


MARKETING MIX ON PURCHASE INTENTION AND ITS IMPACT ON THE DECISION TO PURCHASE SOMETHINC PRODUCTS

Achmad Manshur Ali Suyanto^A, Desshandra Garcya Dewi^B



ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 30 June 2023</p> <p>Accepted 28 September 2023</p>	<p>Purpose: Investigate the influence of the marketing mix on consumer purchase intentions and its impact on consumer purchasing decisions for Somethinc products in Indonesia. In addition, the study analyzes the moderating effects of age, income, and culture on purchase intentions and purchase decisions.</p> <p>Theoretical framework: This research utilizes the marketing mix (Product characteristics, Affordable prices, Easy access to products, and Price promotions) concept based on prior studies in the realm of marketing and consumer behavior. Within the context of beauty and personal care products, these variables are purported to exert influence on one another.</p> <p>Design/Methodology/Approach: Data were collected through questionnaires sent to 275 consumers of Somethinc products. SmartPLS was utilized to evaluate hypotheses using structural equation modeling.</p> <p>Findings: Product characteristics, affordable prices, easy access to products, and price promotions positively and significantly affect purchase intention. The intention to purchase also influences the decision to purchase. The most influential variable in the context of purchase intention is price promotions. A moderating effect of age, income, and culture was also found between purchase intention and purchase decision.</p> <p>Research, Practical & Social implications: The discoveries provide invaluable insights for marketing managers seeking to refine their approach to price promotions, which significantly impact consumer behavior.</p> <p>Originality/Value: It provides valuable insight into how marketing mix strategies impact consumer purchase behavior. Marketers looking to improve their strategies in this fiercely competitive market segment can benefit from the findings. They contribute to the existing body of marketing research.</p> <p>Doi: https://doi.org/10.26668/businessreview/2023.v8i10.3779</p>
<p>Keywords:</p> <p>Affordable Prices; Easy Access to Products; Marketing Mix; Marketing Strategy; Price Promotions; Product Characteristics; Purchase Decision; Purchase Intention.</p> <div data-bbox="172 1086 480 1332" style="text-align: center;">  </div>	

MARKETING MIX NA INTENÇÃO DE COMPRA E SEU IMPACTO NA DECISÃO DE COMPRA DE ALGUNS PRODUTOS

RESUMO

Objetivo: Investigar a influência do mix de marketing nas intenções de compra do consumidor e seu impacto nas decisões de compra do consumidor para produtos Somethinc na Indonésia. Além disso, o estudo analisa os efeitos moderadores da idade, renda e cultura nas intenções e decisões de compra.

Referencial teórico: Esta pesquisa utiliza o conceito de mix de marketing (características do produto, preços acessíveis, fácil acesso aos produtos e promoções de preços) baseado em estudos anteriores na área de marketing e comportamento do consumidor. No contexto dos produtos de beleza e de cuidados pessoais, estas variáveis supostamente exercem influência umas sobre as outras.

^A Doctor in Management. Southern Cross University, Australia. Lecturer and Researcher, Faculty of Economic and Business, Telkom University. Bandung, Indonesia. E-mail: amasuyanto@telkomuniversity.ac.id
Orcid: <https://orcid.org/0000-0002-6297-2943>

^B Master of Management Student. Faculty of Economic and Business, Telkom University. Bandung, Indonesia. E-mail: dgarcyad@student.telkomuniversity.ac.id Orcid: <https://orcid.org/0009-0006-8422-3819>

Desenho/Methodologia/Abordagem: Os dados foram coletados por meio de questionários enviados a 275 consumidores de produtos Somethinc. SmartPLS foi utilizado para avaliar hipóteses usando modelagem de equações estruturais.

Resultados: As características do produto, preços acessíveis, fácil acesso aos produtos e promoções de preços afetam positiva e significativamente a intenção de compra. A intenção de compra também influencia a decisão de compra. A variável mais influente no contexto da intenção de compra são as promoções de preços. Também foi encontrado um efeito moderador de idade, renda e cultura entre a intenção de compra e a decisão de compra.

Implicações de pesquisa, Práticas e Sociais: As descobertas fornecem informações valiosas para gerentes de marketing que buscam refinar sua abordagem às promoções de preços, que impactam significativamente o comportamento do consumidor.

Originalidade/Valor: Fornece informações valiosas sobre como as estratégias do mix de marketing impactam o comportamento de compra do consumidor. Os profissionais de marketing que buscam melhorar suas estratégias neste segmento de mercado extremamente competitivo podem se beneficiar das descobertas. Eles contribuem para o corpo existente de pesquisas de marketing.

Palavras-chave: Características do Produto, Decisão de Compra, Estratégia de Marketing, Fácil Acesso aos Produtos, Intenção de Compra, Mix de Marketing, Preços Acessíveis, Promoções de Preços.

MIX DE MARKETING SOBRE LA INTENCIÓN DE COMPRA Y SU IMPACTO EN LA DECISIÓN DE COMPRAR ALGUNOS PRODUCTOS

RESUMEN

Propósito: Investigar la influencia de la mezcla de marketing en las intenciones de compra de los consumidores y su impacto en las decisiones de compra de los productos Somethinc en Indonesia. Además, el estudio analiza los efectos moderadores de la edad, los ingresos y la cultura sobre las intenciones y decisiones de compra.

Marco teórico: Esta investigación utiliza el concepto de marketing mix (características del producto, precios asequibles, fácil acceso a los productos y promociones de precios) basado en estudios previos en el ámbito del marketing y el comportamiento del consumidor. En el contexto de los productos de belleza y cuidado personal, se supone que estas variables se influyen entre sí.

Diseño/Methodología/Enfoque: Los datos se recopilaron a través de cuestionarios enviados a 275 consumidores de productos Somethinc. Se utilizó SmartPLS para evaluar hipótesis mediante modelos de ecuaciones estructurales.

Hallazgos: Las características del producto, los precios asequibles, el fácil acceso a los productos y las promociones de precios afectan positiva y significativamente la intención de compra. La intención de compra también influye en la decisión de compra. La variable más influyente en el contexto de la intención de compra son las promociones de precios. También se encontró un efecto moderador de la edad, los ingresos y la cultura entre la intención de compra y la decisión de compra.

Implicaciones de investigación, Prácticas y Sociales: Los descubrimientos proporcionan información invaluable para los gerentes de marketing que buscan perfeccionar su enfoque de las promociones de precios, que impactan significativamente el comportamiento del consumidor.

Originalidad/Valor: Proporciona información valiosa sobre cómo las estrategias de marketing mix impactan el comportamiento de compra del consumidor. Los especialistas en marketing que buscan mejorar sus estrategias en este segmento de mercado ferozmente competitivo pueden beneficiarse de los hallazgos. Contribuyen al cuerpo existente de investigación de mercados.

Palabras clave: Características del Producto, Decisión de Compra, Estrategia de Marketing, Fácil Acceso a los Productos, Intención de Compra, Marketing Mix, Precios Asequibles, Promociones de Precios.

INTRODUCTION

The beauty and personal care industry has amassed an impressive \$430 billion in revenue. Despite economic downturns and a volatile financial climate, the beauty and personal care industry has exhibited remarkable resilience, making it an attractive sector for top financiers and celebrities alike. Since the peak of the COVID-19 pandemic, the beauty and

personal care industry has shown a steady recovery and is projected to reach a value of approximately \$580 billion by 2027. This anticipated growth rate of around 6 percent per year is in line with, or slightly higher than, other consumer segments including apparel, footwear, eyewear, pet care, and food and beverages (Amed et al., 2023). Thus, a wide variety of beauty and personal care products are available on the market, including skincare, hair care, makeup, and fragrances. Among the reasons for this wide variety is the advancement of technology. Over the years, scientists have produced recent technologies, such as machines and other innovative elements. This leads to a growth in the worldwide output of beauty and personal care and the number of consumers (Sirajuddin et al., 2023).

According to forecasts, the beauty and personal care industry in Indonesia is predicted to grow constantly between 2023 and 2028 by a total of 2 billion U.S. dollars. Having grown continuously for eight consecutive years, the indicator is expected to reach 10.1 billion U.S. dollars in 2028 and therefore reach a new peak (Statista Consumer Market Insights, 2023). So, the impact of the very prospective beauty and personal care industry in Indonesia cannot be avoided. The increasing number of beauty and personal care companies in the Indonesia market has raised concerns for the companies because of the rivalry among them. This causes the companies, Somethinc included, to find a way to be seen to be attractive by the consumers as the consumers become more selective in purchasing beauty and personal care products. As a matter of fact, beauty and personal care products are now considered a social necessity, not only by women but also by a minority of men who have been classified as metrosexuals (Ahmad et al., 2015). Additionally, it was also found a significant amount of money has been spent by young people in the beauty and personal care industry (Manideep et al., 2019).

The beauty and personal care industry in Indonesia can be described as highly competitive. Each individual customer has their own distinct set of factors that influence their beauty and personal care purchasing decision. The study of consumer purchase behavior has captivated researchers across the globe for years. Comprehending and interpreting purchase behavior is a fundamental aspect of achieving business success, and as such, countless research studies have been dedicated to this subject for decades. Considering this, the adoption of the marketing mix concept is deemed essential to achieve business success.

The marketing mix is a valuable strategy that enables organizations to streamline their marketing efforts. Comprising of four key components: product, pricing, location, and promotion, also known as the 4Ps. This technique is highly effective in creating competitive advantages and differentiating businesses from their competitors. By utilizing the marketing

mix, companies can identify their target market and create new product lines that cater to their needs. This strategy is essential in introducing new products to the market and maximizing profits (Sirajuddin et al., 2023).

LITERATURE REVIEW

Marketing mix refers to the combination of marketing tools used by an organization to produce the response it is seeking from its target market (Kotler & Armstrong, 2021). To effectively cater to consumers' needs and desires, it is essential for marketers to ensure their satisfaction. Achieving this requires a keen focus on critical factors like product, price, promotion, and place, collectively referred to as the 4Ps (Grewal & Levy, 2020). This marketing mix was introduced by Jerome McCarthy and remains a crucial framework for marketers to this day (Czinkota et al., 2021).

Product Characteristics

The first aspect of implementing the marketing mix is the product, which serves as the primary basis for consumers to evaluate whether their needs are being met. As a result, marketers should strive to align products as closely as possible with consumer needs (Czinkota et al., 2021). Consumers purchase products, which can be either physical goods or services (Thabit & Raewf, 2018). Consumers' decision-making ability can be enhanced through knowledge about the product, which is stored in their memory as various meanings and beliefs (Yang et al., 2022; Song et al., 2022). Being well-informed about the production process, ingredients, and industry jargon of beauty and personal care products is crucial in making informed buying choices. Additionally, one's experience and exposure to advertising can also contribute to their knowledge of the product (Kamaruddin et al., 2023). So, it is crucial for marketers to provide accurate product information, including characteristics and availability to help consumers make an informed purchasing decision (Kang et al., 2020; Indrawati et al., 2022), because consumers typically gather information about products before making a purchase decision (Said et al., 2023). In consumer research, objective knowledge denotes consumer familiarity with a product. This includes their comprehension of the products' names, characteristics, usage scenarios, categories, and classes (Yuan & Deng, 2022). Each characteristic of the products must be universal in the sense that it is at some level a feature of all products (Miracle, 1965) because the decision to purchase products is influenced by consumer perceptions and viewpoints, which can trigger memories of the products. Consumers

who are more knowledgeable about a product make more realistic purchasing decision (Keng et al., 2014; Chen et al., 2019). According to Shalehah et al. (2019) product characteristics, such as brand name, quality, design, promotion, and loyalty, significantly influence purchase intention. In conclusion, product characteristics predict consumer purchase intention.

H1: Product characteristics have a positive effect on the purchase intention of Somethinc products.

Affordable Prices

Price refers to the amount of money or costs that any consumer can assume that a product is worth and how much he or she is willing to pay (Thabit & Raewf, 2018). The price of the product must be right so that consumers can afford it and are willing to choose the product from competing offers (Czinkota et al., 2021). Historically, price has been the primary factor influencing consumers' choices. But more importantly, as part of a company's overall value proposition, price plays a key role in creating consumer value and building consumer relationships (Kotler & Armstrong, 2018). According to Levrini and Jeffman Dos Santos (2021), price is one of the key factors that consumers consider when choosing a product to buy. It is typical for shoppers to compare prices across various products to find the most economical option for their needs (Zeithaml, 1988). Price can be calculated based on various measures, such as fair price, competitive price, discount price, retailer price, and price suitability. It is crucial to consider the price suitability of the product being offered since reasonable and affordable prices can influence consumers' purchasing decision (Zhao et al., 2021; Putra et al., 2023).

H2: Affordable prices have a positive effect on the purchase intention of Somethinc products.

Easy Access to Products

Easy access to products is related to the places consumers reach to buy products, either from shops or e-commerce platforms (Thabit & Raewf, 2018). The place determined by the company to conduct business activities and distribute products to consumers must be strategic so that they can get closer to consumers because determining a place of business will greatly influence purchasing decision (Suhardi et al., 2021). This place includes the delivery system, where producers must place products within reach of consumers in a timely manner (Czinkota et al., 2021). Now the internet has emerged as a distribution channel where people exchange

information, seek entertainment, and buy and sell online because online shopping brings several advantages such as convenience, time savings, and comparison of various products available online (Davis et al., 2021). Convenience greatly impacts consumer purchasing behavior and must be considered by businesses (Alfanur & Kadono, 2022). According to Farid et al. (2023), easy access to products, which is one of the elements of the marketing mix, has a direct impact on consumer purchase intention.

H3: Easy access to products have a positive effect on the purchase intention of Somethinc products.

Price Promotions

Promotion is a strategic communication tool employed by firms to establish product differentiation and foster consumer recognition (Alhedhaif et al., 2016; Gillani et al., 2013). The promotional strategy aims to stimulate repeat purchases among consumers who do not frequent the brand, whereas consumers known for their brand loyalty are expected to continue purchasing without being influenced by incentives (Huang et al., 2014). Sales promotions are a fundamental aspect of marketing campaigns that seek to motivate and accelerate consumer response. This response usually involves increased purchases of a specific product or service, both in quantity and speed. Sales promotions are executed through consumer coupons, displays, and price reductions, which are widely employed in retail stores across the globe. As Mullin and Cummins explain, price promotions may manifest as buy-one-get-one-free offers, additional packages, and discount coupons (Hanaysha, 2018). According to Kim and Lee (2020), when price promotions are implemented in an integrated manner, it is certain that there will be a significant increase in the intention that consumers must purchase the products offered by a company.

H4: Price promotions have a positive effect on the purchase intention of Somethinc products.

Purchase Intention and Purchase Decision

The examination of consumer behavior is often predicated on the analysis of behavioral intentions, which serve as key indicators of an individual's willingness to engage in specific actions and the extent to which they will persist in attempting to do so. Ultimately, these intentions play a critical role in shaping future purchasing decisions, highlighting the importance of understanding the underlying factors that drive consumer intentions (Ajzen,

1991; Omar et al., 2012). When making purchasing decisions, various external factors can have an impact on consumers' choices. The opinions of those you trust, and unforeseen circumstances can shift their priorities, rendering their initial intentions obsolete. It is important to acknowledge that consumers' preferences may not always align with their actions. (Kotler & Armstrong, 2018). Understanding consumer behavior is key to success in today's market. It helps create tailored marketing strategies and products (Hong & Kim, 2012). According to Jamil and Mat's (2011) recommendations, investigating the correlation between purchase intention and actual purchasing behavior in future research could yield significant insights. Understanding human behavior requires investigating underlying motivations and the interplay between cognition and action (Limayem et al., 2000). The research conducted by Bashir (2019) revealed that a consumers' purchase intention holds a significant influence over their actual purchasing behavior. This is primarily attributed to the fact that consumers exhibiting higher levels of purchase intention are more inclined toward making a purchase of the product in question.

H5: Purchase intention has a positive effect on the purchase decision of Somethinc products.

The Moderating Effect of Age, Income, and Culture

One of the most salient determinants of consumer behavior is age (Hubona and Kennick, 1996). Researchers have analyzed age-related consumer characteristics to determine their impact on consumers' attitudes and behavior (Li et al., 2008). The purchasing behavior of consumers is influenced by several factors, including their age (Slabá, 2019). Several academic studies have discovered a positive correlation between consumers' age and their tendency to make decision to purchase (Stafford et al., 2004), while some researchers have reported a negative impact (Joines et al., 2003) and other studies have yielded inconclusive results with no significant association observed (Dabholkar et al., 2003).

H6: The influence of purchase intention on the purchase decision of Somethinc products is moderated by age.

Income can be defined as a form of monetary compensation, which may take the form of profit, rent, or wages. The acquisition of income provides individuals with the financial capacity to purchase goods and services (Saad et al., 2013). There are attitudes that vary among different income groups. Therefore, it can be inferred that consumers belonging to distinct income groups possess diverse attitudes toward the pricing and recommendation of beauty and

personal care products. Income is a crucial demographic variable, closely tied to purchase power and purchase decision (Singhal & Malik, 2018). Purchasing power is based on income, so people buy according to their income level (Rizwan et al., 2021).

H7: The influence of purchase intention on the purchase decision of Somethinc products is moderated by income.

Marketing strategy is directly impacted by social, cultural, personal, and psychological characteristics, as numerous studies have shown (Sukdeo, 2018). Culture can be understood as a conceptual framework for interpreting and valuing the differences that are often associated with national cultures, rather than an innate characteristic of individuals or collectives (Burton, 2008). The marketing process commences with an understanding of the consumers' needs, wants, and desires, and culminates in their satisfaction to achieve the objectives of the organization (Durmaz, 2014). According to Peña-García et al. (2020), evidence highlights cultural subjectivity in consumer behavior.

H8: The influence of purchase intention on the purchase decision of Somethinc products is moderated by culture.

METHODOLOGY

This research falls under two categories, descriptive and causal research. Descriptive research is conducted when the variables to measure an object are known, but the relationship between these variables is yet to be determined. Conversely, causal research, also known as research, to evaluate hypotheses, is conducted to evaluate whether a relationship exists between variables. In such research, previous occurrences in similar studies are applied to the current object of study (Indrawati, 2015). Descriptive research was utilized in the study, allowing for an examination of things in their natural state without any manipulation. This method is deemed most suitable as it enabled the observation of participants in their everyday environment, resulting in precise data and statistics. This approach effectively pinpointed how the four elements of the marketing mix used (product characteristics, affordable prices, easy access to products, and price promotions) influence consumer purchasing intention and its impact on consumer purchasing decision within the context of this research.

In order to facilitate the research process, the collection of pertinent information is often accomplished by disseminating questionnaires to 275 participants. This approach represents an indirect method of information gathering, whereby written queries or statements are presented to respondents (Sekaran & Bougie, 2016). The questionnaire itself can be distributed using

several methods, including individually, via message, and via email. In this research, a questionnaire using a Google form will be used with selected answers with a score range based on a Likert scale which is then distributed to respondents using online media. The data collection is conducted at a specific time, not continuously, also known as cross-sectional (Hair et al., 2020).

The study employed structural equation modeling (SEM) to analyze the data, enabling simultaneous analysis of all variable paths in the research model (Ghauri et al., 2020). SEM is a powerful statistical tool that enables researchers to evaluate and estimate causal relationships between variables. By exploring reciprocal influences between variables, both directly and indirectly through intermediary variables, SEM provides a comprehensive understanding of complex relationships. The SEM framework is composed of two primary components: a structural model that identifies possible sources of dependence between exogenous and endogenous variables, and a measurement model that illustrates the association between latent variables and their indicators (Mukherjee, 2020). When using SEM, there are two methods to consider, covariance-based SEM and variance-based SEM commonly known as partial least square SEM. Covariance-based SEM is best suited for verifying or disproving a theory by evaluating how accurately the proposed model can estimate the covariance matrix using sample data. In contrast, partial least square SEM is utilized for exploratory research to develop theory. Its primary objective is to elucidate the variance in the dependent variable while analyzing the model (Hair et al., 2020). Sarstedt et al. suggest that partial least square SEM is a viable alternative to covariance-based SEM for complex models and small sample sizes (Hair et al., 2019). Notably, partial least square SEM has been shown to predict accuracy more effectively than covariance-based SEM (Sarstedt & Cheah, 2019; Hwang et al., 2020). In this study, the researchers made use of SmartPLS 3.0 as an analytical tool for selecting partial least square SEM. The partial least square SEM model underwent two forms of scrutiny, the measurement model and the structural model. The measurement model served to assess the reliability and validity of the variables, while the structural model was utilized to evaluate the hypothesis formulated (Chen & Li, 2020).

RESULTS AND DISCUSSION

The analysis and discussion of the results should characterize the context of the research, either through the description of the environment, conjuncture, or economic sector. Present the development of the research. Structuring subsections in the sense of “responding” to the

objectives to which the work proposes. It can be structured in subsections in order to respond to the objectives to which the work proposes.

Table 1 – Reliability and discriminant validity

	EA	CT	PC	AP	PD	PI	PP	CA	CR	AVE
EA	0.795							0.705	0.836	0.593
CT	0.132	0.866						0.833	0.900	0.749
PC	0.079	0.116	0.855					0.877	0.915	0.730
AP	-0.079	0.256	0.256	0.770				0.772	0.853	0.631
PD	0.069	0.490	0.209	0.465	0.756			0.961	0.964	0.571
PI	0.303	0.182	0.278	0.275	0.504	0.827		0.769	0.867	0.685
PP	0.064	0.155	0.229	0.153	0.310	0.551	0.868	0.837	0.902	0.754

*Note: The diagonal indicates the square root of AVE (discriminant validity). CA: Cronbach's alpha. CR: composite reliability. AVE: average variance extracted.

Source: Processed data by the authors by using SmartPLS 3.0 (2023)

In order to assess the validity and reliability of the measurement, we will utilize the proven methods of convergent validity and discriminant validity. To evaluate the consistency and stability of the construct, we will employ both CA and CR. In accordance with established criteria, convergent validity will be confirmed if factor loading is equal to or greater than 0.7 and AVE is equal to or greater than 0.5. (Hair et al., 2017; Ghauri et al., 2020). The Fornell-Larcker Criterion is a widely used statistical tool utilized in determining the discriminant validity of a measurement instrument. Specifically, the criterion compares the square root of the AVE of each latent variable with the correlation between the latent variables. In order to meet the criterion, the square root of the AVE of each variable should be larger than the correlation it has with other variables (Hair et al., 2021). As shown in Table 1, both CA and CR meet the criteria so it can be concluded that the construct has convergent validity. The study also revealed that the square root of the AVE evaluation results for each variable surpassed the correlation value of other variables. So, it can be concluded that the construct has discriminant validity. This indicates that the variables utilized are unique and capable of accurately capturing phenomena that are not represented by other variables in the research model. As a result, these variables hold considerable significance for research purposes (Hair et al., 2017).

Table 2 – Hypothesis evaluation results (main model)

Hypothesis	Structural path	Path coefficient	t-value	p-value	Findings
H1	PC → PI	0.094	1.779	0.038	Supported
H2	AP → PI	0.199	3.781	0.000	Supported
H3	EA → PI	0.280	4.925	0.000	Supported
H4	PP → PI	0.481	10.177	0.000	Supported
H5	PI → PD	0.428	7.272	0.000	Supported

Source: Processed data by the authors by using SmartPLS 3.0 (2023)

The evaluation of the structural model is a crucial step in evaluating the hypothesis of this study. It is important to note that while assessing the structural model, the partial least square SEM method places less emphasis on the goodness-of-fit measurement. The criteria for evaluating the model are based on its predictive capabilities, which ensures the model's reliability and robustness (Hair et al., 2017). The results of the evaluation of the structural model are shown in Table 2, we can conclude that all the hypotheses were supported as follows:

- H1 is suspected that product characteristics have a positive effect on the purchase intention of Somethinc products. Based on the table, the path coefficient is 0.094, the t-value is 1.779, and the p-value is 0.038. Since the t-value is ≥ 1.65 and the p-value is ≤ 0.05 , so H1 is supported. Therefore, product characteristics have a positive and significant effect on consumer purchase intention of Somethinc products. This study's results are consistent with research conducted by Shalehah et al. (2019) that found product characteristics significantly influence consumer intention in purchasing products. Thus, enhancing this, fostering innovative designs, and establishing a strong brand can effectively boost future consumer purchases.
- H2 is suspected that affordable prices have a positive effect on the purchase intention of Somethinc products. Based on the table, the path coefficient is 0.199, the t-value is 3.781, and the p-value is 0.000. Since the t-value is ≥ 1.65 and the p-value is ≤ 0.05 , so H2 is supported. Therefore, affordable prices have a positive and significant effect on consumer purchase intention of Somethinc products. This result is aligned with Levrini and Jeffman Dos Santos (2021) who also found that the price of a product can significantly impact a consumers' decision to purchase it from a company.
- H3 is suspected that easy access to products has a positive effect on the purchase intention of Somethinc products. Based on the table, the path coefficient is 0.280, the t-value is 4.924, and the p-value is 0.000. Since the t-value is ≥ 1.65 and the p-value is ≤ 0.05 , so H3 is supported. Therefore, easy access to products has a positive and significant effect on consumer purchase intention of Somethinc products. Easy access to products plays a crucial role in influencing consumers' purchasing intention, as the availability of a product can shape their perceptions and interactions with it. To achieve this, it is essential to have a robust product distribution process that allows companies to offer their products at the right time and place. When consumers can conveniently locate the products they desire, their inclination to purchase tends to grow progressively (Farid et al., 2023).

- H4 is suspected that price promotions have a positive effect on the purchase intention of Somethinc products. Based on the table, the path coefficient is 0.481, the t-value is 10.177, and the p-value is 0.000. Since the t-value is ≥ 1.65 and the p-value is ≤ 0.05 , so H4 is supported. Therefore, price promotions have a positive and significant effect on consumer purchase intention of Somethinc products. The results of this study correspond with the research conducted by Kim and Lee (2020), indicating that the adoption of a comprehensive approach to price promotions can result in a noteworthy surge in consumer attraction toward a company's offerings. According to Agustin and Suyanto (2022), in order for a company's promotional efforts to be efficacious, they must exhibit both ingenuity and erudition to ensure that consumers fully participate in and embrace the promotion.
- H5 is suspected that purchase intention has a positive effect on the purchase decision of Somethinc products. Based on the table, the path coefficient is 0.428, the t-value is 7.272, and the p-value is 0.000. Since the t-value is ≥ 1.65 and the p-value is ≤ 0.05 , so H5 is supported. Therefore, purchase intention has a positive and significant effect on consumer purchase decision of Somethinc products. The results of the present study align with the research conducted by Peña-García et al. (2020) on consumer purchasing intention and purchasing behavior. The findings demonstrate a significant and positive correlation between purchasing intention and actual purchasing behavior.

Table 3 – Hypothesis evaluation results (moderated by age)

Hypothesis	Structural path	Path coefficient		t-value		p-value		Findings
		Young adults	Later adults	Young adults	Later adults	Young adults	Later adults	
H6	PI → PD	0.503	0.319	7.087	2.958	0.000	0.002	Supported

*Note: Young adult: under 25 years old. Later adult: above 25 years old

Source: Processed data by the authors by using SmartPLS 3.0 (2023)

As shown in Table 3, H6 is suspected that the influence of purchase intention on the purchase decision of Somethinc products is moderated by age. Clearly, it is visible that for young adults the path coefficient is 0.503, the t-value is 7.087, and the p-value is 0.000. As for later adults, the path coefficient is 0.319, the t-value is 2.958, and the p-value is 0.002. Since the t-value is ≥ 1.65 and the p-value is ≤ 0.05 , so H6 is supported. Therefore, the influence of purchase intention on the purchase decision of Somethinc products is moderated by age. Additionally, the moderation effect on the relationship between purchase intention and purchase decision was greater by the young adults than the later adults.

According to Fekete-Farkas et al. (2021), age is a significant factor in the correlation between purchase intention and the decision to purchase products. The perceptions of family, friends, and media have a significant impact on the purchase intention of young consumers (Lim et al., 2016). The outcomes of the present age-related research align with the research findings of Dewi and Sharif (2022), which posits that age plays a crucial role in determining consumers' inclination towards engaging in shopping activities. Therefore, it is imperative for Somethinc to focus on young customers and provide products that meet their specific requirements.

Table 4 – Hypothesis evaluation results (moderated by income).

Hypothesis	Structural path	Path coefficient		t-value		p-value		Findings
		Lower income	Higher income	Lower income	Higher income	Lower income	Higher income	
H7	PI → PD	0.374	0.514	4.108	6.473	0.000	0.000	Supported

Source: Processed data by the authors by using SmartPLS 3.0 (2023)

As shown in Table 4, H7 is suspected that the influence of purchase intention on the purchase decision of Somethinc products is moderated by income. In this regard, it is evident that for lower-income the path coefficient is 0.374, the t-value is 4.108, and the p-value is 0.000. As for higher income, the path coefficient is 0.514, the t-value is 6.473, and the p-value is 0.000. Since the t-value is ≥ 1.65 and the p-value is ≤ 0.05 , so H7 is supported. Therefore, the influence of purchase intention on the purchase decision of Somethinc products is moderated by income. Additionally, the moderation effect on the relationship between purchase intention and purchase decision was greater by consumers with higher income than lower income. The current results align with the study conducted by Sánchez-Torres et al. (2017), which revealed that an individual's financial standing can significantly impact their intention to purchase a product. As social income level is known to heavily influence purchasing ability, these findings highlight the crucial role of economic status in shaping consumer behavior.

Table 5 – Hypothesis evaluation results (moderated by culture)

Hypothesis	Structural path	Path coefficient	t-value	p-value	Findings
H8	PIxCT → PD	0.100	1.650	0.050	Supported

Source: Processed data by the authors by using SmartPLS 3.0 (2023)

As shown in Table 5, H8 is suspected that the influence of purchase intention on the purchase decision of Somethinc products is moderated by culture. The evidence is clear that the path coefficient is 0.100, the t-value is 1.650, and the p-value is 0.050. Since the t-value is ≥ 1.65 and the p-value is ≤ 0.05 , so H8 is supported. Therefore, the influence of purchase

intention on the purchase decision of Somethinc products is moderated by culture. The cultural elements infused in Somethinc products and their relevance in everyday life further enhance consumers' desire to have a say in their purchasing decision. Such insights corroborate the latest study by Peña-García et al. (2020), which underscored the influence of culture in moderating the relationship between consumer intention in purchase and actual purchase decision.

Table 6 – R-Square and Q-Square value

Variable	R-Square	Q-Square
Purchase intention	0.431	0.280
Purchase decision	0.427	0.230

Source: Processed data by the authors by using SmartPLS 3.0 (2023)

The calculation of R-square serves to assess the precision of a model's outcome predictions in a study. These metrics gauge the relationship between the anticipated and observed value and reflect the degree of variation in an endogenous variable. Within the context of this study, the R-square for purchase intention has been determined to be 0.431 and for purchase decision has been determined to be 0.427, both surpassing the threshold of 0.25 and considered as weak to moderate level of model accuracy (Hair et al., 2017). In order to assess the effectiveness of a study's model, researchers use a measurement called predictive relevance (Q-square). For this study, the predictive relevance value for purchase intention is 0.280, indicating a medium to high level of predictive relevance. Therefore, the predictive relevance value for purchase decision is 0.230, indicating a small to medium level of predictive relevance (Hair et al., 2019).

CONCLUSION

This research has led us to conclude that all the hypotheses proposed at the beginning of the study have been accepted. These findings demonstrate that the marketing mix, which includes product characteristics, affordable prices, easy access to products, and price promotions, positively and significantly affects purchase intention. Thus, purchase intention also influences purchase decision within the beauty and personal care products, especially Somethinc products in Indonesia. Furthermore, this study revealed that price promotions has the most significant impact on consumer purchase intention for Somethinc products. This study also discovered that age, income, and culture play a moderating role in the influence of consumer purchase intention on consumer purchase decision. Specifically, young adults have a more major influence than later adults when purchasing beauty and personal care products.

Consumer groups with higher incomes also have a stronger moderating effect. Lastly, this research found that culture has an impact on the influence of consumer purchase intention on consumer purchase decision of Somethinc products.

Additionally, to enhance consumer engagement with price promotions, Somethinc should provide interactive and appealing price-cut promotions. This is especially crucial since the predominant consumer demographic of Somethinc comprises young adults in their early 20s who tend to shop online. Furthermore, this demographic constitutes the most extensive social media user base in Indonesia (Statista, 2021), Somethinc can provide price promotions through a range of social media channels, utilizing attention-grabbing content that effectively engages with consumers. Utilizing a social media platform has the potential to enhance the likelihood of making an online purchase (Prasetio, et al., 2017). Furthermore, in order to increase the purchases of Somethinc products, it is crucial to implement compelling marketing strategies and promotional offers that entice consumers to make purchases. One effective way to achieve this is through offering price promotions, which can have a psychological impact on buyers and encourage them to make a purchase. When promotions such as price cuts are made available, buyers may perceive the products as more affordable for a limited period of time. Ultimately, reasonable, and affordable pricing can significantly influence consumer purchasing decisions.

It has been observed that some demographic variables have been used in evaluating the consumer purchase decision of Somethinc products in Indonesia. Future research should consider adding more variables such as customers' job type or trust to evaluate the impact of other moderating variables on purchase decision.

REFERENCES

- Agustin, D. P., & Suyanto, A. M. (2022). Analysis of The Effectiveness of Social Media Promotion on Avoskin Skincare Products Measured by The Epic Model. *Asian Journal of Research in Business and Management*, 4(1), 231-239. <https://doi.org/10.55057/ajrbm.2022.4.1.19>
- Ahmad, A. N., Rahman, A. A., & Rahman, S. A. (2015). Assessing Knowledge and Religiosity on Consumer Behavior towards Halal Food and Cosmetic Products. *International Journal of Social Science and Humanity*, 5(1), 10-14. <https://doi.org/10.7763/IJSSH.2015.V5.413>
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)

- Alfanur, F., & Kadono, Y. (2022). The effects of gender and age on factors that influence purchase intentions and behaviours of e-commerce consumers in Indonesia. *International Journal of Innovation and Learning*, 31(4), 474-505. <https://doi.org/10.1504/IJIL.2022.123178>
- Alhedhaif, S., Lele, U., & Kaifi, B. A. (2016). Brand Loyalty and Factors Affecting Cosmetics Buying Behavior of Saudi Female Consumers. *Journal of Business Studies Quarterly*, 7(3).
- Amed, I., Berg, A., Hudson, S., Weaver, K. K., & Pacchia, M. L. (2023). The State of Fashion: Beauty. McKinsey & Company. Retrieved from <https://www.mckinsey.com/industries/retail/our-insights/the-beauty-market-in-2023-a-special-state-of-fashion-report#/>
- Bashir, A. M. (2019). Effect of halal awareness, halal logo and attitude on foreign consumers' purchase intention. *British Food Journal*, 121(9), 1998-2015. <https://doi.org/10.1108/BFJ-01-2019-0011>
- Burton, D. (2008). *Cross-Cultural Marketing: Theory, practice and relevance*. London: Routledge.
- Chen, C., & Li, X. (2020). The effect of online shopping festival promotion strategies on consumer participation intention. *Industrial Management and Data Systems*, 120(12), 2375-2395. <https://doi.org/10.1108/IMDS-11-2019-0628>
- Chen, T., Ye, J., Wu, X., Shen, L., & Zhu, L. (2019). Somatic embryogenesis and plantlet regeneration of disease-resistant *Pinus massoniana* Lamb. *Journal of Nanjing Forestry University (Natural Sciences Edition)*, 43(3), 1-8. <https://doi.org/10.3969/j.issn.1000-2006.201806005>
- Czinkota, M. R., Kotabe, M., Vrontis, D., & Shams, S. M. (2021). *Marketing Management: Past, Present and Future (4th Ed.)*. Cham: Springer Nature Switzerland.
- Dabholkar, P., Michelle Bobbitt, L., & Lee, E. (2003). Understanding consumer motivation and behavior related to self-scanning in retailing. *International Journal of Service Industry Management*, 14(1), 59-95. <https://doi.org/10.1108/09564230310465994>
- Davis, F., Gnanasekar, M. B., & Parayitam, S. (2021). Trust and product as moderators in online shopping behavior: evidence from India. *South Asian Journal of Marketing*, 2(1), 28-50. <https://doi.org/10.1108/SAJM-02-2021-0017>
- Dewi, D. G., & Sharif, O. O. (2022). THE EFFECT OF ONLINE SHOPPING FESTIVAL PROMOTION STRATEGIES ON SHOPEE CONSUMER PARTICIPATION INTENTION IN BANDUNG. *International Journal of Social Sciences and Management Review*, 5(3), 278-291. <https://doi.org/10.37602/IJSSMR.2022.5323A>
- Durmaz, Y. (2014). The impact of psychological factors on consumer buying behavior and an empirical application in Turkey. *Asian Social Science*, 10(6), 194-204. <https://doi.org/10.5539/ass.v10n6p194>
- Farid, M. S., Cavivvi, A., Rahman, M. M., Barua, S., Ethen, D. Z., Happy, F. A., . . . Alam, M. J. (2023). Assessment of marketing mix associated with consumer's purchase intention of dairy

products in Bangladesh: Application of an extended theory of planned behavior. *HELIYON*, 9(6), 1-11. <https://doi.org/10.1016/j.heliyon.2023.e16657>

Fekete-Farkas, M., Gholampour, A., Jarghooiyan, H., & Ebrahimi, P. (2021). How gender and age can affect consumer purchase behavior? Evidence from A microeconomic perspective from Hungary. *AD-minister*, 25-46. <https://doi.org/10.17230/Ad-minister.39.2>

Garson, G. D. (2016). *Partial Least Squares: Regression & Structural Models*. Asheboro, NC: Statistical Associates Publishers.

Ghauri, P., Grønhaug, K., & Strange, R. (. (2020). *Research Methods in Business Studies*. New York: Cambridge University Press.

Ghozali, I. (2021). *Partial Least Squares: Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.2.9 (3rd Ed.)*. Semarang: Badan Penerbit Universitas Diponegoro.

Gillani, S. F., Yousaf, S., & Khan, S. (2013). The effect of brand characteristic on brand loyalty: a study of cosmetics products in peshawar pakistan. *International Review of Basic and Applied Sciences*.

Grewal, D., & Levy, M. (2020). *Marketing (7th Ed.)*. New York: McGraw-Hill Education.

Hair, J. F., Hult, G. T., Ringle, C. M., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) (2nd Ed.)*. Los Angeles: SAGE Publications.

Hair, J. F., Page, M., & Brunsveld, N. (2020). *Essentials of Business Research Methods (4th Ed.)*. New York: Routledge.

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2-24. <https://doi.org/10.1108/EBR-11-2018-0203>

Hanaysha, J. R. (2018). An examination of the factors affecting consumer's purchase decision in the Malaysian retail market. *PSU Research Review*, 2(1), 7-23. <https://doi.org/10.1108/PRR-08-2017-0034>

Hong, T., & Kim, E. (2012). Segmenting customers in online stores based on factors that affect the customer's intention to purchase. *Expert Systems with Applications*, 39(2), 2127–2131. <https://doi.org/10.1016/j.eswa.2011.07.114>

Huang, H.-C., Chang, Y.-T., Yeh, C.-Y., & Liao, C.-W. (2014). Promote the price promotion: The effects of price promotions on customer evaluation in coffee chain stores. *International Journal of Contemporary Hospitality Management*, 26(7), 1065-1082. <https://doi.org/10.1108/IJCHM-05-2013-0204>

Hubona, G. S., & Kennick, E. (1996). The influence of external variables on information technology usage behavior. *Proceedings of the 29th Annual Hawaii International Conference on System Sciences*. 4, pp. 166-175. Maui: HI. <https://doi.org/10.1109/HICSS.1996.495323>

Hwang, H., Sarstedt, M., Cheah, J. H., & Ringle, C. M. (2020). A concept analysis of methodological research on composite-based structural equation modeling: bridging PLSPM and GSCA. *Behaviormetrika*, 47(1), 219-241. <https://doi.org/10.1007/s41237-019-00085-5>

Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis : Konvergensi Teknologi Komunikasi dan Informasi*. (D. Sumayyah, Penyunt.) Bandung: PT Refika Aditama.

Indrawati, Yones, P. C., & Muthaiyah, S. (2022). eWOM via the TikTok application and its influence on the purchase intention of something products. *Asia Pacific Management Review*. <https://doi.org/10.1016/J.APMRV.2022.07.007>

Jamil, N. A., & Mat, N. K. (2011). To Investigate The Drivers of Online Purchasing Behavioral In Malaysia Based on the Theory of Planned Behavior (TPB): A Structural Equation Modeling (SEM) Approach. *International conference on management (ICM 2011) proceeding*. Conference Master Resources.

Joines, J., Scherer, C., & Scheufele, D. (2003). Exploring motivations for consumer web use and their implications for e-commerce. *Journal of Consumer Marketing*, 20(2). <https://doi.org/10.1108/07363760310464578>

Kamaruddin, N. S., Abdullah, N., Mohamad, A., Ahmad, A., Yen, L. J., Nadzri, N. S., & Paramasivam, H. (2023). Behavioural Intention to Purchase Halal Cosmetics Products in Malaysia. *International Journal of Professional Business Review*, 8(7), 1-15. <https://doi.org/10.26668/businessreview/2023.v8i7.847>

Kang, H. J., Shin, J.-h., & Ponto, K. (2020). How 3D Virtual Reality Stores Can Shape Consumer Purchase Decisions: The Roles of Informativeness and Playfulness. *Journal of Interactive Marketing*, 49(1), 70-85. <https://doi.org/10.1016/j.intmar.2019.07.002>

Keng, C. J., Tran, V.-D., Liao, T.-H., Yao, C.-J., & Hsu, M. K. (2014). Sequential combination of consumer experiences and their impact on product knowledge and brand attitude. *Internet Research*, 24(3), 270 - 291. <https://doi.org/10.1108/IntR-09-2012-0189>

Kim, Y., & Lee, Y. (2020). Cross-channel spillover effect of price promotion in fashion. *International Journal of Retail & Distribution Management*, 48(10), 1139-1154. <https://doi.org/10.1108/IJRDM-12-2019-0393>

Kotler, P., & Armstrong, G. (2018). *Principles of Marketing (17th Ed.)*. New York: Pearson Education, Inc.

Kotler, P., & Armstrong, G. (2021). *Principles of Marketing (18th Ed.)*. Harlow: Pearson Education Limited.

Levrini, G. R., & Jeffman Dos Santos, M. (2021). The Influence of Price on Purchase Intentions: Comparative Study between Cognitive, Sensory, and Neurophysiological Experiments. *Behavioral science*, 11(2), 1-16. <https://doi.org/10.3390/bs11020016>

Li, S., Glass, R., & Records, H. (2008). The Influence of Gender on New Technology Adoption and Use—Mobile Commerce. *Journal of Internet Commerce*, 7(2), 270-289. <https://doi.org/10.1080/15332860802067748>

Lim, Y. J., Osman, A., Salahuddin, S. N., Romle, A. R., & Abdullah, S. (2016). Factors Influencing Online Shopping Behavior: The Mediating Role of Purchase Intention. *Procedia Economics and Finance* 35, 401-410. [https://doi.org/10.1016/S2212-5671\(16\)00050-2](https://doi.org/10.1016/S2212-5671(16)00050-2)

- Limayem, M., Khalifa, M., & Frini, A. (2000). What Makes Consumers Buy from Internet? A Longitudinal Study of Online Shopping. *IEEE Transactions on Systems, Man, and Cybernetics - Part A: Systems and Humans*, 30(4), 421-432. <https://doi.org/10.1109/3468.852436>
- Manideep, A. S., Reddy, P. S., & Reddy, M. S. (2019). Factors Influencing the Adoption of Social Media Marketing in the Wellness Industry: An Empirical Analysis. *Journal of Advanced Research in Dynamical and Control Systems*, 11(6), 356-362.
- Miracle, G. E. (1965). Product Characteristics and Marketing Strategy. *Journal of Marketing*, 29(1), 18-24. <https://doi.org/10.1177/002224296502900104>
- Mukherjee, S. P. (2020). *A Guide to Research Methodology: An Overview of Research Problems, Tasks and Methods*. New York: Taylor & Francis Group. <https://doi.org/10.12968/jowc.1998.7.7.361>
- Omar, K. M., Mat, N. K., Imhemed, G. A., & Ali, F. M. (2012). The Direct Effects of Halal Product Actual Purchase Antecedents among the International Muslim Consumers. *American Journal of Economics*, 2. <https://doi.org/10.5923/j.economics.20120001.20>
- Peña-García, N., Gil-Saura, I., Rodríguez-Orejuela, A., & Siqueira-Junior, J. R. (2020). Purchase intention and purchase behavior online: A cross-cultural approach. *Heliyon*, 6, 1-11. <https://doi.org/10.1016/j.heliyon.2020.e04284>
- Prasetio, A., Hurriyati, R., Sari, P. K., & Sary, F. P. (2017). Social Capital and Electronic Word-Of-Mouth (eWOM) Effect Toward Online Purchase Intention. *Journal of Computational and Theoretical Nanoscience*, 23(11), 10822-10825. <https://doi.org/10.1166/asl.2017.10161>
- Putra, W. P., Hendayani, R., & Hidayah, R. T. (2023). IPMA's Analysis on Factors Affecting Indrive Indonesia's Customer Loyalty. *International Journal of Professional Business Review*, 8(6). <https://doi.org/10.26668/businessreview/2023.v8i6.2320>
- Rizwan, S., Al-Malkawi, H.-A., Gadar, K., Sentosa, I., & Abdullah, N. (2021). Impact of brand equity on purchase intentions: empirical evidence from the health takāful industry of the United Arab Emirates. *ISRA International Journal of Islamic Finance*, 13(3), 349-365. <https://doi.org/10.1108/IJIF-07-2019-0105>
- Saad, R., Ishak, H., & Johari, N. (2013). The impact of demographic factors toward customer loyalty: a study on credit card users. *Elixir Marketing Management*, 55, 13078-13084.
- Said, L. R., Anggela, M., & Fariany, G. R. (2023). Online Purchase Decision of Gen Z Students at Shopee Marketplace. *International Journal of Professional Business Review*, 8(5), 1-21. <https://doi.org/10.26668/businessreview/2023.v8i5.1187>
- Sánchez-Torres, J. A., Arroyo-Canada, F. J., Montoya-Restrepo, L. A., & Rivera-González, J. A. (2017). Moderating effect of socioeconomic factors and educational level on electronic purchasing in Colombia. *Tékhne*, 26-34. <https://doi.org/10.1016/j.tekhne.2017.07.001>
- Sarstedt, M., & Cheah, J. H. (2019). Partial least squares structural equation modeling using SmartPLS: a software review. *Journal of Marketing Analytics*, 7(3), 196-202. <https://doi.org/10.1057/s41270-019-00058-3>

Sekaran, U., & Bougie, R. (2016). *Research methods for business : a skill-building approach* (7th Ed.). Chichester: John Wiley & Sons.

Shalehah, A., Moslehpour, M., & Trisno, I. L. (2019). The Effect of Korean Beauty Product Characteristics on Brand Loyalty and Customer Repurchase Intention in Indonesia. 2019 16th International Conference on Service Systems and Service Management (ICSSSM). IEEE. <https://doi.org/10.1109/ICSSSM.2019.8887676>

Singhal, A., & Malik, G. (2018). The attitude and purchasing of female consumers towards green marketing related to cosmetic industry. *Journal of Science and Technology Policy Management*, 12(3), 514-531. <https://doi.org/10.1108/JSTPM-11-2017-0063>

Sirajuddin, R. S., Senathirajah, A. R., Haque, R., & Isa, A. M. (2023). Marketing Mix Influence on Consumer Buying Behavior: A Case Study on the Cosmetics Industry. *International Journal of Professional Business Review*, 8(5), 1-21. <https://doi.org/10.26668/businessreview/2023.v8i5.1499>

Slabá, M. (2019). The impact of age on the customers buying behaviour and attitude to price. *Littera Scripta*, 12(2). Retrieved from https://doi.org/10.36708/Littera_Scripta2019/2/11

Song, L.-J., Sui, R.-X., Wang, J., Miao, Q., He, Y., Yin, J.-J., . . . Ma, C.-G. (2022). Targeting the differentiation of astrocytes by Bilobalide in the treatment of Parkinson's disease model. *International Journal of Neuroscience*. <https://doi.org/10.1080/00207454.2022.2100778>

Stafford, T. F., Turan, A., & Raisinghani, M. S. (2004). International and Cross-Cultural Influences on Online Shopping Behavior. *Journal of Global Information Technology Management*, 7(2), 70-87. <https://doi.org/10.1080/1097198X.2004.10856373>

Statista. (2021, Februari 11). Breakdown of social media users by age and gender in Indonesia as of January 2021. Retrieved September 2, 2023, from Statista: <https://www.statista.com/statistics/997297/indonesia-breakdown-social-media-users-age-gender/>

Statista Consumer Market Insights. (2023, June 28). Revenue of the beauty & personal care market in Indonesia from 2019 to 2028 (in million U.S. dollars). Retrieved from Statista: <https://www.statista.com/forecasts/1220238/indonesia-revenue-beauty-and-personal-care-market>

Suhardi, Y., Agustina, B., Zulkarnaini, Darmawan, A., & Oktavia, L. (2021). Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian. *Jurnal Manajemen Strategi dan Aplikasi Bisnis*, 4(2), 583-594. <https://doi.org/10.36407/jmsab.v4i2.381>

Sukdeo, N. I. (2018). Factors that influence consumer behavior in the purchase of durable household products. *IEOM 2018* (pp. 1668-1678). Paris: IEOM Society International.

Thabit, T. H., & Raewf, M. B. (2018). The Evaluation of Marketing Mix Elements: A Case Study. *International Journal of Social Sciences and Educational Studies*, 4(4), 100-109. <https://doi.org/10.23918/ijsses.v4i4p100>

Yang, B., Liu, C., Cheng, X., & Ma, X. (2022). Understanding Users' Group Behavioral Decisions About Sharing Articles in Social Media: An Elaboration Likelihood Model Perspective. *Group Decision and Negotiation*, 31, 819-842.

Yuan, H., & Deng, W. (2022). Doctor recommendation on healthcare consultation platforms: an integrated framework of knowledge graph and deep learning. *Internet Research*, 32(2), 454-476. <https://doi.org/10.1108/INTR-07-2020-0379>

Zeithaml, V. A. (1988). Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52(3), 2-22. <https://doi.org/10.2307/1251446>

Zhao, H., Yao, X., Liu, Z., & Yang, Q. (2021). Impact of Pricing and Product Information on Consumer Buying Behavior With Customer Satisfaction in a Mediating Role. *Frontiers in Psychology*, 12(720151), 1-11. <https://doi.org/10.3389/fpsyg.2021.720151>