and brand reputation. Positive perceptions about the safety of active ingredients, such as paraben-free or the use of natural ingredients, significantly increase purchase intention. The study also shows that perceptions are influenced by exposure to information on social media and previous user experiences, so brands that maintain a positive image are more likely to gain consumer trust. In the context of skincare, risk perception also plays a role, with consumers being highly cautious about potential irritation, allergies, or product incompatibility with their skin condition.

Furthermore, learning and experience play a crucial role in shaping skincare product purchasing habits and preferences. Consumers who have had positive experiences with a brand are more likely to build loyalty and repeat purchases. Word of mouth, online reviews, and recommendations from beauty influencers have been shown to be sources of social learning that reinforce consumer preferences. Research suggests that consumers learn through trial and error, so negative experiences such as breakouts or product ineffectiveness can undermine trust and hinder subsequent purchasing decisions. This suggests that direct experience is a highly influential psychological factor in the skincare market.

Regarding personality, findings indicate that individuals with high levels of conscientiousness tend to be more selective in choosing products, considering safety, ingredients, and long-term benefits. Meanwhile, consumers with extroversion and openness traits are more easily influenced by beauty trends, influencer recommendations, and products that offer new sensations or attractive aesthetics. This suggests that personality characteristics play a role in shaping consumers' orientations toward the types of skincare products they choose and how they respond to marketing strategies.

The final factor found to have a strong influence is consumer attitude toward skincare. A positive attitude toward the importance of skincare, the belief that skincare can improve the appearance and health of skin, and trust in a particular brand drive consumer purchasing decisions. This attitude is shaped by product knowledge, experience, social influence, and media. Research also found that consumer attitudes are further reinforced by government regulations, self-care trends, and increasing ingredient literacy among young people. Strong and consistent attitudes have been shown to be key predictors of purchase intention for specific skincare products.

Overall, the research results show that skincare purchase decisions are influenced by a combination of interacting psychological factors, not by a single factor. Motivation, perception, learning, personality, and attitudes work simultaneously to shape the complex and dynamic consumer decision-making process. These findings have important implications for the beauty industry, where understanding consumer psychology can help companies design more effective marketing strategies, product differentiation, and brand communications. By addressing consumers' emotional and cognitive needs, companies can increase trust, loyalty, and the likelihood of continued skincare product purchases.

Conclusion

Some studies show that motivation is the most dominant psychological factor influencing purchasing decisions. Consumers who are highly motivated to take care of themselves or boost their self-esteem tend to be more active in seeking information and trying to share skincare products. In the journal "The Influence of Personal and Psychological Factors on Consumer Decisions to Use Natasha Cosmetic Products at Natasha Skincare Beauty Clinic in Palu City" (2021), it was found that consumer motivation has a significant influence on purchasing decisions at Natasha Beauty Clinic. This indicates that the need to look attractive and feel confident is a primary driver in purchasing skincare products. Additionally, motivation is also influenced by the desire to conform to social standards or evolving beauty trends, and many consumers are motivated to buy skincare products because of the urge to follow influencer recommendations or viral trends on social media. Perception plays a crucial role in how consumers evaluate a product. Consumers with a positive perception of a product's quality, safety, and effectiveness will be more likely to decide to purchase it. Some studies show that brand image and trust in

product safety are important factors in shaping purchasing decisions. However, there are studies that show perception does not always have a significant impact, such as the research on the Fair & Lovely product (2023). These results indicate that even though consumers know the product is safe and of good quality, purchasing decisions can be influenced by other factors such as price or promotions. Therefore, the influence of perception can vary depending on the product context and consumer preferences. Research on the use of Shopee (2023) indicates that trust in online store reputation and product authenticity can increase consumer confidence, thereby driving purchasing decisions. Meanwhile, negative attitudes resulting from bad experiences, such as product results not meeting expectations or negative reviews on social media, can decrease purchase interest. This shows that psychological factors do not stand alone, but are interconnected with social and technological factors that shape consumer experience. Recent research indicates that consumers often purchase skincare products out of curiosity, a desire to follow trends, or due to the influence of positive influencer reviews. Social media platforms like TikTok and Instagram play a crucial role in shaping consumer emotions and perceptions of products. Consumers tend to trust reviews that appear authentic and the personal experiences of other users, making purchasing decisions more emotional. Thus, psychological aspects such as self-image and emotional appeal are playing an increasingly significant role in the modern beauty industry. Based on the results of the literature review conducted, it can be concluded that psychological factors have a high and complex influence on determining consumer purchasing behavior. Motivation and perception are the psychological factors that most frequently have a significant impact on beauty product decisions. Then, attitudes and beliefs act as supporting factors that strengthen consumers' purchase intentions. Finally, emotions and the influence of today's social media have become new psychological aspects that broaden how consumers view and purchase beauty products. Therefore, it can be concluded that psychological factors play an important role in influencing the purchase decisions of beauty products, especially skincare products. Consumers don't just buy products for functional needs, but also for emotional motivations, social perceptions, and digital influence. Therefore, understanding psychological dynamics is necessary for effectively developing marketing strategies that align with current consumer behavior.

Bibliography

- Adelia¹, D., Susilarini², T., Kunci, K., Konsumen, L., Merek, C., & Konsumen, K. (2023). Pengaruh Citra Merek dan Kepuasan Konsumen terhadap Loyalitas Konsumen Skin Care Emina pada Remaja Putri. *Jurnal Psikologi Kreatif Inovatif*, 3. <https://doi.org/10.37817/psikologikreatifinovatif.v3i3>
- Bayu Aji Susilo, & Ricky Arnold Nggili. (2025). Perilaku Konsumen Dalam Pengambilan Keputusan Pembelian Pada Nineteen Coffee Salatiga. *Jurnal Ekonomi, Manajemen Pariwisata Dan Perhotelan*, 4(2), 114–123. <https://doi.org/10.55606/jempper.v4i2.4024>
- Des Derivanti, M.I.Kom, A., Wahidin, D. W., & Mutiarani Warouw, D. (2022). STUDI FENOMENOLOGI: PERILAKU KONSUMEN DALAM KEPUTUSAN PEMBELIAN PRODUK SKINCARE MELALUI MEDIA PLATFORM DIGITAL DI ERA COVID-19. *SIBATIK JOURNAL: Jurnal Ilmiah Bidang Sosial, Ekonomi, Budaya, Teknologi, Dan Pendidikan*, 1(9), 1617–1628. <https://doi.org/10.54443/sibatik.v1i9.204>
- Fatmah, D., & Psikologis Konsumen Terhadap Keputusan Pembelian Produk Smartphone

- Merek Vivo, -Pengaruh. (2022). Pengaruh Psikologis Konsumen Terhadap Keputusan Pembelian Produk Smartphone Merek Vivo (Studi Kasus Pada Masyarakat Dusun II Desa Tanjung Mulia Kecamatan Tanjung Morawa). In Maret: Vol. IX (Issue 1).
- Khalida, J., Kumadji, S., & Yulianto, E. (2016). ANALISIS PENGARUH FAKTOR-FAKTOR PSIKOLOGI KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN (Survei pada Mahasiswa Fakultas Ilmu Administrasi Angkatan 2013/2014 Universitas Brawijaya Malang yang Pernah Membeli dan Menggunakan Smartphone Samsung). In Jurnal Administrasi Bisnis (JAB)|Vol (Vol. 35, Issue 1). konsumen fix 2. (n.d.). konsumen fix 3. (n.d.).
- Manajemen, J., & Keuangan, D. (2017). Pengaruh Brand Image (Citra Merek) terhadap Loyalitas Konsumen Produk Oli Pelumas Evalube di Kota Langsa (Vol. 6, Issue 2).
- Nurhasanah, S., Tripuspitasari, Y., & Hidayat, S. (n.d.). Analisis Perilaku Pembeli Terhadap Skincare.
- Septiani, S., & Indraswari, R. (2018). Faktor-Faktor yang Memengaruhi Perilaku Konsumen Produk Kosmetik Halal di Kota Bogor Factors Affecting Consumer Behaviour on Halal Cosmetic Product in Bogor. Jurnal Manajemen Dan Organisasi (JMO), 9(1), 59–73.
- Wijayanti, R. F., Tri, Y. E., Budiarti, L., Pribadi, J. D., & Malang, P. N. (2023). PENGARUH FAKTOR PSIKOLOGIS KONSUMEN SEBAGAI PENDORONG KEPUTUSAN PEMBELIAN ONLINE. In J-MACC Journal of Management and Accounting (Vol. 6, Issue 2).