

Abstract

This study explores the influence of consumer awareness, brand preference, and promotional strategies on purchasing intention for skincare products, specifically serums and moisturizers, among Indonesian female consumers. The research was conducted using a quantitative method through an online survey with 100 respondents. Data were analyzed using Pearson correlation and multiple linear regression techniques. The results revealed that both awareness and preference had a significant and moderately strong positive relationship with purchase intention ($r = 0.570$ and $r = 0.566$, respectively), while promotional strategy had a weaker but still statistically significant influence ($r = 0.273$). Regression analysis further confirmed that awareness and preference significantly predict purchase intention, whereas promotional strategy does not show a significant impact. These findings suggest that while promotions can generate short-term consumer interest, long-term purchase intentions are more effectively driven by awareness and preference. The study provides practical implications for marketers to focus on brand-building and emotional engagement rather than relying solely on promotional tactics. Future research is recommended to explore other psychological and contextual factors such as brand trust, satisfaction, and online engagement to better understand consumer behavior in the skincare market.

Keywords: consumer behavior, purchase intention, awareness, preference, promotional strategy, skincare