

IMPULSE BUYING BEHAVIOR OF SKINCARE PRODUCTS ON THE MARKETPLACE IN GEN Z

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Abstract

This day, Generation Z has a strong interest in the use of beauty products in their self-improvement efforts. The rise of skincare trends along with the development of the cosmetic product market has a real impact on consumer behavior. The purpose of this study is to analyze the phenomenon of impulse buying in Generation Z on skin care products. This research uses a *mixed method*. SEM- PLS was used to quantitatively analyze the relationship between impulse buying behavior and hedonistic consumption trends, positive emotions, and skincare practices. In addition, NVivo was used to qualitatively investigate the influence of advertising, packaging aesthetics, and social media use. The interim findings of this study indicate that emotional factors, product promotion, and product visual appeal have a significant influence on impulse purchase behavior.

Keywords: Impulse buying, hedonistic consumption, positive emotions, social media, visual appeal

1. Introduction

Skincare is the most popular cosmetic product in the global cosmetic industry. Based on research by Iventure and Alvara Research, 78% of Indonesians prefer to buy or use skincare products compared to makeup and 54.9% of them often use skincare for their skin health needs, both face and body.

In a single year, beauty products sold 247.1 million of the 2.3 million items on Shopee Marketplace (Indonesian Digital Marketing Association, 2020). In the meantime, there are numerous categories of beauty products, such as skincare, hair care, makeup, and bath and body products. Facial wash, toner, moisturizer, sunscreen, serum, essence, eye cream, face mask, facial oil, and so on are examples of skincare products.

According to Elgeka and Tania 2024, Generation Z are becoming more picky when it comes to skincare product selection as a result of the wide variety of skincare products available to treat various skin conditions (Kumampung, 2020).

Generation Z has a very high awareness about skin health and self-care. With the rise of skincare trends accompanied by the rapid development of technology, Generation Z's lifestyle has changed. Another trait of Generation Z is their propensity to search for the fastest way to purchase goods, which is impacted by both emotive and cognitive

reactions. As data taken from bps statistics (*Statistics-Ecommerce-2022-2023.Pdf*, n.d.) The number of E-commerce users in 2022 grew by 4.46% from the previous year and in cosmetic products ranks 5th at 5.37% of the most sold products in e-commerce. This shows that the behavior of generation z consumers is increasingly shifting towards digital, increasingly comfortable and accustomed to making online transactions including to buy beauty products.

Skincare trends that are happening on social media can stimulate consumer buying interest. Not only skincare trends circulating on social media, promotions and discounted shipping costs are also able to influence consumer behavior to make purchasing decisions (Fadillah & Syarif, 2013). This study aims to examine the phenomenon of unplanned purchases of skincare products triggered by discount offers to skincare trends. Even though consumers do not really need these products, the existence of discounts or trends that are happening on social media encourages them to make purchases.

The results of a Central Statistics Agency survey show that 31% of consumers are currently experiencing an increase in online shopping to meet their needs. However, online shopping often encourages consumers to shop impulsively, buying products they want even though they are not currently needed (Aida, 2020). The results of a study conducted by Mc Kinsey and Company show that 24% of Indonesian Gen Z consumers have a premium shopaholic personality and are eager to compare products or services so they can make impulsive purchases or unplanned purchases (Venia, Marzuki, & Yuliniar, 2021). According to a 2019 Watsons Group study, 86% of Generation Z consumers of health and beauty goods were from this generation, and over 70% of them spent money on cosmetics (Copp, 2019).

2. Literature Review

2.1 Generation Z

Generation Z is a young population who were born between 1997 and 2012, ranging in age from 12 to 26. Since they were born into the Internet era, this generation finds it impossible to picture their lives without technology. According to Dimitrieska 2023 (Dolot 2018), this Generation is also known as C Generation which means "connected" or "connected to the Internet", "computerized", "communicating", "content centric", "changing" and as R Generation that means "responsible generation". An interesting fact about this generation is that it does not yet earn a lot of money, but it has great spending power. Beal (2016) described them as living in a "world of continuous updates". They can be characterized as well-educated, technologically skilled, innovative, and creative. Much of their lives take place online. Even 40% of them identify themselves as digital device addicts and 92% have a digital footprint. For this generation, traditional marketing methods do not work. They exclusively trust their online friends, influencers, online product reviews and comments, photos, videos. If they buy a product in the store, they

immediately post it on the social networks.

2.2 Impulse buying

Impulse purchases are purchases that are based on activities that are not planned in advance. In some cases, buyers also do not think coherently or think carefully about the motivation for the purchase, because at that moment they seem to follow the feeling of attraction to an item. They carry out purchasing activities spontaneously (Darmawan & Gatheru, 2021).

There are several things that can influence impulse buying behavior, namely ease of transactions, ease of accessing information about products, quality of services provided and then there is a feeling of comfort and security that consumers feel when interacting with a brand that can have an impact on the emergence of cognitive and affective attitudes where the second factor is used to predict impulse buying behavior (Lina et al., 2022). As more people spend time on the internet today, the urge to buy goods online is increasing. This is due to stimuli from internal and external sources, which trigger spontaneous purchases (Thakur et al., 2020).

An impulse purchase or impulse buying is an unplanned decision to buy a product or service, made just before a purchase. One who inclines to make such purchases is known as an impulse purchaser or impulse buyer. The practice of impulsive purchasing has been around for a while. However, the recent surge in e-commerce brought on by the pandemic has resulted in an increase in instances of impulsive purchases. This study investigates the causes of impulsive purchases (Thakur. et al 2020).

2.3 Skincare Involvement

According to Nurhaliza & Adnans (2023), high consumer involvement can increase consumer satisfaction with the products they buy because these products provide benefits, and feelings of pleasure, pride, or pleasure. Loyalty attitudes will be formed from the level of consumer involvement because this consumer involvement is a form of evaluation that consumers do before they buy a product. Based on research by Nurhaliza & Adnans (2023), consumer involvement has a positive influence on purchasing decisions for skincare products.

2.4 Positive Emotion

Imbayani & Novarini, 2016 explain that positive emotion is a feeling experienced by someone that can have an impact on impulse buying with a high level of desire. Positive emotion has a huge impact on consumers' desire to make impulse buying (Denia et al., 2023). When consumers are going to do shopping, emotions will affect how their behavior in buying a product (Choirul & Artanti, 2019).

2.5 Hedonic Consumption Tendency

Hedonic behavior is a person's urge to fulfill desires, get pleasure and satisfaction, and feel pleasure. Hedonic shopping motives can increase the tendency to impulsive buying. Based on research conducted by Mei et al. (2024), hedonic shopping motives have a significant positive relationship with impulsive buying of skincare products in Generation Z Shopee consumers. Hedonic consumption is an aspect of consumer behavior related to multisensory experiences, fantasies, and emotions experienced when using a product and is an act of pursuing pleasure and enjoyment. (Alba & Williams, 2013).

3. Material and Method

This research uses a combination research method that combines quantitative and qualitative methods.

3.1 Design Study

The research design used is explanatory sequential design, which is a research method used through qualitative data interpretation to explain the results obtained in the quantitative stage. In this design, researchers collect and analyze quantitative data (numerical) first and then collect qualitative data (text) for deeper analysis to support the explanation or expand the quantitative results obtained. Quantitative data provides a general understanding of the research question while qualitative data as a refinement that explains statistical results by exploring respondents' opinions more deeply (Razali et al., 2023).

This study used questionnaires and interviews to collect primary data. In the quantitative method, the survey used closed-ended questions with a Likert scale to determine respondents' perceptions of the terms "strongly disagree" (1) to "strongly agree" (2).

(5). A qualitative approach is carried out through interviews with informants regarding impulse buying variables. The sampling method used is probability sampling. All members of the population, Generation Z, have an equal chance of being selected into the sample. This method ensures that the sample is representative of the population.

3.2 Data Analysis

In the quantitative method, this research uses data analysis with the PLS-SEM approach. PLS-SEM (Partial Least Squares Structural Equation Modeling) is a method of analysis that developed by Herman O. A. Wold, which combines principal component analysis with ordinary least squares regression that allows researchers to estimate complex models with many constructs, indicator variables, and structural paths without imposing distribution assumptions on the data (Hair et al., 2019). This study uses three hypotheses as follows.

H1: Skincare Involvement affects Impulse Buying Behavior

H2: Positive Emotion affects Impulse Buying Behavior

H3: Hedonic Consumption Tendency affects Impulse Buying Behavior

The questionnaire data collected was processed using SmartPLS *software*.

4.0. The following below is a quantitative research model of Impulse Buying Behavior using the PLS-SEM approach.

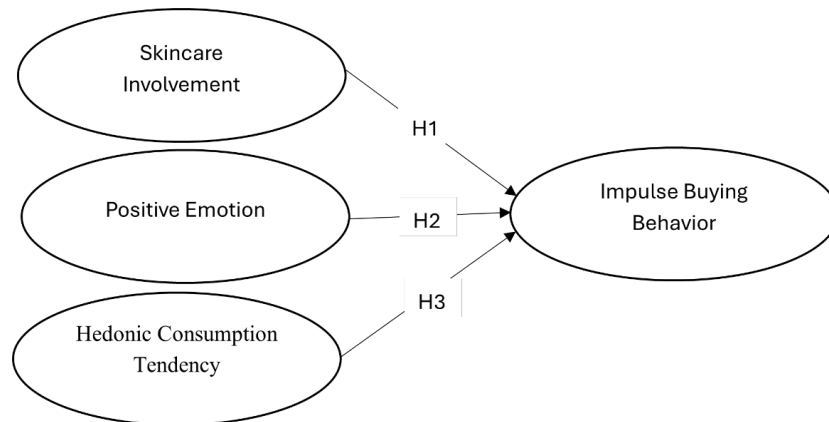


Figure 1. Impulse Buying Behavior Research Model

4. Result

4.1 Respondent Characteristics

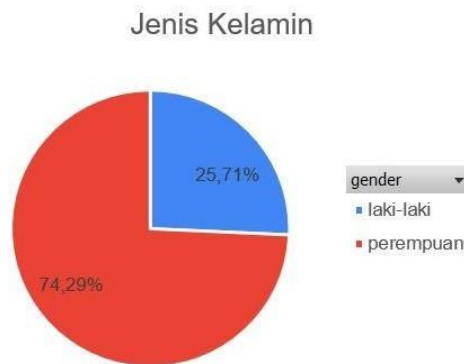


Figure 2: Characteristics of respondents based on Gender

Above is a picture of the age range of respondents and research informants. The total number of respondents was 89 people, consisting of 74.29% women and 25.71% men.

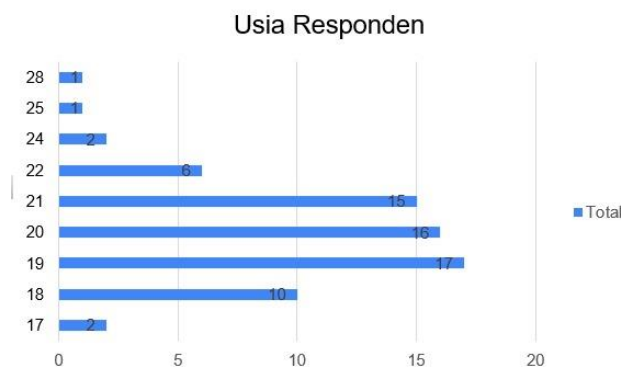


Figure 3: Characteristics of respondents based on age

The age of respondents ranged from 18-24 years old, with the largest dominance at the age of 19 years old and the least was age 25-28 years old.

4.2 Measurement Model (*Outer Model*)

Evaluation of the measurement model or *outer model* is carried out to test the validity and reliability of the model. The measurement model with reflection indicators is evaluated by the convergent and discriminant validity of the indicators forming the *composite reliability* latent construct and *Cronbach alpha* for the indicator block. Evaluation of the structural model or inner model aims to predict the relationship between latent variables. At the inner model stage aims to predict the relationship between latent variables. In the first stage, measurement evaluation or outer model is carried out by analyzing *convergent validity* with the following *outer loading* results,

Table 1. First Convergent Validity Test Results

	Hedonic	Impulse Buying	Positive Emotion	Skin Involvement
A2				0.824
A3				0.925
B3			0.925	
B5			0.816	
C1	0.746			
C2	0.873			
C4	0.765			
D1		0.883		
D3		0.883		
D4		0.854		

The procedure for testing validity with *convergent validity* is to correlate the item score with the construct score which then produces a *loading factor* value. *The loading factor* value is said to be high if the indicator correlates > 0.70 with the construct to be

measured. Based on the data above, it can be concluded that all question items have a *loading factor* value of > 0.70 , this indicates that all question items successfully measure the latent constructs they represent. Constructs such as hedonic, impulse buying, positive emotion and skin involvement are well measured through the question items used.

Evaluation of the measurement model is continued by analyzing *cross loading* to determine whether the latent variable has good discriminant validity. Based on the table below, the *cross loading* results show good *discriminant validity*. The table below shows the correlation matrix between each question item and all latent constructs in the research model. The values in the table represent the correlation between each item and each construct. This shows that the items are generally valid.

Table 2. Discriminant validity test results

	Hedonic	Impulse Buying	Positive Emotion	Skin Involvement
A2	0.350	0.397	0.040	0.824
A3	0.521	0.590	-0.038	0.925
B3	-0.041	-0.219	0.925	-0.064
B5	0.053	-0.144	0.816	0.081
C1	0.746	0.514	0.274	0.405
C2	0.873	0.836	-0.198	0.520
C4	0.765	0.534	0.035	0.253
D1	0.777	0.883	-0.180	0.506
D3	0.680	0.883	-0.208	0.536
D4	0.687	0.854	-0.175	0.476

The next measurement model evaluation is to look at the construct reliability value. The level of reliability is measured using the alpha coefficient (α) or *Cronbachs alpha* and

composite reliability. The construct model is said to meet the reliability criteria if all variables > 0.70.

Table 3. Construct Reliability Measurement Results

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Hedonic	0.720	0.782	0.838	0.635
Impulse Buying	0.845	0.848	0.906	0.763
Positive Emotion	0.696	0.780	0.863	0.760
Skin Involvement	0.706	0.783	0.868	0.767

4.3 Structural Model (Inner Model)

The structural model or inner model can be measured by looking at the R-Square value of the model which is able to show how much influence between variables in the model. The next step is the estimation of the path coefficient which is the estimated value for the path relationship in the structural model. Below is a structural model of Skin Involvement, Positive Emotion, Hedonic to Impulse Buying.

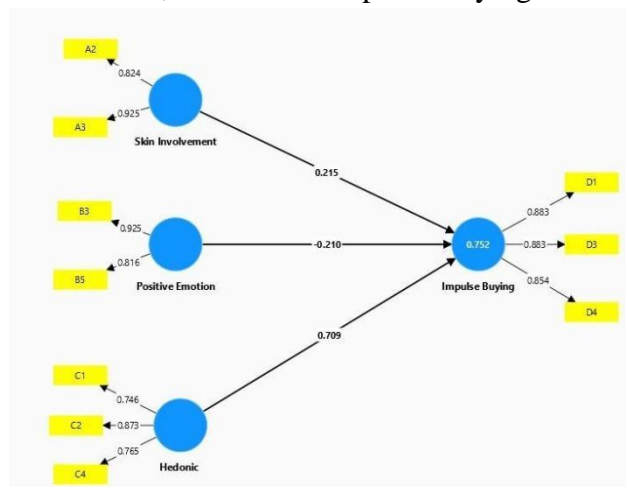


Figure 4. Structural model of Skin Involvement, Positive Emotion, Hedonic to Impulse Buying.

Testing of this inner model can be done by looking at the R-square value which shows the amount of variability in the actual purchase construct as an endogenous variable that can be explained by exogenous variables. The R Square value of the Impulse buying variable is 0.752, this shows that the hedonic, positive emotion, skin involvement variables are able to explain the *impulse buying* variable by 75.2%, it can be concluded that the model is considered high or there is a very large influence. While the remaining 24.8% is explained by other variables outside the study. Chin (1999) explains that the R-square criteria consist of three classifications, namely 0.67(substantial); 0.33 (moderate) and 0.19 (weak). Thus, the R-square value of 0.483 in the construct is in the moderate criteria.

Table 4. R-Square measurement results

	R-square	Adjusted R-square
Impulse Buying	0.752	0.740

Furthermore, the measurement uses an effect size table or *Effect size* with the aim of showing how strong the relationship is between two or more variables in this study. The results of table 5 produce a relationship between the variables hedonic, positive buying, positive emotion, skin involvement as independent variables with several other dependent variables, namely impulse buying. The results of the calculation of table 5 state that there is a hedonic influence on impulse buying of 1.496 which is considered high, then the effect of positive emotion on impulse buying of 0.178 is considered moderate, then the effect of skin involvement on impulse buying of 0.138 is considered moderate.

Table 5. Effect size results

	Hedonic	Impulse Buying	Positive Emotion	Skin Involvement
Hedonic		1.496		
Impulse Buying				
Positive Emotion		0.178		

Skin Involvement		0.138		
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The results in table 6 use hypothesis testing results which provide hypothesis testing results for the relationship between hedonic variables, positive emotion, skin involvement on impulse buying results as follows:

- a. Hedonic variable obtained a t statistic value of 12.419 > 1.96 or p values of 0.00 < 0.05, then H1 is accepted, namely hedonic has an effect on impulse buying. This means that the higher the level of pleasure a person feels, the more likely they are to make impulse purchases.
- b. Positive Emotion variable obtained a t statistic value of 3.296 > 1.96 or p values of 0.001 < 0.05, then H2 is accepted, namely positive emotion has an effect on impulse buying. This shows that the higher a person's level of positive emotion, the lower the likelihood that they will make impulse purchases.
- c. The skin involvement variable obtained a t statistic value of 3.567 > 1.96 or p values of 0.00 < 0.05, so H3 is accepted, namely skin involvement affects impulse buying. The higher a person's level of involvement with a product, the more likely they will buy it impulsively.

Table 6 Hypothesis testing

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV)	P values
Hedonic->Impulse Buying	0.709	0.708	0.057	12.419	0.000

Positive Emotion factor, the ingredients and results included in the Skincare Involvement factor, and the packaging included in the Hedonic Consumption Tendency factor. This shows that these factors do have a relationship with the Impulse Buying variable.

Word Tree

The following is an analysis of word usage in word frequency from various research data sources, which can be accessed through the Text Search feature displayed in the Word Tree. The word tree is an interactive form of the keyword-in-context technique. It develops those keywords with a visual design that makes it easy to see the repetition in contextual words that follow phrases. The design clearly shows the natural tree structure of the context and provides an easy way to explore the context further (Wattenberg & Viegas, 2008). The Word Tree is presented in the following figure:

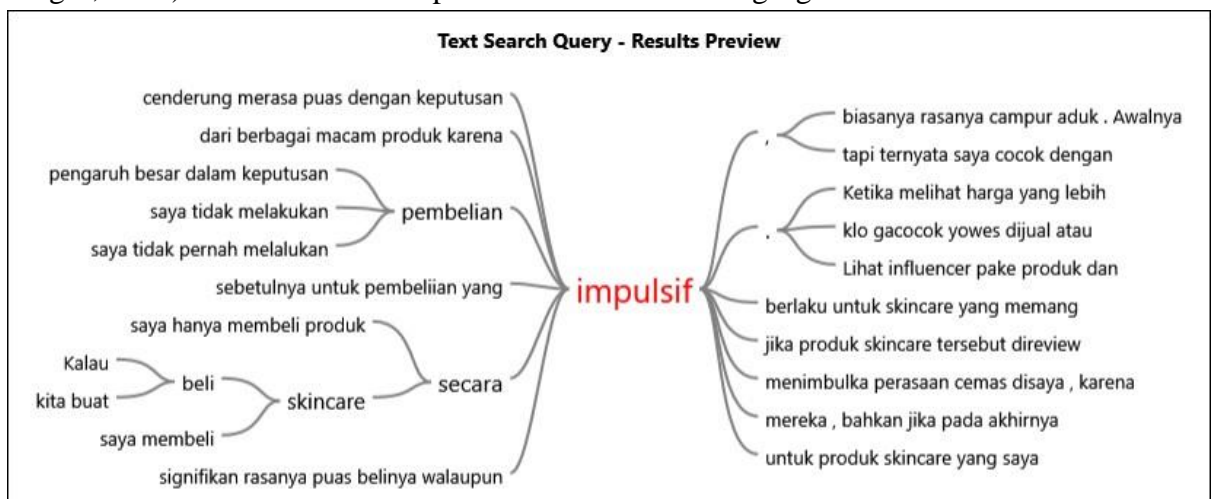


Figure 6. Word Tree

Based on Text Search Query analysis through Word Tree, Impulse buying is closely related to skincare involvement factors, positive emotions, and the tendency for hedonic consumption. Items such as skincare are often considered as a category that drives impulse buying due to high skincare involvement, which is triggered by the desire for self-care and the visual appeal of the product. In addition, positive emotions, such as happiness and satisfaction serve as key drivers, particularly when consumers feel the product meets expectations or provides a different experience. This urge is further reinforced by hedonic consumption tendencies, where consumers seek pleasure and instant gratification through attractive offers, positive reviews, or the opportunity to try new things. The combination of these factors suggests that impulse purchases are not only influenced by skincare involvement, but also by positive emotion and hedonic consumption tendency.

5. Discussion

- a. Hedonic variable obtained a t statistic value of $12.419 > 1.96$ or p values of $0.00 < 0.05$, then H1 is accepted, namely hedonic has an effect on impulse buying. This

means that the higher the level of pleasure a person feels, the more likely they are to make a purchase.

- b. Positive Emotion variable obtained a t statistic value of $3.296 > 1.96$ or p values of $0.001 < 0.05$, then H2 is accepted, namely positive emotion has an effect on impulse buying. This shows that the higher a person's level of positive emotion, the lower the likelihood that they will make impulse purchases.
- c. The skin involvement variable obtained a t statistic value of $3.567 > 1.96$ or p values of $0.00 < 0.05$, so H3 is accepted, namely skincare involvement affects impulse buying. The higher a person's level of involvement with a product, the more likely they will buy it impulsively.
- d. Based on the results of thematic analysis, qualitative methods strengthen the results of quantitative models which explain that Hedonic Consumption Tendency and Positive Emotion have a significant effect on Impulse Buying Behavior which shows the level of enjoyment and satisfaction of someone who buys impulsively.

6. Conclusion, Implication, and Recommendation

- The results of the model construct explain that the impulse buying behavior of skin care products in the marketplace by Gen Z is on substantial criteria.
- The R-Square value on the impulse buying variable of 0.752 indicates that the independent variables (hedonic, positive emotion, skin involvement) can explain the variability of impulse buying by 75.2%. This shows that the influence of these three variables on impulse buying is very large.
- Based on the results of hypothesis testing, the hedonic variable has a significant effect on impulse buying with a high level of influence, while positive emotion and skincare involvement also have a significant effect but with a moderate effect. This indicates that enjoyment (hedonic) has the strongest influence in increasing impulse buying, followed by positive emotions and one's involvement in a product.
- The results of this study provide insight for the marketing industry to maximize impulse sales strategies by creating a fun and interesting shopping experience (hedonic) to increase consumer enjoyment, accompanied by product design elements that can evoke positive emotions and increase consumer involvement in the product, thereby encouraging impulse buying behavior effectively.
- Further research is recommended to explore other factors that can influence impulse buying, including the influence of the social environment and consumer demographics, so as to enrich understanding and more targeted marketing strategies in stimulating impulse purchases.

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