

Consumer Behavior Analysis and Electric Word of Mouth Against Skincare Product Purchase Decision Skintific

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Abstract— Changes in the way consumers search for information and interact with a product or brand have an influence on consumer behavior. According to Kotler and Keller (2016), consumer behavior is the study of how individuals, groups, and organizations choose, buy, use, and make goods, services, ideas, applications to meet their needs and needs their desires. Factors that influence consumer behavior and purchasing decisions are psychological, while cultural, social and personal factors do not influence purchasing decisions (Swasta et al., 2019). The decision to purchase a product is influenced by the quality of the product, the level of revenue of Seller, the frequent of the sale of the product Skintific products are skincare brands that are currently popular and attract the attention of consumers, especially in active groups such as students and workers. This research aims to analyze the influence of consumer behavior and Electronic Word of Mouth (e-WOM) on purchasing decisions for Skintific products. The research method used is a qualitative descriptive qualitative method through interview to get customer users of synthetic products. The results of the study show that skin conditions influenced by daily activities are the main factor in purchasing decisions other factors that influence purchasing decisions for skintific products are e -WOM, brand image, quality product and reputation plays an important role in encouraging consumers to choose Skintific products. These findings can be n strategies for my players as that and devise approaches strategic strategies that are more appropriate on target.

Keywords— Consumer behavior, e-WOM, purchasing decisions.

I. INTRODUCTION

Changes in the way consumers search for information and interact with a product or brand influence their behavior. According to Kotler and Keller (2016), consumer behavior is the study of how individuals, groups, and organizations select, purchase, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires. Factors that influence consumer behavior in purchasing decisions at New Ayam Bandung Resto Manado are psychological factors, while cultural, social, and personal factors do not affect purchasing decisions (Suawa et al., 2019). Purchasing decisions for Syabani products are influenced by product quality, income level, employee friendliness, and after-sales service provided through the replacement of defective products (Wahyuni, n.d.; Syafrianita et al., 2022).

The development of information technology has experienced very rapid progress. This advancement not only affects how consumers communicate but also impacts changes in business patterns and various other aspects, including how individuals interact in their daily activities and work environments (Rohman, 2022). One of the technological developments is the emergence of social media, which has a major influence on consumer behavior. Today, social media plays a primary role for consumers in obtaining information, expressing opinions, and sharing satisfaction or dissatisfaction after transactions. This phenomenon is supported by O'Reilly (2012), who states that social media is a platform that facilitates various activities such as integrating websites, enabling social interaction, and creating community-based content. Through social media services, consumers can easily facilitate content sharing, communication, and conversations with other parties.

This condition opens opportunities for businesses to become more active and directly involved, as well as build interactions with consumers through various digital platforms. It is not surprising that many companies are starting to realize the importance of their presence and communication strategies on social media as part of business activities (E-commerce, 2011).

In today's social media era, the phenomenon of Electronic Word of Mouth (e-WOM) has emerged, strengthening its influence on consumer purchasing decision processes. E-WOM refers to all forms of positive or negative feedback made by potential customers, current customers, or previous customers regarding a product or company. This information can be accessed by many individuals and organizations through the internet (Hennig-Thurau et al., 2004). E-WOM has a significant influence on today's market because it is one of the key sources of information for consumers and potential consumers in their decision-making processes before choosing a product (Enas et al., 2019). E-WOM can spread rapidly through social media and e-commerce platforms. Forms of e-WOM such as product reviews and consumer ratings have also been proven to significantly influence consumer purchasing decisions and behavior toward a product (Kurnia et al., 2020). Besides increasing purchasing decisions, e-WOM provides strategic benefits for companies, such as strengthening corporate and brand image and reducing promotional costs. These findings are supported by Puspitaningtyas & Saino (2019), who found that e-WOM significantly influences purchasing decisions for products.

Consumers' increasing openness to digital information and their growing trust in e-WOM indicate a strong relationship between the two in influencing purchasing decisions. Consumers today do not only consider personal experience and

rationality but also take into account the experiences and opinions of other consumers that are available and spread digitally. This creates both opportunities and strategic challenges for businesses in managing and understanding market perceptions.

Based on this phenomenon, it can be concluded that consumer behavior and electronic word of mouth (e-WOM) play important roles in influencing purchasing decisions, especially in the highly connected digital era today. The ease of access to information through social media and the increased involvement of consumers in sharing their experiences make e-WOM a credible information source that is often used as a reference in purchasing decisions. This encourages companies, particularly in the skincare industry, to pay more attention to consumer behavior and strategically manage e-WOM. This phenomenon is highly relevant, especially in the beauty and skincare industry, where consumer behavior and e-WOM play crucial roles in influencing purchasing decisions. Consumers' perceptions of skincare brands and products can have significant impacts on the success level of a product's marketing efforts. The skincare industry in Indonesia has experienced rapid growth over time. This growth reflects lifestyle changes, increased consumer awareness of personal care for health and appearance, and technological advancements that facilitate the spread of digital reviews and recommendations. The combination of increasingly active consumer behavior in seeking information through e-WOM and technological progress has become the main driver of the current skincare industry's growth.

Skintific skincare products are one of the brands currently popular among Indonesian consumers and are also influenced by these two factors. Therefore, it is important to understand the extent to which consumer behavior and e-WOM affect purchasing decisions for Skintific products. This study is conducted to examine the relationship between these variables in order to provide insights and strategic recommendations for businesses in formulating targeted marketing approaches.

II. LITERATURE REVIEW

A. Consumer Behavior

Consumer Behavior is a process that is closely related to purchasing decisions, which typically occurs prior to the act of purchasing through stages of searching, researching, and evaluating products or services (Firmansyah, 2018). It reflects how consumers allocate their resources time, money, and effort to acquire products offered by marketers (irwansyah et al., 2021). Consumer behavior encompasses a series of decisions, including whether to purchase or not, what to purchase, when and where to make the purchase, how to make the purchase, how to obtain the product, and the method of payment (cash or credit) (utami et al., 2021).

B. E-Wom

Electronic Word of Mouth (E-WOM) is a form of informal online communication that occurs between consumers regarding products or services, which can influence the perceptions and purchasing decisions of other consumers. E-WOM has distinct characteristics compared to traditional

WOM, particularly in its wider reach and faster dissemination of information through social media, forums, and other digital platforms. According to Virda Aulia et al. (2024), the effectiveness of E-WOM in influencing purchase intention is strongly determined by the credibility of the information source, the content of the message, and the intensity of opinion dissemination among consumers. Positive E-WOM can enhance consumer trust toward a product and significantly drive sales growth.

Nasution et al. (2024) emphasize that E-WOM functions as an effective marketing communication strategy for building brand image and influencing consumers' purchase intentions, especially for products marketed digitally. The use of E-WOM allows consumers to share experiences and recommendations in real time, creating more authentic interactions that impact purchasing decisions. Furthermore, the validity and reliability of the E-WOM measurement instruments in their study were tested with satisfactory results, providing a solid foundation for analyzing consumer behavior in the digital era.

C. Purchase Decision

The purchasing decision process involves several key roles (Irwansyah et al., 2021), namely the initiator, influencer, decider, buyer, and user.

1. Initiator

The individual who generates the idea to purchase a particular product. This idea may emerge and be expressed individually (for personal use) or within a group of individuals.

2. Influencer

The individual who influences the selection of products to be consumed. This influence can be expressed through statements or actions that highlight the available alternative choices, either by an individual or a group.

3. Decider

The person who determines part or all of the decisions related to what, when, where, and how the product will be purchased.

4. Buyer

The individual who carries out the actual purchasing transaction, i.e., buying the product that has been decided upon.

5. User

The individual who ultimately uses the purchased product.

III. RESEARCH METHOD

This study employs a qualitative descriptive analysis method by examining consumer behavior and electronic word of mouth (e-wom) in relation to purchasing decisions. A descriptive approach is used to illustrate and explain phenomena in detail and systematically, based on actual conditions in the field. The qualitative method was chosen because This Research Focuses On Gaining An In-Depth Understanding of the participants' experiences, including their behaviors, motivations, actions, and other related aspects (Sugiyono, 2019).

The qualitative method in this study emphasizes the quality of meaning and interpretation rather than statistical measurement. Data were collected through in-depth interviews, observation, and field notes involving six users of skintific products. These six participants were selected based on

predetermined criteria to ensure their relevance to research objectives, allowing for a deep and holistic understanding of the variables under investigation. All interview sessions were documented in the form of video recordings and uploaded to YouTube for documentation and further analysis.

This approach enables the researcher to gain a comprehensive understanding of respondents or customers' response patterns toward the factors under study consumer behavior, electronic word of mouth (e-wom), and purchasing decisions.

IV. Discussion

Based on the results of the interviews, it can be concluded that the need for skincare products is strongly influenced by each individual's skin condition. Most informants stated that their busy daily activities such as attending university, working, and participating in off-campus organizations have a negative impact on their skin health, often leading to acne, dullness, and excess oil. These findings are consistent with Pratiwi (2019), who stated that lifestyle factors and daily activities increase the need for skincare, serving as a primary driver of consumer behavior toward skincare products.

Most respondents also mentioned that they conduct research before purchasing Skintific products, mainly through social media and user testimonials. This indicates the importance of perceived information quality and source credibility in shaping consumer trust. In this context, social media platforms especially TikTok and YouTube play a prominent role in disseminating product reviews. This aligns with Anggreani et al. (2024), who found that electronic word-of-mouth (e-WOM) on social media has a significant influence on consumer trust and purchase intention in the beauty industry. Several respondents stated that they chose Skintific products because they are affordable for students and young professionals while still delivering satisfactory results for their skin concerns. This supports the findings of Mranani & Lastianti (2022), who noted that perceived value the balance between price and product benefits has a substantial impact on skincare purchasing decisions.

Interestingly, not all respondents immediately provided reviews after purchasing. Only a small number gave star ratings on e-commerce platforms without writing detailed reviews. However, nearly all respondents acknowledged that user reviews played a crucial role in their decision-making process. This is supported by Vina Andita Pratiwi et al. (2023), who found that positive online reviews significantly influence consumers' purchase intentions for skincare products.

Overall, the interview findings indicate that consumer behavior toward Skintific products is shaped by personal factors (such as skin type and daily activities), e-WOM from social media, brand image, product price, and user reviews. Through effective digital marketing strategies and influencer collaborations, Skintific has successfully built consumer trust and loyalty among young audiences. This strategy has proven effective for targeting a market segment that values high-quality yet affordable skincare products.

V. CONCLUSION

This study reveals that consumer purchasing decisions for skincare products, particularly Skintific, are influenced by several key factors. Based on interviews with six respondents, the primary driver for skincare product purchases is individual skin conditions, which are affected by daily activities such as attending classes, working, or engaging in outdoor activities. Common skin problems such as oiliness, dullness, and acne were cited as the main reasons respondents sought skincare solutions.

Beyond personal needs, purchase decisions are strongly influenced by online reviews found on social media platforms. TikTok and YouTube emerged as the most frequently used platforms for gathering product information. User testimonials and influencer reviews serve as the main references before respondents decide to try a product. This highlights the significant role of electronic word of mouth (e-WOM) in shaping consumer opinions and building trust. A positive brand image further strengthens consumer confidence, making the product more appealing. Additionally, affordable pricing increases its attractiveness, particularly among students and young adults who have limited budgets but still want to maintain their skincare routines. Although not all respondents actively post reviews after purchasing, most acknowledged that other users' reviews were highly influential in their decision-making process. This indicates that e-WOM affects not only initial purchase decisions but also generates a reinforcing effect, leading to repeat purchases or product recommendations to others.

Overall, the findings suggest that consumer behavior, e-WOM, and perceptions of price and product quality are interconnected elements in the skincare purchasing decision-making process. For businesses, it is essential to maintain a strong brand reputation and foster positive relationships with consumers through social media and digital communities to remain relevant and trusted in the market.

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