

**CONSUMER BEHAVIOR IN INDONESIA'S SKINCARE MARKET: THE
INFLUENCE OF AWARENESS, PREFERENCES, AND
PROMOTIONAL STRATEGIES ON PURCHASE INTENTION FOR
SERUMS AND MOISTURIZERS**



**Master in
BioManagement**

By

Janice Evita Sundah

23020001

School of Life Sciences

Indonesia International Institute for Life Sciences

In partial fulfillment of the requirements for the degree of
Biomanagement

Jakarta, Indonesia

2025