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The Influence of Lifestyle on Purchase Decision among Scarlett Whitening Product Users

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Abstract: *The rapid growth of the beauty and skincare industry has increased competition among cosmetic brands and encouraged consumers to become more selective in choosing products that fit their preferences and lifestyle. Scarlett Whitening, one of Indonesia's local skincare brands, has experienced a declining sales trend despite maintaining a strong presence in the beauty market. This condition highlights the importance of understanding consumer characteristics, particularly lifestyle, in shaping purchase decisions. This study aims to examine the influence of lifestyle on purchase decisions among Scarlett Whitening product users. A quantitative approach with a descriptive and verificative design was employed. Data were collected through questionnaires distributed to Scarlett Whitening users selected using purposive sampling. Lifestyle was measured through Activities, Interests, and Opinions, while Purchase Decision was assessed through Need Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, and Post-Purchase Behavior. Data were analyzed using descriptive analysis and simple linear regression. The findings show that consumers generally demonstrate a high level of lifestyle orientation toward self-care and beauty trends, as well as a strong tendency to purchase Scarlett Whitening products. Lifestyle was found to have a positive and significant influence on purchase decisions. Consumers who are more engaged in self-care activities, interested in beauty trends, and concerned with appearance tend to show stronger purchase decisions toward Scarlett Whitening. These findings indicate that lifestyle represents an important psychographic factor in understanding consumer behavior in the skincare market. The study suggests that Scarlett Whitening should strengthen lifestyle-based marketing strategies by aligning product communication with consumers' self-care routines, beauty interests, and perceptions of appearance..*

INTRODUCTION

The cosmetics and beauty industry has experienced significant growth in recent years. The development of digital technology, changes in people's lifestyles, and increasing awareness of appearance have become major factors driving the consumption of beauty products. In Indonesia, beauty-product consumption has shown a positive trend, with consumer spending reaching trillions of rupiah annually and several cosmetic brands recording millions of units sold through e-commerce. According to Katadata, revenue in the beauty and personal care sector reached US$7.23 billion, equivalent to approximately IDR 111.83 trillion, in 2022 and was projected to grow at an annual compound growth rate of 5.81% during 2022-2027. This rapid market growth has encouraged consumers to become more selective when choosing products, making psychological factors and consumer lifestyle increasingly relevant to purchasing behavior.



Figure 1. Estimated Revenue of Skincare and Makeup Products in Indonesia, 2014-2027

Source: Katadata (2022) through Mutia (2022)*, as reported in the thesis.*

Lifestyle is commonly examined through the Activity, Interest, and Opinion (AIO) approach, which describes how consumers spend their time, what they are interested in, and how they perceive themselves and their social environment. Although lifestyle is relatively stable over a certain period, it can shift along with social trends and digitalization (Nabilah & Sari, 2023). Consumers with particular lifestyles tend to choose products that are consistent with the identity and social values they want to express, including skincare and beauty products. This condition shows that cosmetics are no longer viewed only as secondary needs, but have also become part of modern consumer lifestyles.

Purchase decision is one of the central stages in consumer behavior. Before deciding to buy, consumers usually recognize a need, search for information, evaluate available alternatives, and then select the product that is considered most suitable. Kotler & Armstrong (2016) explain that purchase decisions are part of consumer behavior concerning how individuals, groups, and organizations select, buy, use, and evaluate goods, services, ideas, or experiences to satisfy their needs and wants. Therefore, purchase decisions may be shaped by personal characteristics, including lifestyle, as well as by economic, technological, cultural, product, price, and promotional considerations.

One of the local brands competing in Indonesia's beauty industry is Scarlett Whitening, a brand established in 2017 by Felicya Angelista. Scarlett Whitening offers a range of facial, hair,

and body-care products and has developed strong visibility through e-commerce and digital marketing channels. During April-June 2022, Compas data placed Scarlett among the leading local skincare brands in e-commerce, with reported sales of IDR 40.9 billion. This position indicates that Scarlett had substantial market potential and strong consumer recognition within the local beauty market.

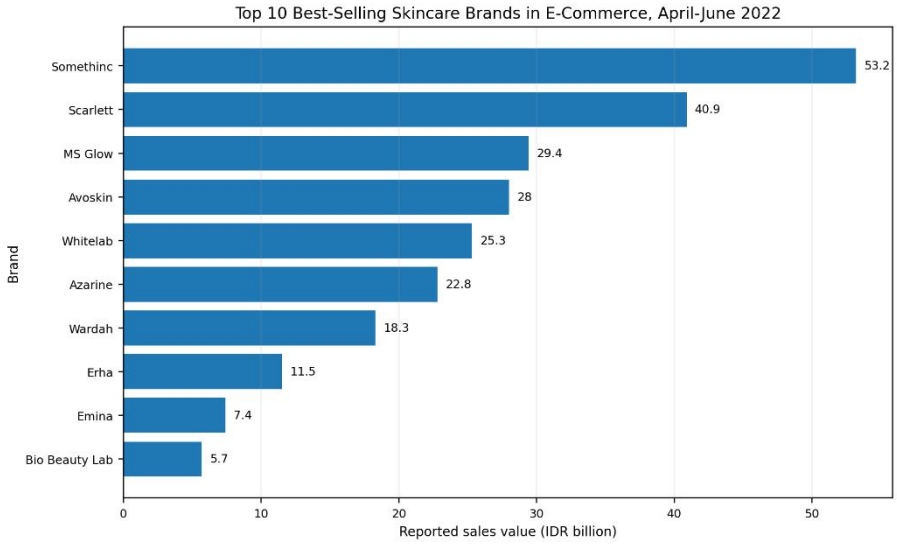


Figure 2. Top 10 Best-Selling Skincare Brands in E-Commerce, April-June 2022
Source: Compas.co.id (2022), as reported in the thesis.

Despite this market position, Scarlett Whitening experienced a declining sales trend in subsequent years. Data reported in the thesis show that Scarlett's sales percentage declined from 56.6% in 2019 to 30.8% in 2020 and 12.6% in 2021, followed by 11.32% in 2022 and 9.9% in 2023 (Compas.co.id, 2022). At the same time, competition intensified with the emergence and growth of brands such as Somethinc, Skintific, MS Glow, Garnier, and other skincare products. This situation gives consumers more alternatives with different product advantages and may make purchase decisions more complex because consumers must select products according to their skin needs, preferences, and perceived value.

Scarlett Whitening has used online marketing through photos, videos, and other information distributed through the internet. In the current digital environment, online media provide an effective channel for introducing products to a wider market (Mulyansyah & Sulistyowati, 2020). However, the effectiveness of online marketing also depends on how consumers respond to the information and to broader issues surrounding the brand. In 2023, Scarlett Whitening also faced public boycott calls in Indonesia following public reactions to a statement by its owner regarding the Palestine-Israel conflict. Within the thesis context, this episode is presented as an additional challenge during the period of declining sales. These conditions increase the importance of understanding consumer characteristics, including lifestyle, so that marketing strategies can be directed more accurately.

In the cosmetics industry, consumer lifestyles are diverse, ranging from minimalist and natural lifestyles to lifestyles that closely follow global beauty trends. These changes require companies to be more adaptive in offering products that fit consumer needs and preferences.

Consumers today do not make purchases solely based on functional needs. Their decisions may also reflect self-image, personal interests, beauty trends, and social-symbolic considerations. In skincare consumption, these aspects are closely connected with lifestyle, identity, and the way consumers position themselves socially (Nurdiana et al., 2022).

Previous studies related to Scarlett Whitening have more frequently examined variables such as influencers, price, product quality, halal labels, and other marketing factors. Anjani & Simamora (2022), for example, found that influencers, price, and product quality affected Scarlett Whitening purchase decisions among Generation Z consumers in DKI Jakarta. Lifestyle has also been examined together with other predictors in beauty-product studies. However, research that specifically isolates lifestyle as the main predictor of purchase decision among Scarlett Whitening users remains limited, particularly using a simple linear regression approach. This gap is relevant because beauty-product consumption is closely associated with daily activities, interests in beauty trends, opinions about appearance, and the social meanings attached to personal care.

Based on this phenomenon and research gap, this study aims to describe the lifestyle of Scarlett Whitening users, describe their purchase decisions, and analyze the effect of lifestyle on purchase decision. Academically, the study is expected to enrich consumer-behavior research on the role of lifestyle in beauty-product purchasing. Practically, the findings are expected to provide evaluation material for Scarlett Whitening and similar cosmetic businesses in developing marketing strategies that are more consistent with the lifestyle characteristics of their target consumers.

LITERATURE REVIEW

Lifestyle

Lifestyle refers to a person's pattern of living as reflected in activities, interests, and opinions. It describes how individuals spend time, allocate money, interact with their environment, and express personal preferences (Assael, 1984; Kotler & Keller, 2020; Mowen & Minor, 2020). Although relatively stable, lifestyle may change along with social developments and consumer trends (Nabilah & Sari, 2023).

This study measures Lifestyle using the AIO approach, consisting of Activity, Interest, and Opinion (Sumarwan et al., 2018). Activity reflects self-care routines and daily activities, Interest represents attention to beauty trends and products, while Opinion reflects consumers' views regarding appearance and personal care.

Purchase Decision

Purchase decision refers to the process of selecting one alternative after consumers consider their needs and available product information (Salim et al., 2022). It forms part of consumer behavior in selecting, purchasing, using, and evaluating products to satisfy needs and wants (Kotler & Armstrong, 2016)

In this study, Purchase Decision is measured through five dimensions: Need Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, and Post-Purchase Behavior. These dimensions reflect consumers' awareness of skincare needs, information-seeking activities, product comparisons, confidence in purchasing Scarlett Whitening, satisfaction, repurchase intention, and willingness to recommend the product.

Hypothesis

Lifestyle is an important personal factor that can influence consumer purchase decisions. Consumers tend to choose products that are consistent with their activities, interests, opinions, and self-image (Kotler & Keller, 2022; Sumarwan et al., 2018). In the beauty industry, consumers

with greater interest in self-care and beauty trends are more likely to consider skincare products as part of their lifestyle. Previous studies also found that lifestyle has a positive and significant effect on purchase decisions across various product categories, including cosmetics and skincare (Anggraini, 2022; Mantik & Worang, 2025; Setyaningrum & Samboro, 2023). Therefore, this study proposes the following hypothesis:

H_1: Lifestyle has a positive and significant effect on Purchase Decision among Scarlett Whitening product users.

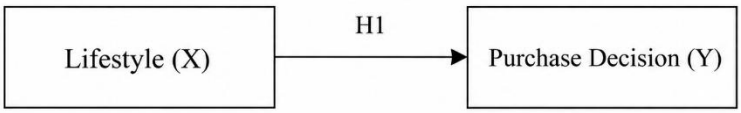


Figure 3. Research Framework

METHOD

Research Methods, Object, and Subject

This study employed a quantitative approach with a descriptive-verificative design. The descriptive approach was used to describe Lifestyle and Purchase Decision among Scarlett Whitening users, while the verificative approach was used to test the effect of Lifestyle on Purchase Decision through simple linear regression (Sugiyono, 2019). The research object was the relationship between Lifestyle as the independent variable and Purchase Decision as the dependent variable. The research subjects were consumers who had direct experience using or purchasing Scarlett Whitening products.

Measurement

Data were collected using an online questionnaire with a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. Lifestyle was measured using 13 items covering Activity, Interest, and Opinion. Purchase Decision was measured using 28 items covering Need Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, and Post-Purchase Behavior. Instrument testing showed that all items were valid. Reliability testing produced Cronbach's Alpha values of 0.857 for Lifestyle and 0.905 for Purchase Decision, indicating that both instruments were reliable.

Sample and Population

The population consisted of consumers who had purchased or used Scarlett Whitening products through e-commerce, social media, or retail channels. Because the total population size could not be determined precisely, the study treated the population as an infinite population. The minimum sample was calculated using the formula for an unknown population and resulted in approximately 96 respondents, which was rounded to 100 respondents. Respondents were selected using purposive sampling. The criteria required respondents to be at least 15 years old, to have purchased or used Scarlett Whitening at least once within the previous six months, and to complete the questionnaire fully and honestly

Data Analysis

Data analysis was conducted using IBM SPSS 27. Descriptive statistics were used to summarize the mean, minimum, maximum, standard deviation, category distribution, and dimensional index scores of Lifestyle and Purchase Decision. Before hypothesis testing, the regression model was evaluated through normality, linearity, and heteroscedasticity tests. The

effect of Lifestyle on Purchase Decision was then tested using simple linear regression, the t-test, and the coefficient of determination (R^2).

RESULT AND DISCUSSION

Results

Instrument Reliability

The reliability test indicated strong internal consistency for both research variables. Lifestyle obtained a Cronbach's Alpha value of 0.857 across 13 items, while Purchase Decision obtained a value of 0.905 across 28 items. Both values exceeded the minimum reliability criterion used in the study.

Table 1. Reliability Test Results

Variable	Cronbach's Alpha	Number of Items	Interpretation
Lifestyle (X)	0.857	13	Reliable
Purchase Decision (Y)	0.905	28	Reliable

Source: Research data processing, 2026.

Descriptive Statistics

Based on data from 100 respondents, Lifestyle had a mean score of 48.79 with a standard deviation of 6.539. The detailed Lifestyle statistics reported a minimum score of 30 and a maximum score of 64. Purchase Decision had a mean score of 108.72 with a standard deviation of 12.061. The detailed Purchase Decision statistics reported a minimum score of 77 and a maximum score of 134. Both mean scores were classified in the high category according to the categorization procedure used in the thesis.

Table 2. Descriptive Statistics of Research Variables

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Lifestyle (X)	100	30	64	48.79	6.539
Purchase Decision (Y)	100	77	134	108.72	12.061

Source: Research data processing, 2026.

The distribution of Lifestyle scores showed that 59 respondents (59.0%) were in the high category, 40 respondents (40.0%) were in the medium category, and 1 respondent (1.0%) was in the low category. For Purchase Decision, 66 respondents (66.0%) were in the high category and 34 respondents (34.0%) were in the medium category, while no respondents were in the low category.

Table 3. Distribution of Respondents by Variable Category

Variable	High	Medium	Low
Lifestyle	59 (59.0%)	40 (40.0%)	1 (1.0%)
Purchase Decision	66 (66.0%)	34 (34.0%)	0 (0.0%)

Source: Research data processing, 2026.

At the dimensional level, Interest recorded the highest Lifestyle index at 3.85, followed by Opinion at 3.72 and Activity at 3.71. This pattern indicates that respondents' interest in beauty trends and beauty-product information was stronger than the consistency of their actual self-care activities. For Purchase Decision, Post-Purchase Behavior recorded the highest index at 4.00. Information Search and Purchase Decision each scored 3.88, Evaluation of Alternatives scored 3.83, and Need Recognition recorded the lowest index at 3.81.

Table 4. Dimension Index Scores

Variable	Dimension	Index
Lifestyle	Activity	3.71

Lifestyle	Interest	3.85
Lifestyle	Opinion	3.72
Purchase Decision	Need Recognition	3.81
Purchase Decision	Information Search	3.88
Purchase Decision	Evaluation of Alternatives	3.83
Purchase Decision	Purchase Decision	3.88
Purchase Decision	Post-Purchase Behavior	4.00

Source: Research data processing, 2026.

Hypothesis Testing

Simple linear regression was used to examine the effect of Lifestyle on Purchase Decision. The regression equation was Y = 31.152 + 1.590X. The Lifestyle coefficient was positive (B = 1.590), indicating that a one-unit increase in the Lifestyle score was associated with a 1.590-point increase in the Purchase Decision score. The effect was statistically significant, with t = 16.824 and p < 0.001. Therefore, H1 was supported.

Table 5. Simple Linear Regression and t-Test Results

Model	B	Std. Error	Beta	t	p
Constant	31.152	4.651	-	6.697	< 0.001
Lifestyle (X)	1.590	0.094	0.862	16.824	< 0.001

Source: Research data processing, 2026.

The model summary showed R = 0.862 and R^2 = 0.743, with an adjusted R^2 of 0.740. This means that Lifestyle explained 74.3% of the variance in Purchase Decision within the model, while the remaining 25.7% was associated with factors outside the model.

Table 6. Coefficient of Determination

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.862	0.743	0.740	6.14781

Source: Research data processing, 2026.

Discussion

The descriptive findings show that Lifestyle among Scarlett Whitening users was generally high. The mean Lifestyle score was 48.79, and 59% of respondents were classified in the high category. Interest was the strongest dimension, with an index of 3.85, indicating that respondents had a strong interest in beauty trends and actively paid attention to beauty-product information. Activity was the lowest dimension at 3.71, suggesting that actual self-care routines were relatively less strong than respondents' interest and opinions. This pattern is consistent with the AIO concept, in which lifestyle is reflected through Activities, Interests, and Opinions (Sumarwan et al., 2018). It also supports the view that lifestyle represents how consumers organize their activities, priorities, and consumption preferences in everyday life.

Purchase Decision was also in the high category. The mean score reached 108.72, with 66% of respondents classified in the high category. Post-Purchase Behavior had the highest index at 4.00, indicating that respondents generally reported positive experiences after using Scarlett Whitening and showed relatively strong satisfaction, repurchase intention, and willingness to recommend the product. In contrast, Need Recognition recorded the lowest index at 3.81. This indicates that consumers' initial awareness of a skincare need was relatively less prominent than the later stages of information search, evaluation, purchase, and post-purchase experience. The finding is consistent with Kotler & Armstrong (2016), who describe purchase decision as a process that extends from need recognition to post-purchase evaluation.

The hypothesis test confirmed that Lifestyle had a positive and significant effect on

Purchase Decision. The regression coefficient of 1.590, t-value of 16.824, and p-value below 0.001 show that respondents with stronger lifestyle orientation toward self-care, beauty trends, and appearance tended to report stronger purchase decisions toward Scarlett Whitening. The coefficient of determination further showed that Lifestyle explained 74.3% of the variance in Purchase Decision. Substantively, this result supports the consumer-behavior perspective that personal characteristics, including lifestyle, can shape product preferences and purchasing actions. It is also consistent with Sumarwan et al. (2018), who position lifestyle as an important psychographic aspect reflected through consumer activities, interests, and opinions.

The result is consistent with several previous studies reviewed in the thesis. Anggraini (2022) found that lifestyle affected buying interest and subsequently purchase decisions for Emina cosmetic products. Mantik and Worang (2025) reported a positive and significant effect of lifestyle on purchase decisions for fashion products on Shopee. Maulana et al., (2024) also identified a contribution of lifestyle to purchase decisions among Tokopedia consumers, while Setyawati & Santoso (2024) found a similar relationship in the coffee-shop context. These findings indicate that the role of lifestyle is not limited to one product category. In this study, however, the effect appears particularly strong in the beauty and skincare context, where self-image, personal routines, and interest in beauty trends are closely related to product use.

The findings also help explain the research phenomenon described in the introduction. Scarlett Whitening operates in a highly competitive beauty market and has experienced a declining sales trend in the period reported in the thesis. At the same time, the respondents in this study showed high Lifestyle and Purchase Decision scores. These findings indicate that among recent Scarlett Whitening users, lifestyle remains strongly associated with purchasing behavior, but company-level sales performance may also involve factors outside the present model. The thesis identifies price, product quality, promotion, and influencer roles as relevant factors discussed in previous Scarlett Whitening research, particularly Anjani & Simamora (2022). Therefore, the strong contribution of Lifestyle should be interpreted as an important consumer-level explanation rather than as the only factor related to the brand's broader sales performance.

Theoretically, the findings reinforce the role of lifestyle as a psychographic factor in consumer behavior and provide empirical support for the AIO framework in the context of local skincare products. The high explanatory power of Lifestyle suggests that Activities, Interests, and Opinions are closely connected with how Scarlett Whitening users move through the purchase-decision process. The findings also show that Interest is the most prominent lifestyle dimension, while Post-Purchase Behavior is the strongest purchase-decision dimension, providing a more specific picture of how lifestyle and consumer decision processes are expressed in this product category.

Practically, Scarlett Whitening can use these findings to strengthen lifestyle-oriented marketing. Because Interest was the strongest Lifestyle dimension, marketing communication can continue to emphasize current beauty trends, accessible product information, and content that is relevant to consumers' interest in skincare. Because Activity was comparatively lower, the company can encourage more consistent self-care routines through educational content, skincare challenges, reminders, and usage guidance. In Purchase Decision, Need Recognition was the weakest dimension, suggesting that Scarlett Whitening can strengthen educational communication about common skin concerns, product functions, and the relevance of specific products to consumer needs. At the same time, the remaining variance outside the model indicates that price, product quality, promotion, and influencer-related considerations should continue to be considered when developing a more comprehensive marketing strategy.

CONCLUSION

This study confirms that lifestyle plays an important role in shaping purchase decisions among Scarlett Whitening product users. Consumers generally demonstrate strong interest in beauty trends, self-care, and appearance, which reflects a lifestyle that is closely connected to skincare consumption. Among the lifestyle dimensions, interest represents the strongest aspect, indicating that consumers' attention to beauty trends and product information is particularly relevant in shaping their consumption preferences.

Purchase decisions also show a strong tendency across the consumer decision-making process. Post-purchase behavior emerges as an important aspect, indicating that consumers generally have positive experiences after using Scarlett Whitening products. However, need recognition remains relatively less dominant, suggesting that consumers may become more involved during information search, evaluation, and product experience than during the initial recognition of skincare needs.

The findings further demonstrate that lifestyle has a positive and significant influence on purchase decisions. Consumers who actively engage in self-care, show greater interest in beauty products, and perceive appearance as important are more likely to develop stronger purchase decisions toward Scarlett Whitening. This result supports consumer behavior theory, which positions lifestyle as a personal and psychographic factor influencing product preferences and purchasing behavior.

From a practical perspective, Scarlett Whitening should strengthen its positioning as a brand that fits consumers' self-care and beauty lifestyles. Marketing communication can focus on beauty trends, skincare education, product relevance to daily routines, and content that helps consumers recognize their skincare needs. By aligning its marketing strategy with consumers' activities, interests, and opinions, Scarlett Whitening can strengthen its relevance and support more consistent purchase decisions.

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