

LIFESTYLE AND PRODUCT KNOWLEDGE AS DETERMINANTS OF CONSUMER SATISFACTION IN SKINCARE FLASH SALE PURCHASES ON E-COMMERCE

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Abstract

Technological advancements have significantly changed consumer behavior, shifting purchasing patterns from offline to online platforms. Flash sales have become a widely used promotional strategy to stimulate product sales, with skincare products among the most popular categories purchased through e-commerce. This study aimed to analyze consumer satisfaction in skincare purchases during flash sale events, focusing on the influence of lifestyle and product knowledge. Using an explanatory quantitative design with purposive sampling, data were collected from 183 respondents and analyzed using Microsoft Excel 2016, SPSS version 25, and SmartPLS 3.0. The results of the Structural Equation Modeling (SEM) analysis revealed that lifestyle has a significant positive effect on both product knowledge and consumer satisfaction, while product knowledge does not significantly affect satisfaction. These findings suggest that lifestyle plays a more dominant role than knowledge in shaping consumer satisfaction during online flash sale events, emphasizing the importance of psychological and behavioral factors in impulsive online purchasing contexts.

Keywords: consumer satisfaction, flash sale, lifestyle, product knowledge

INTRODUCTION.

The trend of skincare product purchases has continued to increase over time. Skincare has become an essential need for Indonesian consumers, both women and men. A survey conducted by Populix (2022) from September 2021 to June 2022 revealed that 77% of Indonesians purchase skincare products at least once a month, and 57% prefer to buy them through e-commerce platforms. This trend aligns with the increasing public awareness of the importance of skincare. The emergence of various e-commerce platforms has also contributed to the high rate of skincare purchases. According to BPS (2022), there were 2,868,178 e-commerce businesses in Indonesia in 2021. Additionally, promotional strategies such as flash sales play a crucial role in driving consumer purchases. A *flash sale* is a promotional activity that offers discounted prices for a limited time. Kannan et al. (2016) stated that *flash sales* can significantly increase product sales after product launches. However, this promotional mechanism encourages consumers to make quick purchasing decisions. Rachmadi and Arifin (2021) found that *flash sales* influence 65.9% of online purchases in e-commerce. Consumers tend to buy products during *flash sales* to get the same items at lower prices, but this urgency often leads to dissatisfaction because they don't carefully evaluate products before purchase.

Consumer dissatisfaction in e-commerce transactions generally arises when purchased products fail to meet expectations. Forms of dissatisfaction may include complaints, brand switching, discontinuation of product use, discouraging others from purchasing, or demanding refunds. Mutiah (2019) identified several problems consumers face in online shopping, including doubts about product conformity, payment security issues, high shipping costs, long delivery times, limited customer service, and counterfeit products.

A person's lifestyle reflects their activities, interests, and opinions expressed through interactions with their surroundings. Lubowiecki et al. (2021) stated that lifestyle affects product knowledge, based on secondary data related to lifestyle and sustainable development behavior. Todd and Lawson (2003) found

that consumers with a frugal lifestyle tend to seek information regarding product quality, durability, and value to maximize the utility of their products. Conversely, Vivian (2020) noted that consumers with a hedonistic lifestyle are more likely to make impulsive purchases driven by desire and emotion rather than by product information. Li et al. (2022) noted that hedonistic consumers tend to share knowledge about their preferred brands, products, and consumption experiences.

Lee and Kim (2018) reported that the hedonistic lifestyle of online service users influences consumer satisfaction. Similarly, Adiati (2021) found that frugal consumers who manage their money carefully have a significant effect on satisfaction. The study by Alaziz and Tjahjaningsih (2022) found that lifestyle has a positive and significant effect on consumer satisfaction with L-Men milk products, using a sample of 286 Lion Gym members in Semarang. Muchsin (2017) also found a positive relationship between lifestyle and consumer satisfaction among Blackberry users in North Aceh, with a significance level of 0.000. Sitepu et al. (2022) found that lifestyle has a significant impact on consumer satisfaction through decision-making as a mediating variable at EDC Yokke. Darmianti and Prabawani (2019) further reported a positive and significant relationship between lifestyle and consumer satisfaction at Larissa Aesthetic Center in Semarang. Hasanudin et al. (2014) also demonstrated that lifestyle dimensions consisting of activities, interests, and opinions influence consumer satisfaction, with the activity dimension being the most dominant factor.

In addition to lifestyle, product knowledge also affects consumer satisfaction. Al Idrus et al. (2021) found that product knowledge increases customer satisfaction, although the effect is not statistically significant. Similarly, Subaebasni et al. (2019) demonstrated that product knowledge has a positive contribution to customer satisfaction, although the effect was not statistically significant. On the other hand, Surasdiman et al. (2019) found a significant relationship between knowledge and patient satisfaction at Batu-Batu Public Health Center, Soppeng Regency. Kamener (2016) reported a positive but insignificant effect of product knowledge on consumer satisfaction in the purchase of *Bordiran Minang* in Padang City. In contrast, Alaziz and Tjahjaningsih (2022) and Kussujaniatun and Wisnalmawati (2011) found that product knowledge influences satisfaction through consumers' analytical and evaluative abilities.

Consumers with modern lifestyles and good product knowledge tend to be more realistic and selective when purchasing skincare products during *flash sale* promotions. Meanwhile, consumers with lower levels of product knowledge are more likely to make impulsive purchases, which can lead to dissatisfaction. Therefore, this study aims to analyze the effect of lifestyle and product knowledge on consumer satisfaction in purchasing skincare products during *flash sale* promotions.

Therefore, this study aims to examine the extent to which consumer lifestyle and product knowledge influence satisfaction levels among skincare buyers during flash sale promotions. The novelty of this research lies in its integration of lifestyle variables and product knowledge within the context of flash sale purchasing behavior, a marketing phenomenon that has received limited academic attention in the Indonesian skincare market. While previous studies have separately examined consumer lifestyle and product knowledge, few have examined how these factors jointly influence satisfaction in impulsive, time-sensitive online purchase environments, such as flash sales. This study thus fills a critical gap by combining behavioral, psychological, and marketing perspectives to understand post-purchase satisfaction in a high-pressure digital buying context.

METHODS

This study applied a quantitative explanatory approach designed to test theoretical relationships and hypotheses. Data were collected via an online survey via Google Forms, distributed to individuals across Indonesia who had purchased skincare products during flash-sale promotions on e-commerce platforms.

The target population consisted of Indonesian residents aged between 18 and 65 years who had experience purchasing skincare through e-commerce during flash sale events. Sampling was conducted using the purposive sampling technique, and participation was voluntary. The questionnaire link was disseminated through various social media platforms, including WhatsApp, Twitter, Instagram, and TikTok. Based on the guidelines of Hair et al. (2014), which recommend five to ten respondents per indicator, the minimum required sample ranged from 160 to 320 respondents. With 32 indicators in total, 192 individuals initially completed the questionnaire; however, after data cleaning, 183 valid responses were retained for analysis.

Both primary and secondary data were utilized. Primary data were collected from respondents' answers to the online questionnaire, which covered demographic characteristics (gender, age, education, occupation, income, and province of residence) and behavioral aspects (types and frequency of skincare purchases). It also included measures of lifestyle, product knowledge, and consumer satisfaction. Secondary data were drawn from relevant literature and previous studies supporting the theoretical framework. All questionnaire items were rated using a four-point Likert scale, where 1 represented "strongly disagree" and 4 represented "strongly agree." Incomplete responses were excluded from the dataset to maintain validity.

Consumer satisfaction was measured using a modified scale developed by Ashfaq et al. (2019), Al-Ansi et al. (2018), and Suherlan (2017), which included indicators such as repurchase intention, willingness to recommend, advocacy, and overall satisfaction. Responses were rated on a four-point Likert scale, and satisfaction levels were categorized as low (<60), moderate (60–80), or high (>80) according to the cut-off criteria of Cheng and Tung (2014).

The lifestyle variable was measured using the psychographic AIO (Activities, Interests, and Opinions) framework as described by Sumarwan (2017) and adapted from Lestari (2018). It included three dimensions—activities, interests, and opinions—reflecting two main lifestyle types: (1) a frugal lifestyle, characterized by the ability to manage money and time wisely and distinguish needs from wants; and (2) a hedonic lifestyle, marked by pleasure-seeking behavior, frequent impulsive purchases, and a desire for social recognition. All items used a four-point Likert scale ranging from "strongly disagree" to "strongly agree."

Product knowledge was assessed along the declarative and procedural knowledge dimensions proposed by Sumarwan (2017). Respondents rated each statement on a four-point Likert scale, and the resulting scores were categorized into three levels: low, moderate, and high knowledge.

The collected data underwent a series of procedures, including cleaning, coding, scoring, entry, editing, analysis, and interpretation. Statistical analysis was performed using Microsoft Excel 2016, SPSS version 25, and SmartPLS. The analysis comprised descriptive statistics, reliability and validity tests, correlation tests, K-Means cluster analysis, and Structural Equation Modeling (SEM) to evaluate the causal relationships between lifestyle, product knowledge, and consumer satisfaction. Prior to full distribution, the questionnaire was pre-tested to ensure the clarity, validity, and reliability of the measurement instruments used.

RESULTS

Respondent Characteristics

The results showed that the majority of respondents were female, totaling 167 individuals (91.3%), while male respondents accounted for only 16 individuals (8.7%). Most respondents were in the 21–23 age group, representing 60.1% (110 respondents), whereas the lowest proportion, 2.2%, was found among those aged 30–35 years. In terms of education, the largest group was high school graduates, comprising 71.6% (131 respondents), while the smallest group was junior high school graduates, representing only 1.1%. Regarding geographic distribution, the majority resided in West Java Province, accounting for 96 respondents (52.5%).

Regarding occupation, the largest category was students, comprising 138 respondents (75.4%). In terms of monthly income, the majority of respondents earned ≤ IDR 500,000, accounting for 63 respondents (34.4%), while the smallest proportion, 1.1%, fell within the income range of IDR 3,000,001–3,500,000. Regarding purchasing behavior, most respondents (68.3%, or 125 individuals) reported buying more than 4 types of skincare products, while the remaining 58 respondents purchased fewer types. Furthermore, more than three-quarters of respondents (91.3%) indicated that they purchase skincare products once or twice per month.

Lifestyle Categories

The data in Table 1 show that a majority of respondents (57.9%) demonstrated a frugal lifestyle, indicating that more than half of the participants tend to manage their spending carefully, distinguish between needs and wants, and prioritize financial prudence in daily life. Meanwhile, 42.1% of respondents exhibited a hedonic lifestyle, reflecting individuals who are more inclined toward pleasure-seeking, impulsive purchasing, and self-expression through consumption. This result suggests that

although hedonic tendencies remain substantial, most skincare consumers during *flash sale* events are still dominated by those with a financially cautious and planned consumption pattern.

Table 1. Distribution of respondents based on lifestyle categories

Lifestyle Category	Frequency (n)	Percentage (%)
Frugal lifestyle	106	57.9
Hedonic lifestyle	77	42.1

Product Knowledge Level

The data presented in Table 2 indicate that the majority of respondents (70.5%) demonstrated a high level of product knowledge, suggesting that most skincare consumers are well-informed about the products they purchase, including ingredients, functions, and suitability for their skin type. Meanwhile, 28.4% of respondents fell into the moderate knowledge category, and only 1.1% exhibited low product knowledge. The mean product knowledge score was 86.67 (SD = 10.79), with values ranging from 54.55 to 100, indicating a high overall awareness and understanding of skincare products among respondents. This pattern suggests that skincare consumers who engage in *flash sale* purchases tend to possess strong informational literacy, likely influenced by prior experience, online reviews, and social media exposure.

Table 2. Distribution of respondents based on product knowledge categories

Product Knowledge Category	Frequency (n)	Percentage (%)	Min-Max	Mean \pm SD
Low	2	1.1	54.55–100	86.67 \pm 10.79
Moderate	52	28.4		
High	129	70.5		

Consumer Satisfaction Level

As shown in Table 3, nearly half of the respondents (49.2%) fell within the moderate satisfaction category, while 30.6% demonstrated high satisfaction and 20.2% reported low satisfaction levels. The average satisfaction score was 71.68 (SD = 17.05), with values ranging from 22.22 to 100. These results indicate that most consumers experienced a moderate level of satisfaction after purchasing skincare products during *flash sale* events. This suggests that while a portion of respondents were pleased with their purchasing experience, others may have encountered issues such as mismatched product expectations, delivery delays, or quality inconsistencies that reduced overall satisfaction.

Table 3. Distribution of respondents based on consumer satisfaction categories

Consumer Satisfaction Category	Frequency (n)	Percentage (%)	Min-Max	Mean \pm SD
Low	37	20.2	22.22–100	71.68 \pm 17.05
Moderate	90	49.2		
High	56	30.6		

Hypothesis Testing

The structural model results (Table 4) indicate that most hypothesized paths are statistically significant, suggesting that both lifestyle and its subdimensions (hedonic and frugal) significantly influence product knowledge and consumer satisfaction. Specifically, the hedonic lifestyle shows a strong positive effect on product knowledge ($\beta = 0.748$, $p < 0.001$) and consumer satisfaction ($\beta = 0.727$, $p < 0.001$), suggesting that consumers with hedonistic tendencies tend to actively seek product-related information and experience higher satisfaction when engaging in skincare purchases during *flash sales*.

Similarly, a frugal lifestyle also exerts a significant positive influence on both product knowledge ($\beta = 0.449$, $p < 0.001$) and consumer satisfaction ($\beta = 0.384$, $p = 0.001$), implying that consumers who are careful in spending tend to acquire sufficient product information before purchasing and thus experience satisfaction through informed decision-making.

In contrast, the direct effect of product knowledge on consumer satisfaction is not statistically significant ($\beta = 0.160$, $p = 0.062$), indicating that while knowledge contributes to understanding product attributes, it may not directly translate into satisfaction in impulsive buying contexts such as *flash sales*. Likewise, the

indirect effect of lifestyle on consumer satisfaction through product knowledge ($\beta = 0.076$, $p = 0.091$) is also not significant, suggesting that lifestyle influences satisfaction primarily through direct behavioral and emotional mechanisms rather than through knowledge mediation.

Table 4. Path coefficients, t-statistics, and p-values among latent variables

Path Relationship	Path Coefficient	t-Statistic	p-Value	Conclusion
Lifestyle → Product Knowledge	0.684	16.332	0.000	Significant
Hedonic Lifestyle → Product Knowledge	0.748	13.326	0.000	Significant
Frugal Lifestyle → Product Knowledge	0.449	3.588	0.000	Significant
Lifestyle → Consumer Satisfaction	0.457	5.616	0.000	Significant
Hedonic Lifestyle → Consumer Satisfaction	0.727	8.376	0.000	Significant
Frugal Lifestyle → Consumer Satisfaction	0.384	3.260	0.001	Insignificant
Product Knowledge → Consumer Satisfaction	0.160	1.873	0.062	Insignificant
Lifestyle → Product Knowledge → Consumer Satisfaction	0.076	1.693	0.091	Significant

DISCUSSION

The Effect of Lifestyle on Product Knowledge

The results indicate a significant positive relationship between lifestyle and consumers' product knowledge in skincare purchasing behavior. This finding aligns with Octavia (2012), who reported that an individual's lifestyle significantly influences the level of knowledge they possess. The analysis also reveals that the hedonic lifestyle has a stronger impact on product knowledge than the frugal lifestyle. The growing popularity of skincare trends has led to these products being widely followed and discussed, particularly among trend-oriented consumers who tend to acquire extensive product information through continuous exposure to advertisements, social media, and peer discussions. As noted by Ramadhan (2019), individuals who actively follow fashion or beauty trends tend to be more knowledgeable about current market developments. Similarly, Ditta et al. (2020) emphasized that repeated exposure to information enhances individuals' curiosity and awareness, thereby increasing their knowledge of specific topics such as skincare.

Meanwhile, consumers with a frugal lifestyle tend to use their time efficiently to research product information and spend money only on items that meet their needs. These consumers often take advantage of *flash sale* events to obtain products at lower prices. Time management is strongly associated with knowledge acquisition (Wu & Passerini, 2013), as individuals who allocate their time productively are more likely to seek relevant product information before making a purchase. Furthermore, informed consumers are better able to evaluate and compare product quality (Santoso et al., 2018). Consumers with frugal lifestyles also tend to be more price-conscious and attentive to product benefits, demonstrating greater awareness of product quality and value, making them more discerning in evaluating skincare options.

The Effect of Lifestyle on Consumer Satisfaction

The findings reveal a significant positive effect of lifestyle on consumer satisfaction, consistent with Adnan (2020), who stated that lifestyle influences consumer satisfaction. The hedonic lifestyle again shows a stronger impact compared to the frugal lifestyle. Hedonic consumers tend to make unplanned purchases driven by pleasure, emotion, and the desire to follow current trends. As described by Hafsyah (2020), individuals with a hedonic lifestyle prioritize enjoyment and gratification, often purchasing products impulsively without prior planning.

Moreover, convenient purchasing procedures and easy payment systems are particularly appealing to this group, enhancing their comfort and satisfaction during online transactions. Ashfaq et al. (2019) similarly found that ease of use in online shopping positively affects consumer comfort and satisfaction. Another factor contributing to purchase satisfaction is social influence, such as recommendations from friends or family. The findings suggest that skincare purchases influenced by peer recommendations tend to produce greater satisfaction. This observation supports Towuliu and Tumbuan (2017) and Shim (2012), who noted that consumers are more likely to trust and feel satisfied with products recommended by people they know and rely on.

For consumers with a frugal lifestyle, satisfaction is often derived from economic efficiency. These consumers tend to purchase skincare products during *flash sales* to save money, consistent with Adiati (2021), who found that frugal consumers prefer to shop at stores offering discounts. By purchasing promotional products, they can allocate the remaining funds for savings. According to Stieg (2019), saving money and reducing unnecessary consumption contribute to greater well-being and life satisfaction.

The Effect of Product Knowledge on Consumer Satisfaction

The analysis reveals that product knowledge has no significant impact on consumer satisfaction. This finding is in line with Alaziz and Tjahjaningsih (2022), who also reported that product knowledge does not significantly influence consumer satisfaction. The results suggest that satisfaction is shaped by a broader set of factors beyond mere product understanding. Given that the residual variance remains at 0.840, other factors such as delivery system, brand image, pricing, perceived value, and product performance may also play substantial roles in determining satisfaction (Kussujaniatun & Wisnalmawati, 2011). Thus, while knowledge contributes to informed decision-making, it does not guarantee satisfaction, particularly in contexts where impulsive or emotional elements dominate purchase behavior, such as *flash sale* events.

A possible explanation is that consumers with high product knowledge tend to have higher expectations, which can lead to dissatisfaction if the actual product fails to meet those expectations. On the other hand, consumers with moderate or limited knowledge may experience greater satisfaction because their expectations are more realistic. In flash sale situations, purchasing decisions are often driven by emotional and situational factors rather than cognitive evaluation. Limited time and promotional pressure reduce consumers' ability to process information, causing satisfaction to depend more on experience than on knowledge. Therefore, marketers should focus on improving service quality, delivery reliability, and transparent product information to enhance satisfaction in time-limited online sales environments.

Theoretical Contribution

This study contributes to the theoretical development of consumer behavior and marketing research by demonstrating that lifestyle has a stronger influence on consumer satisfaction than product knowledge in the context of flash sale purchasing. The findings extend previous models of online buying behavior by emphasizing that affective and behavioral dimensions, such as lifestyle orientation and impulsive tendencies, are more decisive in shaping satisfaction than cognitive understanding of the product. This research also supports the view that situational factors, such as time pressure and promotional urgency, can alter the traditional relationship between product knowledge and satisfaction. Therefore, this study enriches the literature on online shopping behavior by integrating lifestyle as a dominant psychological construct within the flash sale environment.

Managerial Implications

From a managerial perspective, the results suggest that e-commerce platforms and skincare brands should focus on designing marketing strategies that align with consumers' lifestyles rather than solely relying on informational approaches. Sellers should enhance the experiential aspects of flash sales by creating appealing visuals, personalized offers, and a seamless purchasing process that caters to consumers with hedonic and convenience-oriented lifestyles. Moreover, ensuring transparency in product information, improving delivery reliability, and providing responsive customer service can help maintain satisfaction among consumers with different knowledge levels. Ultimately, marketers can utilize social media engagement and lifestyle-based segmentation to foster stronger emotional connections, thereby enhancing consumer loyalty and increasing repurchase intentions in competitive online markets.

Limitations

This study employed an online questionnaire with closed-ended statements, which limited the depth of responses obtained from participants. As the research relied solely on self-reported survey data, the conclusions drawn are confined to information captured through the structured instrument. Future studies are encouraged to combine quantitative and qualitative approaches, such as interviews or focus group discussions, to gain a more comprehensive understanding of consumer behavior and satisfaction dynamics.

CONCLUSION AND SUGGESTION

More than three-quarters of the respondents in this study were female, with most falling within the 18–21 age range. The majority were high school graduates, lived in West Java, earned a monthly income of up to IDR 500,000, and were students. The results of the Structural Equation Modeling (SEM) analysis showed a significant positive effect of lifestyle on product knowledge and a significant positive effect of lifestyle on consumer satisfaction in skincare purchases during flash sale events. Furthermore, consumers with a hedonic lifestyle had a stronger influence on both skincare product knowledge and consumer satisfaction compared to those with a frugal lifestyle.

However, product knowledge did not have a significant effect on consumer satisfaction. This suggests that some respondents still purchased non-essential products, influenced by others who used them or by a desire to follow current trends. Therefore, it is recommended that consumers establish clearer priorities in meeting their daily needs. Since skincare is considered an important aspect of personal care, consumers are also advised to be more cautious when selecting skincare products, especially regarding ingredients that may be prohibited under Regulation No. 18 of 2015 of the Head of the BPOM RI.

For the government and related institutions, it is recommended to strengthen financial literacy education, as some consumers still manage their finances inefficiently. This can be achieved through collaboration between government bodies, educational institutions, and community organizations to develop educational programs. Additionally, social media platforms like TikTok, Instagram, and Twitter can be utilized to reach a broader audience and enhance access to information.

The overall level of consumer satisfaction with skincare purchases during flash sale events was moderate, indicating that there are still aspects of flash sale marketing and service practices that require improvement. Sellers can enhance consumer satisfaction by scheduling flash sales at strategic times, such as during National Shopping Days or other predetermined promotional periods. Furthermore, sellers should make flash sale promotions more prominent by announcing them in advance through social media. Providing high-quality, responsive customer service is also essential, enabling consumers to easily contact sellers for assistance if problems arise during transactions. Sellers should ensure that product information is clear, accurate, and complete, including details about ingredients, benefits, and usage instructions.

Future research is encouraged to focus on skincare products made from natural ingredients to explore whether similar behavioral patterns occur in eco-conscious consumer segments. It is also recommended that future studies examine other lifestyle categories beyond those used in this study, such as trendsetter or minimalist lifestyles, to expand the understanding of lifestyle influences on consumer behavior and satisfaction in online purchasing contexts.

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