

1. Introduction

Acne, also known as acne vulgaris, is a chronic inflammatory illness that affects the sebaceous glands and is characterized by the production of erythematous nodules, pustules, and papules, which can scar (Oon et al., 2019). The severity of acne is generally categorized as mild, moderate, or severe. Four factors contribute to the pathogenesis of acne: *Propionibacterium acnes* proliferation, irregular follicular desquamation, increased sebum production, and inflammation (Fox et al., 2016). Different acne treatments have different mechanisms of action which target different acne-causing factors. Acne is the eighth most prevalent disease, estimated to affect 9.4 % of the global population. Specifically in Indonesia, the prevalence of acne is increasing year by year. Acne has afflicted many people around the world and, in many situations, can have a psychological impact on patients. Low self-esteem and self-confidence, despair, anxiety, and suicidal thinking are some of the psychological consequences. (Tan & Bhate, 2015).

In 2022, beauty and personal care products in Indonesia showed an annual growth of 14% and are expected to grow around 4.5 % between 2024 and 2027 (Nurhayati & Wolff, 2023). Moisturizer is one of the skincare products that can maintain and retain skin moisture while also repairing the skin barrier function (Muttaqin et al., 2022). Usually, moisturizers contain three main functions: emollient, occlusive, and humectant (Chularojanamontri et al., 2014). All these three functions work together and contribute to maintaining the skin barrier. Patients with acne usually have a skin barrier impairment due to the acne and certain medications that can alter the skin barrier integrity and function (Thibouto et al., 2013). Therefore, moisturizers become interesting to investigate since they can lessen the adverse effects caused by acne. Based on the Zhang et al. (2020) study, routine skin care with quality skin products that can effectively improve skin concerns will improve the overall quality of life of the consumers. Two main skin types are classified by Baumann, which are dry and oily skin. Oily skin tends to be more acne-prone since highly produced sebum favors *P acnes* growth (Baumann, 2016).

Customer behavior studies customer product choices (Sundareswaran et al., 2022). Meanwhile, purchase intention is the tendency of the customer to pay for a service or product (Li et al., 2022). A study by Yildirim et al. (2021) showed that customer innovativeness, novelty seeking, and trustworthiness are the factors that drive the purchase intention of cosmetics and personal care. An article from Covalo (2021) and a study from Huang (2021) showed that technology and sustainability are the two main factors in Innovation. Purchase Intention can be driven by several factors: price, brand image, customer perception, customer perceived value, and internal or external motivations from customers during the buying process (Gogoi, 2013). A person's, family's, or other social group's Socio-Economic Status (SES) reflects their accessibility to economic and social resources (Spinath, 2012). However, there are no studies regarding skincare purchase intention, especially moisturizer purchase intention related to customers with acne perception and behavior. Therefore, this study will investigate customers' perceptions of acne-prone and non-acne-prone skin, including different SES groups, toward the importance of moisturizers and the types of moisturizer innovativeness that drive purchase intention.