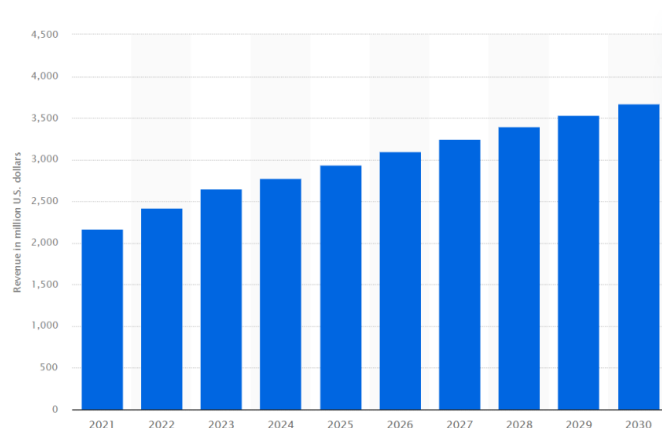


# Chapter 1

## Introduction

### 1.1 Background

There is a noticeable growth in the demand for skin care products and a number of brands are emerging to meet the needs of consumers. In 2021, the revenue of the skincare market in Indonesia reached 2172 million USD and is forecasted to reach 2939 million USD in 2025 as seen in Figure 1.1 (Statista, 2025). According to a survey, moisturizers and serums are one of the most commonly used skincare products, with 93% of women using moisturizers to prep their skin and 57% reported on using serums (Rodgers, 2023). Serums are used to address specific skin problems while moisturizers help increase the skin's moisture content (Mankar & Vaidya, 2024). All these products have different attributes which include brand reputation, ingredients, their texture, claims and the packaging design which are intended to appeal to various consumer segments.



Source: Statista, 2025

**Figure 1.1** Revenue of the Skin Care Market in Indonesia from 2021-2030

Because flawless skin is widely regarded as a vital component of beauty, Indonesian women have become more conscious of their looks and have started incorporating skincare products into their daily lives to feel more confident (Chrisniyanti & Fah, 2022). Consumers are likely to be motivated to purchase skincare products due to their purchase intentions. Purchase intention, understood as a

cognitive behavior reflecting the desire to buy a product, is influenced by both external factors and personal preferences (Imbayani & Gama, 2018). It can also be described as an ongoing mental state that evolves through learning and thinking (Yohana, Dawi, et al., 2020). Measuring purchase intention can be achieved by looking at dimensions of possibility, intention, and consideration (Chrisniyanti & Chung, 2021). Moreover, a higher purchase intention typically indicates a greater likelihood of making the purchase, suggesting that it effectively predicts future buying behavior.

There are several factors that are said to influence purchasing intention, namely consumer awareness, preference, and promotional strategy, as stated in studies by Waluya (2024), Rasya et al. (2024) and Fintahiasari (2023). Understanding consumer awareness is essential because it directly influences purchase intention (Waluya, 2024). When consumers have a strong knowledge of a product, they can identify its unique features and distinguish it from competitors, shaping a positive perception that encourages them to buy (Ahmed & Taha, 2023). Consumer preference refers to an individual inclination that shapes consumer's choices in selecting goods or services and directly influences their purchase intention (Wang et al., 2023). In addition to that, promotional strategy contributes in introducing, informing and reminding the benefit of the products which in return affect purchase intention (Majid and Riyanto., 2020).

As far as the author has explored, there are no studies researching the correlation of consumer awareness, preference, and promotional strategy on purchasing intention of consumers of serums and moisturizers despite its high market demand. Therefore, this study is made in order to delve deeper into the understanding of the correlation between these variables, especially in Indonesian women.

## **1.2 Problem Statement**

The skincare market, especially serum and moisturizers, is on the rise as of now. An upward trend is observed within the last few years, making it a sector that can not be overlooked (Statista, 2025). Thus,

it is important to research about factors affecting consumers' purchasing intention (Waluya (2024), Rasya et al. (2024) and Fintariasari (2023). There is several research done to investigate this problem, however none can be found in regards to purchasing intention of serum and moisturizer in Indonesian women.

### **1.3 Research Objective**

The objective of this study is to assess the influence of consumer awareness, claim preferences, and promotional strategies to the purchase intention of serum and moisturizer for female consumers in Indonesia. The purpose of this research is to provide insights that can help skincare brands and marketers develop more effective strategies to attract and retain female consumers in this growing market segment.

### **1.4 Research Question**

How much do consumer awareness, claim preference, and promotional strategies affect the purchasing intentions of female consumers toward serums and moisturizers in Indonesia?

### **1.5 Research Gap**

Indonesia's skincare market is rapidly growing, driven by increasing consumer awareness, rising incomes, and shifting preferences toward natural and premium products (GlobalData, 2022). However, existing research mainly addresses broad market trends and product innovation, with limited focus on the psychological and behavioral factors influencing purchasing decisions for serums and moisturizers specifically (Euromonitor, 2025; Consultancy Asia, 2023). While awareness, preference, and promotional strategies are known to impact purchase intentions in general (Buil, de Chernatony, & Martínez, 2013; Kotler & Keller, 2016), there is a lack of empirical studies exploring how these factors function within Indonesia's unique cultural and economic context. Moreover, although promotional

tactics are common, their effectiveness compared to intrinsic factors such as brand awareness and preference remains unclear, especially given their tendency to drive short-term sales rather than long-term loyalty (Chandon, Wansink, & Laurent, 2000; DelVecchio, Henard, & Freling, 2006). Considering Indonesia's diverse consumers and the growing influence of digital platforms on beauty trends (ReportLinker, 2025), it is important to examine how promotional strategies, awareness and preference shape purchase intentions for serums and moisturizers (Statista, 2025). This study seeks to address this gap by providing a nuanced analysis of consumer behavior in Indonesia's facial skincare segment, offering insights for more targeted marketing strategies.

### **1.6 Significance of the Study**

This study will show how consumer awareness, claim preference, and promotional strategies affect the purchasing intentions of female consumers toward serums and moisturizers in Indonesia. This research aims to investigate skincare awareness, claim preferences, and promotional tactics, providing valuable insights for brands to create more focused marketing approaches, refine product formulations, and strengthen consumer education.