

UNDERSTANDING HOW RISK PERCEPTION AND BEAUTY LIFESTYLE SHAPE SKINCARE PURCHASE DECISIONS IN IN E-COMMERCE

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Abstract

The digital transformation has accelerated the growth of e-commerce, making skincare products more accessible to consumers. However, the convenience of online shopping is often accompanied by various risks, including financial loss, counterfeit products, and incomplete product information. This study aims to analyze the influence of risk perception and beauty lifestyle on skincare purchase decisions in e-commerce. A quantitative, cross-sectional survey was conducted using a non-probability voluntary sampling method. A total of 196 Indonesian respondents aged 17 years and above who had previously purchased skincare online participated in the study. Data were analyzed using descriptive and correlational techniques, followed by Structural Equation Modeling (SEM) via SmartPLS. The results show that beauty lifestyle significantly affects purchase decisions, while risk perception does not show a meaningful impact on either purchase decisions or beauty lifestyle. These findings suggest that lifestyle-oriented motivations outweigh risk concerns in online skincare purchases. From a consumer perspective, this highlights the need for increased awareness and critical thinking in evaluating skincare products online. Consumers are encouraged to verify product authenticity, understand ingredient safety, and align their purchases with personal values and needs. This study also contributes to consumer education by promoting informed and responsible digital consumption, particularly among young generations.

Keywords: e-commerce, lifestyle, perceived of risk, purchasing decision, skincare.

INTRODUCTION

Indonesia is currently experiencing rapid digital development, positioning itself among the countries with the highest growth rates of internet usage globally. According to the Ministry of Communication and Information Technology, Indonesia ranks eighth in the world in internet user growth, with more than 82 million users. E-commerce in Indonesia has also demonstrated remarkable expansion, with a reported 78% growth rate—the highest globally. Electronic commerce, or e-commerce, is a transaction process carried out through intermediary media such as online shopping websites or social networks that provide goods or services for sale (Harahap, 2018). This upward trend is predicted to continue as Indonesian consumers increasingly integrate digital platforms into their purchasing habits. According to data.ai, Indonesians spent at least 6.6 billion hours shopping online in the past year. Based on projections from Bank Indonesia (BI) in November 2022, e-commerce transactions in 2023 are estimated to reach IDR 572 trillion (GoodStats, 2023).

The digital era has brought many conveniences to society, including online shopping (e-commerce) using personal devices or gadgets. However, this convenience may also lead to new problems, such as consumptive behavior and excessive spending due to the ease of online transactions (Harahap, 2018). The availability of convenience has changed people's habits and lifestyles when making purchases. According to Octaviana (2020), developments in fashion, beauty, culinary trends, fast food, and the use of foreign products have become lifestyle indicators that foster consumerism. This is even considered a cultural aspect of society and a part of their lifestyle identity. One of the current lifestyle trends that has gained popularity among young people is skincare. A survey conducted by Katadata Insight Center (KIC) in 2021 showed a shift in consumers' favorite product categories when shopping online. Transactions involving health and beauty products increased to 40.1%, compared to only 29.1% in 2019.

The ZAP Beauty Index (2022) further highlights the significance of this trend, indicating that 45.4% of respondents started using skincare before the age of 19, with some beginning as early as 13 years old. Over 60% of these users reported applying four or more skincare products daily. The increased usage was largely facilitated through both offline beauty clinics and online e-commerce platforms, underscoring the dual role of digital access and lifestyle aspiration in skincare consumption.

One of the driving factors behind the rising interest in skincare and beauty is the influence of advertisements and social media, which serve as major sources of trends and information for consumers. The media, along with the beauty industry, has established beauty standards that have shaped a uniform perception of beauty among Indonesians (Aprilita & Listiyani, 2016). Media portrays women according to ideal beauty standards by featuring celebrities and influencers who indirectly become benchmarks. Social media presents skincare trends that influence women's lifestyles and reinforce the desire to appear attractive and beautiful (Rasyid, et al., 2023). In addition, social media usage has become a daily routine for many Indonesian women. Various beauty trends and information about products and services are now widely available across social media platforms, with increasingly engaging content formats and themes. After being exposed to beauty-related content on media, Indonesian women often feel a strong urge to purchase the featured products.

However, this enthusiasm is not without risks. Online skincare purchases are vulnerable to various forms of fraud and misinformation. Consumers must be wise in making online purchasing decisions. There are various risks that need to be considered when buying skincare products. A previous study by Kim et al. (2008) stated that there are three main risk factors that can influence online shopping sites, namely product risk, financial risk, and information risk. In line with this, Bukit et al. (2022) pointed out several negative impacts of online shopping, including seller fraud, miscommunication between sellers and buyers, counterfeit branded products, and various forms of losses that may occur in pursuit of high profits. Moreover, the increasing use of skincare products generates packaging waste that can potentially be exploited by criminals to create counterfeit products.

According to BPOM RI (2018), the National Agency of Drug and Food Control (BPOM) raided a warehouse in North Jakarta and discovered 736 drums, each containing 25 liters of cream base suspected to contain mercury, along with hundreds of thousands of illegal cosmetic products. Mercury is often used as a skin-whitening agent to inhibit melanin production effectively while minimizing production costs due to its relatively low price. In many cases, there are no warning labels on the product packaging, making it difficult for consumers to make informed decisions (Peregrino et al., 2011). In addition to the issue of dangerous and counterfeit products, online transactions also carry financial risks such as fraud. According to the Ministry of Communication and Information Technology (2022), from 2017 to 2022, the CekRekening.id service by the Ministry of Communication and Information Technology received approximately 486,000 reports from the public related to cybercrime and electronic transaction fraud.

Davis and Newstrom (1998) introduced the concept of role perception, emphasizing that individual behavior is shaped by perceived expectations and roles in specific contexts. This concept can be extended to understand how consumers form attitudes toward online skincare shopping—influenced by perceived norms, technological advancement, and media representation. The promise of convenience and access has led many consumers to perceive e-commerce as a safer, smarter option, enabling easy product comparisons and purchasing from home. Nonetheless, the fear of fraud and safety concerns remains a barrier for some. At the same time, the decision-making process is influenced by how individuals internalize external expectations, including the perceived necessity of self-care, appearance management, and responsiveness to digital trends. Role perception can thus act as a bridge between lifestyle choices and rational evaluations of risk, where consumers negotiate between their aspirational beauty ideals and awareness of potential dangers. Understanding these dynamics is especially relevant in digital marketplaces, where visual appeal and persuasive content often overshadow detailed product scrutiny.

Despite these developments, limited research has comprehensively examined the simultaneous impact of lifestyle and perceived risk on skincare purchase decisions, particularly in the Indonesian context. Existing studies often address either lifestyle or risk perception independently, with minimal focus on their combined influence within the skincare category. Furthermore, few studies have explored these dynamics specifically among Generation Z and Millennials, who dominate online beauty consumption and are deeply immersed in social media culture. Expanding research in this area is important to better understand how lifestyle motivations and risk considerations intersect in shaping skincare purchasing patterns, especially given the increasingly dynamic and media-saturated digital environment.

To address this gap, the present study investigates the influence of risk perception and beauty lifestyle on online skincare purchase decisions. This research provides valuable insights into how young Indonesian consumers weigh risk against aesthetic aspirations. The following hypotheses are proposed: (1) risk perception significantly influences purchase decision, (2) beauty lifestyle significantly influences purchase decision, and (3) risk perception significantly influences beauty lifestyle. The primary objective of this study is to offer a holistic understanding of digital skincare consumption, with an emphasis on the dual forces of lifestyle motivation and risk awareness. This investigation enriches the field of consumer studies by illustrating the interaction between media-influenced lifestyle patterns and consumers' cognitive risk evaluations in shaping digital purchasing behavior.

METHODS

Research Design

This study used a quantitative approach with a modified questionnaire adapted from previous research. The questionnaire was created using Google Forms and distributed online via Telegram, WhatsApp, Twitter, and Instagram. The research employed a cross-sectional design, meaning data was collected at a single point in time.

Population, Sample, and Sampling Technique

The study population consisted of Indonesian consumers, specifically Millennials and Gen Z, who have purchased skincare products through e-commerce. According to Statistics Indonesia (2021), Millennials were born between 1981 and 1994, while Gen Z refers to those born between 1995 and 2010—currently the dominant population in Indonesia. These groups were selected due to their active engagement in online shopping and strong interest in beauty-related products. The sampling method used was non-probability voluntary sampling, allowing participants to self-select into the study. The minimum sample size was determined based on the guideline by Ferdinand (2002), recommending 5 to 10 respondents per indicator. Thus, the survey respondent range was as follows:

Minimum sample = $30 \times 5 = 150$
Maximum sample = $30 \times 10 = 300$

Therefore, with 30 indicators across all variables, the ideal sample size ranged from 150 to 300 respondents. In total, 204 responses were collected, with 196 deemed valid after data cleaning.

Measurement Variables

This study includes three types of variables: dependent, independent, and intervening variables. The dependent variable is purchase decision behavior (DM), the independent variable is risk perception (PR), and the intervening variable is beauty lifestyle (LS). All variables were measured using a four-point Likert scale, eliminating the neutral midpoint to minimize central tendency bias and unclear responses, as suggested by Sugiyono (2010).

Risk perception was measured using nine indicators adapted from Marriott and Williams (2018). Beauty lifestyle was assessed using eight indicators from the Beauty Lifestyle Questionnaire by Park et al. (2021). Purchase decision behavior was measured using eight indicators from the Inventory of Emotional and Reasoned Purchases Decision-Making Styles (PDMI) developed by Anguiano et al. (2019), covering both emotional impulses and rational considerations.

Data Collection

Primary data were gathered using a structured online questionnaire developed through Google Forms. The questionnaire link was distributed via Telegram, WhatsApp, Twitter, and Instagram to reach a wide range of respondents. The instrument consisted of three main sections: (1) screening questions to ensure respondent eligibility; (2) demographic and behavioral profiles, including skincare product usage; and (3) items measuring the study variables. Respondents completed the questionnaire independently, and participation was voluntary and anonymous.

Data Analysis

Data was processed using Microsoft Excel, SPSS, and SmartPLS. Excel was used for coding, cleaning, and organizing responses, while SPSS was used for validity, reliability, and correlation tests. SEM analysis via

SmartPLS was used to assess the direct and indirect effects of risk perception and lifestyle on purchase decisions. Evaluation criteria included path coefficients, t-values, and R-squared values to determine the strength and significance of effects among constructs.

A total of 204 responses were collected, with 8 removed due to ineligibility or suspicious patterns (e.g., identical answers). The final dataset consisted of 196 valid responses. The Likert scale used ranged from 1 (strongly disagree/never) to 4 (strongly agree/always), with no neutral option to avoid central tendency bias. Descriptive analysis was conducted to identify consumer characteristics and behavior.

RESULT AND DISCUSSION

Respondent Profile

The majority of respondents in this study were female (82.7%), with an average age of 22.3 years. The minimum respondent age was 17 years—assumed to already have access to online shopping platforms—and the oldest was 36. Respondents came from various regions across Indonesia, mainly from Java (87.76%), followed by Sumatra (5.61%) and Sulawesi (3.57%). Most respondents were aged 21–29, followed by those aged 17–20. In terms of education, most had completed high school (61.7%), and a significant portion held a bachelor's degree (34.2%), aligning with the average age. Most participants were students (78.6%), while others worked as freelancers, civil servants, or entrepreneurs. Meanwhile, income levels varied, with 41.3% earning less than IDR 1 million monthly, and 38.8% earning between IDR 1 million and IDR 3 million. These findings indicate that most respondents were relatively young, tech-savvy, and accustomed to navigating digital shopping platforms.

Purchase behavior and Skincare Usage

Types of Skincare Used in the Last 6 Months. Table 1 shows that, among skincare products used in the past six months, sunscreen (85.2%), facial wash (82.7%), and moisturizer (71.9%) were the most used skincare products in the last six months, indicating that most respondents followed basic skincare routines. Other products such as toner, serum, mask, and cleanser were also used by around half of the respondents. Eye serum and essence had lower usage rates, each under 11%.

Table 1. Skincare product usage in the last 6 months

Skincare Product	Frequency (n)	Percentage (%)
Sunscreen	167	85.2
Facial Wash	162	82.7
Moisturizer	141	71.9
Serum	107	54.6
Toner	110	56.1
Mask	95	48.5
Facial Cleanser	101	51.5
Eye Serum	21	10.7
Essence	20	10.2

Daily Skincare Usage. Respondents varied in the number of products used daily: the average was four items, with 26.0% using four products and 18.9% using three. Some used as many as nine or ten products daily. Regarding purchases, 20.9% bought three skincare items in the past three months, with an average of 4–5 products purchased during that period (Table 2).

Skincare Purchases on E-Commerce. In the last three months, 20.9% of respondents bought three skincare products online. Some purchased four or five products, while 4.1% bought more than ten. On average, respondents purchased four to five skincare items every three months through e-commerce platforms (Table 2). These trends reflect growing engagement with multiple e-commerce platforms, particularly those integrating entertainment and shopping experiences.

Table 2. Number of products used and purchased

Skincare usage and purchase	N	%
Number of products used daily		
1	15	7,7
2	18	9,2
3	37	18,9
4	51	26,0
5	31	15,8
6	25	12,8
>6	19	9,7
8	5	2,6
9	4	2,0
10	1	0,5
Average daily usage		4,18
Number of products purchased via e-commerce in the last 3 months		
1	19	9,7
2	21	10,7
3	41	20,9
4	31	15,8
5	30	15,3
6	22	11,2
7	8	4,1
8	6	3,1
9	3	1,5
10	7	3,6
>10	8	4,1
Average products purchased		4,48

E-Commerce Platforms Used. Most respondents bought skincare from multiple platforms. Shopee was the most popular (94.4%), followed by TikTok Shop (39.8%) and Tokopedia (30.1%). TikTok's popularity has

grown with increased user downloads, making it one of the most downloaded apps globally in 2022. According to Katadata, Shopee, Tokopedia, and Lazada were the top e-commerce platforms in Indonesia in early 2023.

Skincare Shopping Experience. Respondents were asked about negative experiences while shopping for skincare online. Of the 151 respondents who shared their experiences, 51% reported dissatisfaction with past skincare purchases via e-commerce. Common complaints included receiving counterfeit products, damaged or expired items, products differing from descriptions or photos, unpleasant scents, lack of BPOM certification, and skin irritation or breakouts. These findings suggest that while e-commerce provides convenience and variety, product quality and authenticity remain concerns.

Variable Descriptions and Index Scores

Three main constructs were assessed in this study: risk perception, beauty lifestyle, and purchase decision. Table 3 presents the categorical distribution for each variable, including proportions across high, moderate, and low levels, as well as the minimum and maximum scores, mean values, and standard deviations.

Table 3. Category of research variables

Category	%			
	Perceived Ease	Risk Perception	Beauty Lifestyle	Purchase Decision
High	88,8	18,8	30,1	72,4
Moderate	10,2	29,4	31,6	26,0
Low	1,0	51,5	38,3	1,5
Min – Max Range	46,7 - 100	0-100	0 - 100	54,2 - 100
Mean ± SD	90,1 ± 10,85	60,7 ± 20,71	67,1 ± 21,0	86,7 ± 10,9

Specifically, risk perception was measured using nine items that captured concerns related to financial fraud, personal data misuse, and product authenticity. The resulting average index score was 60.7, placing it within the moderate category. Notably, 51.5% of respondents demonstrated low levels of perceived risk, while 29.4% fell within the moderate range, and only 18.8% reported high levels of risk perception.

In relation to this, beauty lifestyle was assessed through eight indicators reflecting consumer interest in skincare routines, trend awareness, and the role of skincare in self-expression. The average score of 66.5 also placed this variable in the moderate category. A considerable proportion of respondents (75%) acknowledged that skincare practices contributed positively to their confidence and self-image.

Moreover, purchase decision was evaluated using eight indicators designed to measure consumers' analytical decision-making processes, including reliance on trusted sources and critical evaluation of product attributes. This construct yielded an average index score of 81.4, placing it in the high category, thereby suggesting that respondents generally demonstrated thoughtful and informed purchasing behavior.

Reliability Test

Cronbach's Alpha, rho_A, and Composite Reliability are the parameters used to assess the reliability of measurement instruments. A variable is considered reliable if the Cronbach's Alpha value is above 0.6, rho_A above 0.7, and Composite Reliability above 0.7. Based on Table 4, all variables in this study meet these criteria, indicating good reliability.

Table 4. Cronbach's alpha, rho_a, and composite reliability values

Latent Variable	Cronbach's Alpha	rho_A	Composite Reliability
Beauty Lifestyle	0.876	0.881	0.902
Purchase Decision	0.709	0.729	0.767
Risk Perception	0.892	0.877	0.908

Model Evaluation (R² Test)

After passing the validity and reliability tests, the next step is to evaluate the inner model. In SmartPLS, this is done using the R Square (R²) coefficient and t-values. R² measures how much of the variation in the dependent variable can be explained by the independent variable(s).

Table 5 shows that the R² value for purchase decision is 0.322, meaning that 32.2% of the variation is explained by risk perception and beauty lifestyle, while the remaining 67.8% is influenced by other factors not included in the model. For beauty lifestyle, the R² is 0.084, indicating that 8.4% is explained by risk perception.

Table 5. R square values

Dependent Variables	R Square	R Square Adjusted
Beauty Lifestyle	0.084	0.074
Purchase Decision	0.322	0.314

Analysis of Factors Influencing Purchase Decision

Based on the proposed empirical model, hypothesis testing was conducted using t-values and path coefficients from the structural equation model. A relationship is considered significant if the t-value > 1.96 and the path coefficient (β) > 0.05. Otherwise, the relationship is deemed not significant. The results are presented in Table 6.

Table 6. Direct and Indirect Effects on Purchase Decision

Relationship	Path Coefficient (β)	t-value	Conclusion	Hypothesis
Direct Effect				
Risk Perception (PR) → Purchase Decision (DM)	0.029	1.141	Not Significant	H1 Rejected
Beauty Lifestyle (LS) → Purchase Decision (DM)	0.428	8.904	Significant	H2 Accepted
Risk Perception (PR) → Beauty Lifestyle (LS)	0.154	1.453	Not Significant	H3 Rejected
Indirect Effect				
Risk Perception (PR) → Beauty Lifestyle (LS) → Purchase Decision (DM)	0.024	1.268	Not Significant	

The results indicate a significant positive effect of beauty lifestyle on purchase decision ($\beta = 0.428$, $t = 8.904$), supporting H2, indicating that consumers with stronger beauty routines are more inclined to buy skincare online. However, risk perception has no significant direct effect on either purchase decision ($\beta = 0.029$, $t = 1.141$) or beauty lifestyle ($\beta = 0.154$, $t = 1.453$), leading to the rejection of H1 and H3.

Furthermore, the indirect effects were tested as well (Table 6). The mediating effect of beauty lifestyle in the relationship between risk perception and purchase decision was not significant ($\beta = 0.024$, $t = 1.268$), indicating that beauty lifestyle does not mediate this relationship meaningfully. These findings confirm that emotional and lifestyle-oriented factors exert more influence than rational risk assessments when consumers make skincare-related purchase decisions in e-commerce settings.

The Influence of Risk Perception on Purchase Decision (H1)

The SEM test results show a t-value of 1.141 and a path coefficient (β) of 0.029, indicating no significant effect of risk perception on purchase decisions. Thus, Hypothesis 1 is rejected. This suggests that higher consumer risk perception when shopping via e-commerce does not significantly influence their decision to purchase skincare. The result is consistent with descriptive findings indicating that 51% of respondents had experienced dissatisfaction while shopping online, such as receiving counterfeit or damaged goods. However, this did not appear to reduce their purchasing behavior. This might be attributed to consumers' growing trust in e-commerce protections such as refund policies, product reviews, and seller verification systems.

The Influence of Beauty Lifestyle on Purchase Decision (H2)

SEM results show a t-value of 8.904 and a path coefficient (β) of 0.428, indicating a significant positive effect of beauty lifestyle on purchase decisions. Therefore, Hypothesis 2 is accepted. This means that individuals who exhibit higher engagement in skincare routines and beauty-related practices are more inclined to purchase skincare products online. A stronger focus on beauty lifestyle reflected in routines, interests, and skincare habits leads to increased likelihood of purchasing skincare via e-commerce.

Descriptive results further support this, showing that the majority of respondents regularly use sunscreen, facial wash, and moisturizer, and associate skincare with self-care and confidence. These habits reflect lifestyle behaviors that extend into purchasing behavior and are amplified through digital exposure to beauty content, trends, and peer influence.

The Influence of Risk Perception on Beauty Lifestyle (H3)

The path analysis yielded a t-value of 1.453 and a path coefficient (β) of 0.154, suggesting that risk perception does not significantly affect beauty lifestyle. In other words, concerns about online shopping risks—such as data privacy or product authenticity—do not reduce consumers' enthusiasm for skincare routines or their engagement with beauty culture.

This finding is notable, given that over half of the respondents acknowledged experiencing negative online shopping experiences. Nevertheless, their continued involvement in skincare indicates that beauty-related behaviors are likely shaped more by emotional, social, and identity-driven motivations than by cognitive risk assessments.

Indirect Effects and Model Summary

The mediation test revealed that beauty lifestyle does not significantly mediate the relationship between risk perception and purchase decision ($\beta = 0.024$; t-value = 1.268). This implies that although beauty lifestyle plays a central role in driving purchase behavior, it does not serve as a significant pathway through which risk perception exerts its influence.

In summary, these results highlight that while consumers are aware of risks in e-commerce, their purchasing behavior—particularly in the beauty sector—is primarily shaped by lifestyle commitments and identity expression. Further interpretation and implications of these findings are elaborated in the Discussion section.

Discussion

The findings confirm that beauty lifestyle significantly influences skincare purchase decisions through e-commerce. Respondents with higher engagement in skincare routines and beauty consumption were more inclined to make purchases. This finding supports previous studies indicating that lifestyle—particularly one centered on beauty and appearance—drives consumer behavior. Beauty lifestyle, unlike general lifestyle, specifically focuses on skincare practices and physical appearance (Acar et al., 2024; Ma & Kwon, 2021; Park et al., 2021; Wijaya, 2017). The pursuit of beauty, youthfulness, and wellness is observed across age groups, especially among middle-aged women who consider appearance essential for maintaining their social roles. The accessibility of beauty products through e-commerce platforms supports this aspirational lifestyle, especially among digital-native consumers.

In contrast, the study found that risk perception does not significantly influence either beauty lifestyle or purchase decisions. This implies that concerns such as product authenticity, payment security, and misinformation do not strongly deter consumers from purchasing skincare online. The result echoes findings by Forsythe et al. (2016) and Ko et al. (2014), which suggest that experienced online shoppers are less affected by perceived risk. Similarly, Vente and Kolbe (2020) found no significant impact of risk perception on online purchase behavior in Mexico. Although 51% of respondents reported dissatisfaction with received products, it did not appear to alter their future purchasing decisions. Other studies have shown similar outcomes—perceived risk tends to have limited influence on seasoned online consumers (Forsythe et al., 2016; Ko et al., 2014; Friedrich, 2017). This may be due to consumer familiarity with platform safeguards. E-commerce providers such as Shopee offer refund and return policies to address issues like defective products, incorrect sizes or colors, and incomplete orders. As shown in studies by Hipólito et al. (2025), Rokonuzzaman et al. (2021), and Rasum & Abadi (2024), the presence of consumer protection features—such as return guarantees and verified seller programs—helps mitigate the effect of

perceived risk. Digital platforms that provide clear policies, seller ratings, and secure payment methods appear to reduce consumer anxiety.

Furthermore, the absence of a mediating effect suggests that risk perception operates independently from beauty motivation. Consumers may compartmentalize their aesthetic aspirations from their risk awareness. Although risk perception can influence consumer behavior, it does not necessarily shape lifestyle patterns (Li et al., 2020). Other variables, such as perceived product value, convenience, or social influence, often have stronger effects (Sjöberg & Engelberg, 2006). Individual risk tolerance also plays a role in shaping how consumers perceive and react to potential dangers (Jasper & Ouellette, 1994; Jenkins et al., 2024). The dominance of social media in establishing beauty standards and increasing product visibility may further dampen the effect of cognitive concerns. In environments where peer validation and aesthetics are prioritized, rational risk assessments may be overlooked (Sjöberg & Engelberg, 2006). Jin and Rhyu (2020) noted that Gen Z consumers are more likely to rely on visual cues, influencer marketing, and social approval than on critical risk evaluations. This reflects a dual decision-making process: emotional investment in beauty ideals occurs alongside trust in platform-based safety mechanisms.

These findings underscore the importance of enhancing digital literacy among skincare consumers. Education should go beyond verifying product authenticity and include critical evaluation of beauty-related content. Consumers need the skills to distinguish between marketing tactics and trustworthy information, especially when navigating social media trends. Additionally, platform providers and marketers must prioritize transparency. Features such as comprehensive product descriptions, verified user reviews, and authenticity labels can help build consumer confidence. Providing accessible resources—such as dermatologist-reviewed content or buyer's guides—can further empower consumers to make safe and informed choices.

From a research standpoint, future studies could include variables such as trust, price sensitivity, user experience, or community engagement. These dimensions may interact with lifestyle and perceived risk in more intricate ways. As social commerce and live-stream shopping evolve, researchers could explore how real-time interaction with influencers or sellers affects decision-making. To better capture these dynamics, future research may benefit from experimental methods or longitudinal designs that trace behavioral change over time.

Overall, this study contributes to a more refined understanding of how psychological and lifestyle variables shape e-commerce behavior in the beauty sector. By examining beauty lifestyle and risk perception as distinct yet parallel factors, this study offers a more holistic view of consumer decisions in digital beauty markets. The findings offer implications for academic inquiry and practical strategies in promoting informed digital consumer behavior.

Research Implications

Although the average purchase decision index is relatively high, the findings highlight that consumer criticality remains essential in the e-commerce environment. Consumers should be encouraged to evaluate products carefully and stay informed about seller credibility. The moderate level of perceived risk observed in this study—particularly regarding financial risk—signals the need for increased awareness of transaction security and fraud prevention. Building awareness campaigns or embedding reminders in e-commerce interfaces may be effective in reinforcing safe buying behavior. While consumers are less concerned about data privacy, increasing threats such as identity theft and data breaches warrant more cautious behavior when sharing personal information online. Educational initiatives could help raise awareness about digital safety and responsible sharing practices. E-commerce platforms can also improve their communication strategies about data policies, giving consumers more control over their information and offering clearer opt-in options for data use.

Moreover, the meaning of skincare as a personal care ritual should be emphasized over conforming to unrealistic beauty standards. Consumers are encouraged to interpret beauty lifestyle trends as a form of self-appreciation, rather than social comparison. Before following beauty trends promoted on social media, individuals should critically assess the relevance, safety, and compatibility of such trends with their personal needs and skin conditions. Health professionals and educators can play a key role by integrating media literacy into public health messages, helping the public align beauty routines with well-being rather than pressure. Furthermore, these implications can inform regulatory bodies to continue monitoring false

advertising, unsafe beauty products, and misleading content. Collaborations between public institutions, dermatologists, and e-commerce companies may also produce effective certification systems, warning labels, or digital literacy tools aimed at empowering buyers.

CONCLUSION AND RECOMMENDATION

Conclusion

This study examined the influence of risk perception and beauty lifestyle on skincare purchase decisions in the e-commerce context. The findings revealed that beauty lifestyle has a significant influence on purchase decisions. Consumers who are more engaged with skincare routines and place importance on appearance and personal care are more likely to purchase skincare products online. This underscores the role of lifestyle-related motivations in shaping consumer behavior in digital markets.

Conversely, risk perception was found not to influence purchase decisions, either directly or through its relationship with beauty lifestyle. Despite concerns that risks such as fraud or counterfeit products might deter online purchases, the findings suggest that these concerns are not strong enough to discourage consumers from buying skincare products on e-commerce platforms—especially when those platforms provide structural assurances like return policies, verified sellers, and consumer reviews.

These results provide insights into the psychological and behavioral mechanisms behind online skincare purchasing behavior. They also suggest that consumer decisions are more emotionally and aesthetically driven than cognitively risk-averse, particularly in the context of beauty-related products.

Recommendation

The significant influence of beauty lifestyle on skincare purchase decisions highlights the need to better support consumers in making informed, reflective choices in line with personal care needs rather than social pressure. Consumers should be encouraged to engage in skincare as a form of self-care and self-respect, rather than as a pursuit of idealized standards often promoted through social media. To support this, educational initiatives can play a vital role in developing digital literacy, particularly in helping consumers evaluate product claims, identify safe and authentic goods, and recognize the difference between sponsored content and verified information.

On the other hand, the lack of influence from risk perception suggests that many consumers may underestimate potential dangers such as fraudulent transactions or unsafe products. Therefore, consumers must be equipped with the knowledge and confidence to assert their rights—such as requesting refunds or reporting sellers—when they encounter dissatisfaction or suspicious practices. Greater emphasis should also be placed on encouraging consumers to read labels, verify product registration, and report unsafe products to appropriate authorities.

For researchers, future studies should explore how digital literacy, social influence, and platform trust may interact with lifestyle factors in shaping purchasing decisions. There is also an opportunity to investigate how demographic factors—such as age, education level, and income—moderate consumers' vulnerability to beauty-related pressures or risky online behavior.

For policymakers and regulators, the findings reinforce the urgency of consumer protection in digital beauty markets. Authorities like BPOM and Kominform should enhance supervision mechanisms and educational outreach regarding product registration, platform accountability, and consumer complaint systems. Collaborative efforts with educational institutions, civil society, and the health sector can help integrate media literacy and self-care awareness into broader consumer education.

Overall, these recommendations are intended to support and empower consumers—particularly in the context of beauty product consumption—by fostering responsible habits, strengthening protections, and promoting informed decision-making in the digital economy.

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