

Impact of Consumer Motivation and Behavior on Social Instagram Media Platforms Somethinc Skincare Purchases

*Motivation,
Behavior and Social
Media*

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ABSTRACT

In the current digital era, social media has become a highly influential platform in the consumer decision-making process, especially in the beauty industry. Instagram, as one of the leading social media platforms, plays a significant role in shaping consumer preferences and behaviors related to skincare products. This study aims to examine the impact of consumer motivation and behavior on the purchase of Somethinc skincare products on the Instagram social media platform. This research employs a quantitative approach with an explanatory method. The sampling technique used is Non-Probability Sampling with Purposive Sampling, involving a sample size of 100 individuals. The results of the study indicate that intrinsic motivation has a positive influence on purchase decisions, extrinsic motivation also has a positive influence on purchase decisions, and knowledge about the product positively and significantly affects the purchase of Somethinc skincare. However, the attitude toward the product does not have a positive and significant impact on the purchase of Somethinc skincare.

Keywords: *Motivation, Consumer Behavior, Purchase, Instagram Sosial Media Platform.*

INTRODUCTION

The cosmetics industry in Indonesia has experienced significant growth in recent years. This is supported by data from the Indonesian Statistics portal (2023), showing a 7% increase. Furthermore, Jaya, (2024) indicates that the market value of cosmetics in Indonesia is expected to continue rising, reaching USD 8.15 billion in 2023 and USD 11.23 billion by 2028. This increase is due to a growing awareness among the public that using cosmetics boosts their self-confidence. Additionally, with Indonesia's economic growth, many people have more disposable income to spend, including on beauty products. Consumer behavior in purchasing skincare is influenced by several factors (Diatmono et al., 2020; Imran, Mariam, et al., 2020; Rumaidlany et al., 2022a). Product knowledge, which can be obtained from various sources such as online reviews, recommendations from friends or family, or information from social media, significantly impacts purchasing decisions (Chandra et al., 2019; Imran, Arvian, et al., 2020; Sukarno et al., 2020). Attitudes towards products, including consumer evaluations of quality, price, and suitability to their needs, also play a crucial role (K. Kurniawati et al., 2024; Mariam et al., 2021; Nurdiansyah et al., 2020). Understanding consumer behavior in selecting skincare products has become increasingly important in today's digital era (Ghazmahadi et al., 2020; A. Gunawan et al., 2021; Meidiyanty et al., 2023; Sinurat et al., 2024).

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Another factor to consider is employee performance within the industry (D. Amalia et al., 2024; Nurcahyani et al., 2023; Rumaidlany et al., 2022b) (D. Amalia et al., 2024). A positive and comfortable work environment enhances employee performance, while a less favorable environment can negatively impact it (Khasanah et al., 2021; Mariam & Ramli, 2021; M. P. Pratama et al., 2023).

That one of the main factors supporting the growth of the cosmetics industry is the increased purchasing power of consumers due to their awareness of appearance, which influences them to buy (Kalim et al., 2024; Senathirajah et al., 2024; Yunus et al., 2023). Awareness of cosmetics has grown over the years among consumers, particularly young women in Indonesia (Febriani et al., 2023; Steven et al., 2023; Sutriani et al., 2024). Additionally, the influence of beauty influencers and vloggers on platforms such as Instagram, YouTube, and TikTok has played a significant role in popularizing certain cosmetic products and creating new trends (Mariam et al., 2023; R. A. Pratama et al., 2023; Safitri et al., 2023).

Several factors influence consumer behavior in purchasing, including cultural factors (culture, subculture, social class), and social factors (reference groups, family, role and social status). With the complexity of factors affecting consumer behavior, numerous suggestions for products emerge. This appreciation can be communicated to people, highlighting that their opinions are important and that they can influence activities, showing tangible results (Sutawijaya et al., 2020). Moreover, modern lifestyle changes, high job demands, and environmental pollution drive people to seek effective skincare solutions (Bachtiar et al., 2023; Mariam et al., 2022; Megawaty et al., 2024; Winadi et al., 2019). Motivation plays a crucial role in skincare purchases, especially with the widespread use of social media and the increase in skincare product offerings through these platforms (K. Amalia & Nurlinda, 2022; Mulyadi et al., 2020; Situmorang et al., 2023; Utama et al., 2020). Consumers are influenced by two types of motivation: intrinsic and extrinsic (Fachridian et al., 2024; Rizky et al., 2023; Takaya et al., 2019).

The motivation and consumer behavior towards purchasing Somethinc skincare on Instagram are closely related, with high public enthusiasm for skincare and interest in purchasing creating competition among both local and international skincare brands (Mariam et al., 2020; Miaty et al., 2024; Supiati et al., 2021). Despite the intense competition, local products like Somethinc are able to compete in the market, supported by their high-quality products (A. Gunawan et al., 2021; Takaya et al., 2020; Thamanda et al., 2024). This is evident from the large number of Instagram followers for the Somethinc social media account, which stands at 1.4 million followers, and Somethinc's sales ranking among the top sellers with an increase of 53.28% (Indrawati et al., 2023; Mariam & Ramli, 2022).

Based on previous research, the gap in this study is that while there have been studies on Somethinc skincare purchases, they have mainly focused on Instagram content marketing. The current research aims to examine the impact and consumer behavior towards purchasing Somethinc skincare. It also aims to provide a more specific and in-depth focus on the dynamics affecting purchasing decisions in the context of skincare products. This new research aims to provide a detailed understanding of how consumer motivation and behavior directly impact their decisions to purchase specific skincare products, such as Somethinc, through the Instagram social media platform. With this approach, the study can delve deeper into the relationship between internal consumer factors and their interactions with social media content, offering more relevant and applicable insights for more effective marketing strategies on this specific platform.

The purpose of this research is to analyze the factors driving the rise of Somethinc, a local skincare brand in Indonesia. Additionally, the author is interested in this research to understand their effective marketing strategies in attracting consumers, how they build brand awareness and communicate with consumers, and how they position themselves as a high-quality local skincare brand with competitive pricing.

LITERATURE REVIEW

Consumer Motivation

According to Kollat & Blackwell (2019), consumer motivation is a factor that drives individuals to take specific actions, including purchasing products. Two main types of motivation affecting consumer behavior: Intrinsic motivation: Motivation that comes from within the individual and is driven by personal needs, such as improving skin health or self-care. Extrinsic motivation: Motivation that comes from external sources and is related to social influences and the desire to follow trends (Machado et al., 2020; Ramli & Novariani, 2020; Rinaldi & Ramli, 2023). According to the definitions above, motivation is the willingness to exert a high level of effort toward organizational goals, conditioned by the ability of that effort to fulfill some individual needs (Dewi & Ramli, 2023; Mariam & Ramli, 2023; Ramli, 2016). Additionally, consumer motivation is created through company strategies. Companies need to align with consumer motivations and behaviors to achieve organizational goals (Mishra & Satish, 2016). By understanding consumer motivation and behavior, companies can design more effective marketing strategies that meet market needs and desires (Eki & Ramli, 2024; T. Gunawan & Ramli, 2023).

Consumer Behavior

Consumer behavior refers to the actions and decisions of individuals related to the acquisition, consumption, and disposal of goods, services, and ideas (Ali et al., 2022; Mariam & Ramli, 2023; Mulya & Ramli, 2023). Key factors affecting consumer behavior in skincare product purchases include: Product knowledge: Knowledge about a product, obtained from various sources such as online reviews, recommendations from friends or family, or social media information, greatly influences purchasing decisions (Gunawan & Ramli, 2023; Zahra et al., 2021). Attitudes towards the product: Attitudes towards the product, including consumer evaluations of quality, price, and suitability for their needs, also play a crucial role (Rahmawati & Ramli, 2024; Senathirajah et al., 2024; Sylvia & Ramli, 2023). Purchase intention refers to the individual's tendency to buy a particular product (Harahap & Ramli, 2023; Herzallah et al., 2022). It is influenced by various factors, including motivation, knowledge, and attitudes towards the product (Nurakhmawati et al., 2022).

According to Salmah (2024), consumer behavior is the study of the actions taken by individuals in the process of purchasing and using products or services. This concept includes several factors influencing consumer decisions, from product knowledge to brand attitudes and purchase intentions (Lăzăroiu et al., 2020; López et al., 2020; Wagner Mainardes et al., 2019). Consumer behavior involves analyzing how individuals make purchasing decisions, evaluate products, and what factors affect their preferences. In the context of this study, understanding consumer behavior related to skincare purchases on the Instagram social media platform is crucial. Consumers are often influenced by information from various sources, including online reviews, influencer recommendations, and social media content. Consumer attitudes towards brands and products can also be influenced by personal experiences, opinions of others, and perceptions of quality and price (Putra, 2024). Understanding consumer behavior is essential for companies to design more effective and relevant marketing strategies that meet market needs (Harahap & Ramli, 2023; Kadir & Ramli, 2024; Khan et al., 2021). With a deep understanding of consumer preferences, motivations, and habits, companies can identify opportunities to enhance customer satisfaction and expand their market share (Juhria et al., 2021; Maharani & Ramli, 2024; Salma & Ramli, 2023). Additionally, organizational culture within companies is closely related to values, norms, behaviors, and work ethics that must be practiced collectively by all relevant parts of the company (Naka & Rojuaniah, 2020; Novianti & Ramli, 2023; Sylvyani & Ramli, 2023).

Purchasing

Syariah, (2021) states that consumer purchasing refers to the actions taken both online and offline by consumers before buying a product or service. This process may include consulting search engines, engaging with social media posts, or other actions. It is

important for businesses to understand this process as it helps them align their marketing initiatives better with successful marketing efforts that have influenced consumers to buy in the past (Arbol & Ramli, 2024; Fendiansyah & Yoestini, 2022; Mariam & Ramli, 2020). According to Gumulya et al., (2023), purchasing decisions are a stage in the buyer decision process where consumers actually buy a product. Consumers recognize their problem, seek information about a specific product or brand, and evaluate how well each alternative addresses their problem, which then leads to the purchasing decision (Novarian & Ramli, 2020; Pebrianti et al., 2020; Samuel & Ramli, 2024). Additionally, menurut Mariam *et al.*, (2022) state that purchasing decisions are a process where consumers go through certain stages before making a purchase decision.

The Relationship Between Intrinsic Motivation and Skincare Purchases

This hypothesis is supported by Syariah, (2021), which indicates that consumers with high intrinsic motivation to buy Somethinc skincare are likely driven by personal needs, such as the desire to improve skin health or self-care. They will be more likely to seek information about Somethinc products, read online reviews, and consider recommendations from friends or family. Trust is an expectation of consumers regarding the manufacturer's ability to produce satisfactory products. According to Putri, (2020), social motivation significantly influences customer trust, making motivation an important factor in purchase decisions. Saragih & Prabowo, (2020) also found that social support has a significant impact on trust. **H1: Positive Relationship Between Intrinsic Motivation and Skincare Purchases**

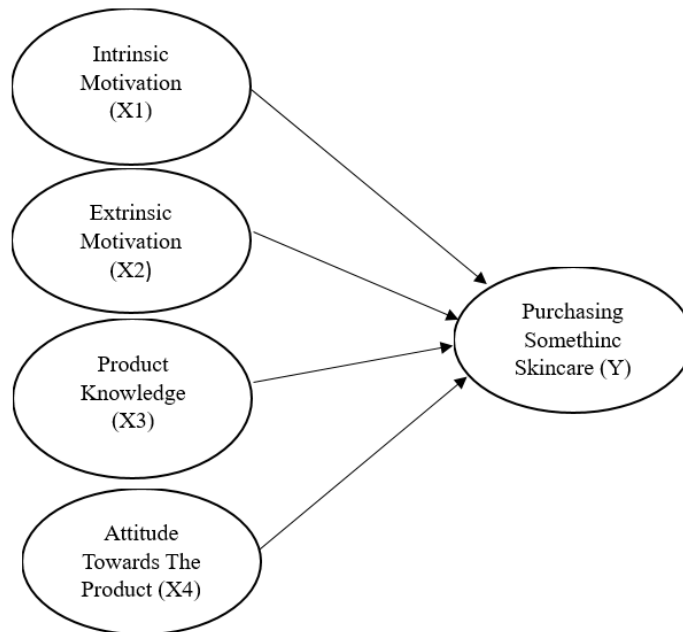


Figure 1. Research Model

The Relationship Between Extrinsic Motivation and Skincare Purchases

In this case Lessil, (2024).states that consumers with high extrinsic motivation to buy Somethinc skincare are likely influenced by external factors, such as the latest skincare trends popular on social media or the desire to appear more attractive to others. They will be more inclined to follow their favorite influencers who use Somethinc products and purchase them to enhance their self-image. The study found a significant effect of consumer motivation on purchase interest. This aligns with Salmah (2024) and (Mariam & Ramli, 2022), who found a significant effect of influencer credibility, information quality, and the relationship between influencers and consumer purchase. **H2: Positive Relationship Between Extrinsic Motivation and Skincare Purchases**

The Relationship Between Product Knowledge and Skincare Purchases

According to Gunawan et al., (2021) consumers with good product knowledge will be more confident in their purchase decisions Lessil, (2024) found that knowledge is the most important indicator with a significant influence in research within the Indian fashion industry. Supported by Salmah (2024), who found that knowledge has an effect on purchase interest. **H3: Positive Relationship Between Product Knowledge and Skincare Purchases**

The Relationship Between Attitude Towards the Product and Skincare Purchases

Saragih & Prabowo, (2020) state that consumers with a positive attitude towards a product are more likely to buy it. Putri, (2020) found a significant effect of attitude on interest in purchasing a product among the public. Putra, (2024) also found that attitudes, whether positive or negative, can significantly influence purchase interest. **H4: Positive Relationship Between Attitude Towards the Product and Skincare Purchases**

METHOD

This study employs a quantitative research approach with an explanatory design. Quantitative research aims to describe and analyze numerical data collected from research samples. Kaplan, (2020) states that an explanatory approach aims to clarify cause-and-effect relationships between the variables under study. The population for this research is the number of followers of the official Somethinc Instagram account, which totals 1,382,324 followers. The sampling method is intended to set boundaries for the population to be studied.

The operationalization of variables in this study refers to several previous studies. The variable "Motivation" is measured through two indicators: intrinsic motivation and extrinsic motivation. Motivation is the drive of an individual to make a purchase (Salmah 2024), The consumer behavior variable is measured through indicators of product knowledge and attitudes toward the product, which are among the factors influencing a person's decision to purchase a product (Sukmawati et al., 2022). The dependent variable, purchase, impacts the desire and decision-making in purchasing (Putra, 2024).

The sampling method used is Non-Probability Sampling with Purposive Sampling technique. This is because the researcher uses sampling with specific characteristics predetermined in this study. Additionally, the exact number of consumers who have purchased Somethinc skincare products cannot be determined. The characteristics for sampling using purposive sampling are as follows: Active Instagram social media users, Followers of the official Somethinc Instagram account, and individuals who have purchased Somethinc skincare products.

The researcher employs Slovin's formula, a statistical formula used to calculate the required sample size based on the existing population. Safitri et al., (2023) mention that Slovin's formula is a mathematical system used to determine the minimum sample size needed for a study with a finite population. The formula used for Slovin's calculation is as follows:

$$n = \frac{N}{1+N(e)^2}$$

Slovin's Formula:

- n: Sample Size
- N: Population Size
- e²: Standard error or critical value or desired level of precision or acceptable error margin (e.g., 1%, 5%, 10%)

In their study, Safitri et al., (2023) state that the sample determination requirement includes using Slovin's formula with a 10% error margin. Therefore, the sample size obtained using Slovin's formula is:

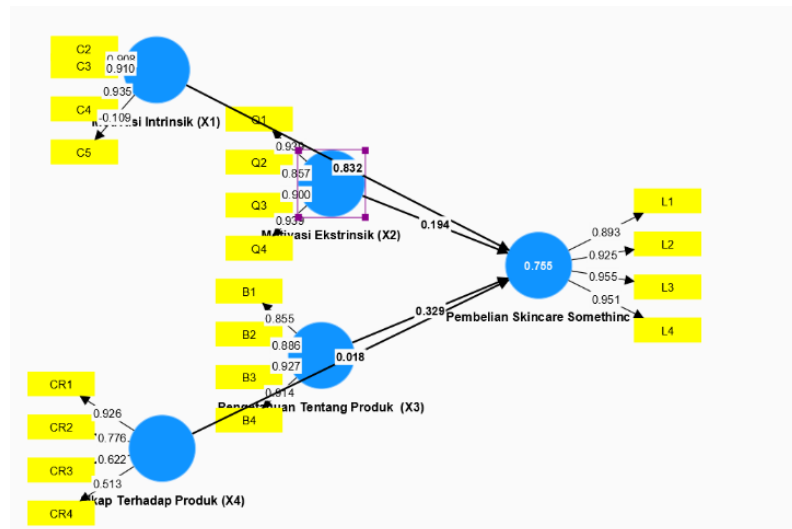
- N: 1,382,324
- e²: 0.10 (10%)

Based on the above calculations, the sample size is rounded to 100 respondents. Rounding to 100 respondents ensures that the error or critical level is kept below 10%. The researcher selects respondents with appropriate characteristics relevant to the study issues. The research instrument used in this study is a questionnaire. The questionnaire is designed to measure research variables, including intrinsic motivation, extrinsic motivation, product knowledge, attitudes toward the product, purchase intention, and Somethinc skincare purchases. The questionnaire is pre-tested to ensure its validity and reliability. Data is collected through an online questionnaire, distributed via Instagram and other online platforms. Respondents complete the questionnaire independently and online. Data analysis in this study is conducted using SEM-PLS. The data analysis techniques used include descriptive analysis, validity testing, reliability testing, and hypothesis testing.

RESULT AND DISCUSSION

The online questionnaire yielded data from 100 respondents who met the criteria. Respondents are aged between 17-30 years, with 45% being students and 55% working professionals. They are followers of Somethinc's Instagram account and have used Somethinc products in the last six months.

Additionally, the primary users of Somethinc skincare products are women aged 20-35 years, most of whom have higher education levels, such as bachelor's degrees or higher. They typically work in professional sectors or hold jobs with medium to high income levels. Although there are male consumers, the main market is women, indicating a greater interest and need for these skincare products. Therefore, marketing strategies should focus on highly educated young women working in professional environments, with an emphasis on social media platforms like Instagram to effectively reach them.



The data is processed by the researcher, 2024.

Figure 2. Outer Model

Based on the outer loading in Figure 2, all indicators from the 20 questionnaire items are valid with values greater than 0.70. Therefore, all questions in the questionnaire are appropriate for measuring each variable. (Results are presented in the appendix.)

Table 1. Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Intrinsic Motivation	0,619
Extrinsic Motivation	0,675
Product Knowledge	0,623
Attitude Towards the Product	0,611
Purchasing	0,605

The results from the AVE values in Table 1 show values above 0.50, which is the typical threshold for AVE. An AVE value above 0.50 indicates good convergent validity, as it signifies that the average variance extracted by each variable is greater than 0.5. This meets the requirements for both convergent validity and reliability. Overall, the AVE results above 0.50 for all variables in this study indicate that the variables being investigated possess good convergent validity. This means that the indicators used to measure each variable—intrinsic motivation, extrinsic motivation, product knowledge, attitude toward the product, and purchase decision—effectively explain the variance in these constructs. Good convergent validity strengthens the reliability of the research results and suggests that the data collected can be trusted for further analysis of the influence of motivation and consumer behavior on the purchase decisions for Something Skincare on Instagram.

Discriminant Validity

Discriminant validity was assessed through cross-loading, which evaluates the reflective indices obtained from cross-loading tests when measuring the structure. If the correlation of an item with its own construct is higher than its correlation with other constructs, it can be concluded that the latent structure results can effectively predict the size of a block. The discriminant validity results for all variables are considered good because they exceed the value of 0.7 (results can be seen in the appendix).

Reliability and Validity Testing

Table 2. Construct Reliability And Validity

	Cronbach' s Alpha	rho_A	Composit e Reliability	Average Variance Extracted (AVE)
Intrinsic Motivation	0.777	0.912	0.827	0.634
Extrinsic Motivation	0.931	0.970	0.950	0.827
<i>Product Knowledge</i>	0.918	0.928	0.942	0.803
Attitude Towards The Product	0.733	0.921	0.810	0.528
Skincare Purchase	0.949	0.952	0.963	0.868

Table 2 explains that the reliability test in this study was conducted using Cronbach's Alpha and Composite Reliability measurements for each variable: Intrinsic Motivation, Extrinsic Motivation, Product Knowledge, Attitude Toward the Product, and Skincare Purchase. The results show that all indicators, covering the 20 questions in the questionnaire, have Cronbach's Alpha and Composite Reliability values above 0.70. Specifically, Intrinsic Motivation has a Cronbach's Alpha value of 0.777 and a Composite Reliability of 0.912. Extrinsic Motivation has values of 0.931 and 0.970; Product Knowledge has values of 0.918 and 0.928; Attitude Toward the Product has values of 0.733 and 0.921; and Skincare Purchase has values of 0.949 and 0.862. These values indicate a high level of consistency among items within each variable, confirming the reliability of the questionnaire in measuring the intended concepts. Thus, it can be concluded that all indicators and variables used in the questionnaire have a good level of reliability, supporting the validity and consistency of measurement in this study.

Additionally, Table 2 also explains that construct validity was evaluated through Average Variance Extracted (AVE). The obtained AVE values (Intrinsic Motivation = 0.634, Extrinsic Motivation = 0.827, Product Knowledge = 0.803, Attitude Toward the Product = 0.528, and Skincare Purchase = 0.868) exceed the threshold of 0.50, indicating that each construct variable has a sufficiently high level of variance explained by its own indicators. This result indicates that the measurement instrument has good construct validity.

Overall, the results of the validity and reliability tests affirm that the measurement instrument used in this study has a high level of consistency and can be relied upon to measure the constructs under investigation. The assured construct validity also provides

confidence that the instrument can effectively measure the variables intended for observation.

Table 3. R-Square

	<i>R Square</i>	<i>R Square Adjusted</i>
Pembelian Skincare (Y)	0.755	0.745

Source: Data processed by the author, 2024

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The R-Square value of 0.755 indicates that this research model can explain approximately 75.5% of the variation in skincare purchasing decisions. This means that most of the differences in consumer decisions to purchase skincare can be understood through the factors examined in this study. Conversely, around 25% of the variation in purchasing decisions may be attributed to other factors not included in this research model.

The Adjusted R-Square value of 0.745 is slightly lower than the R-Square value but still shows that the model is effective. Adjusted R-Square adjusts the R-Square value by considering the number of variables in the model. In this case, the value of 74.5% indicates that, although the model is not perfect, it still explains most of the variation in skincare purchasing decisions, even after accounting for the number of variables present.

Overall, these results suggest that the research model is quite good at representing the factors influencing consumer skincare purchasing decisions. While some variation remains unexplained by the model, it provides a solid understanding of what affects consumer purchasing decisions in the context of this study.

Table 4. Hypothesis Testing

Hypothesis Statement		Original Sample	T Statistic	P Value	Explanation
H1	Intrinsic Motivation (X1) Affects the Purchase of Somethinc Skincare (Y)	0.557	6.286	0	Data Supports the Hypothesis
H2	Extrinsic Motivation (X2) Affects the Purchase of Somethinc Skincare (Y)	0.231	4.027	0	Data Supports the Hypothesis
H3	Product Knowledge (X3) Affects the Purchase of Somethinc Skincare (Y)	0.319	4.032	0	Data Supports the Hypothesis
H4	Attitude Towards the Product (X4) Affects the Purchase of Somethinc Skincare (Y)	0.073	0.866	0.386	Data Does Not Support the Hypothesis

The results of the hypothesis testing reveal significant findings regarding the relationships between variables. Intrinsic Motivation (H1) has a strong influence on Purchase, indicating that intrinsic motivation has a significant positive impact on skincare purchases (T=6.286, p=0.000). Additionally, Extrinsic Motivation (H2) also significantly affects the Purchase of Somethinc skincare, as evidenced by the results (T=4.027, p=0.000), showing that extrinsic motivation from consumers positively influences their skincare purchases. Furthermore, Knowledge about the Product (H3) has a strong effect on Skincare Purchase (T=4.032, p=0.000), indicating that product knowledge significantly affects the purchase of Somethinc skincare. However, Attitude towards the Product (H4) does not have a significant impact on Purchase Decisions (T=0.866, p=0.389), suggesting a more limited effect on the purchasing decision stage. This finding provides a deep insight into how

motivation and consumer behavior influence skincare purchases, offering a basis for companies to design more effective marketing strategies in the digital age.

Discussion

The research significantly supports the first hypothesis (H1), which states that intrinsic motivation has a positive effect on purchase decisions. This finding suggests that consumers who are internally motivated to care for their skin, such as for personal satisfaction or increased self-esteem, are more likely to purchase Somethinc skincare products. This demonstrates that Somethinc's efforts to build a brand image focused on skin health and natural beauty have successfully stimulated consumers' intrinsic motivation. The study highlights the crucial role of intrinsic motivation in driving consumers to choose Somethinc skincare products. When individuals are internally driven to care for their skin, rather than influenced by external factors like trends or recommendations from friends, their engagement with the product is much higher. This research is supported by (E. Kurniawati & Ramli, 2024; Mariam & Ramli, 2022; Hartono (2023); Ramli et al., 2020), which indicates that intrinsic motivation positively impacts purchasing decisions. Findings show that consumers with intrinsic motivation, such as personal satisfaction or increased self-esteem in skin care, are more likely to purchase products from a specific brand, including Somethinc. The results indicate that Somethinc's strategy in building a brand image focusing on skin health and natural beauty has successfully stimulated consumer intrinsic motivation. The study also underscores the importance of intrinsic motivation in enhancing consumer engagement and purchasing decisions compared to external influences such as trends or friend recommendations.

The second hypothesis (H2) is also supported by the data, indicating that extrinsic motivation, such as influence from friends, family, or influencers, encourages consumers to purchase Somethinc skincare products. This result emphasizes the importance of social media marketing strategies, particularly on Instagram, which allows consumers to interact with the community and view testimonials from other users. The research clearly shows that purchasing decisions for Somethinc skincare products are influenced not only by internal factors (intrinsic motivation) but also significantly by external factors, especially consumers' social circles. Instagram, as a highly visual and interactive social media platform, plays a crucial role in facilitating social influence. This finding aligns with social psychology theories that state humans are social beings who tend to follow group norms and behaviors. Research by Pratama, (2023) and (Ramli, 2013), supports the second hypothesis (H2), showing that extrinsic motivation, such as influence from friends, family, or influencers, plays a significant role in purchasing decisions, including Somethinc. The data shows that these external factors, particularly related to social media like Instagram, have a significant impact on encouraging consumers to purchase products. The research confirms that social media-based marketing strategies, allowing consumers to interact with communities and view other users' testimonials, are very effective. The findings indicate that purchasing decisions are influenced not only by intrinsic motivation but also significantly by external factors, especially the consumers' social circles. Instagram, with its highly visual and interactive nature, plays an important role in facilitating social influence, aligning with social psychology theories on human tendencies to follow group norms and behaviors.

Consumer knowledge about Somethinc skincare products significantly influences purchase decisions (H3). This indicates that consumers tend to choose products they understand the benefits of and that meet their skincare needs. Accurate and easily accessible information through various channels, such as official websites, Instagram accounts, and product reviews, is crucial in enhancing consumer knowledge and driving purchases. Product knowledge is a valuable asset for consumers in the current information age. Somethinc has successfully utilized consumer knowledge as a key factor in driving sales. By continuously improving the quality of the information provided, Somethinc can strengthen its position as a trusted and favored skincare brand. Research by Wijaya, (2023) supports the third hypothesis (H3), indicating that consumer knowledge about Somethinc skincare products significantly impacts purchasing decisions. Findings show

that consumers are more likely to choose products they understand well and that meet their skincare needs. Access to accurate information through various channels, such as official websites, Instagram accounts, and product reviews, proves to be a key factor in enhancing consumer knowledge and encouraging purchase decisions. Product knowledge plays an important role as an asset in the current information era. Somethinc has successfully leveraged consumer knowledge to drive sales and strengthen its position as a trusted skincare brand.

Unlike other hypotheses, the study does not support the fourth hypothesis (H4), which tests the influence of consumer attitudes on purchasing decisions. This suggests that while a positive attitude towards a product is important, it is not always a primary determinant in purchase decisions. Consumers may feel that the product does not meet their quality expectations or does not align with their skincare needs. Additionally, even if consumers have a positive attitude towards the product, concerns about safety or long-term side effects may affect their decision. Information about product safety might not be sufficiently clear or well communicated on Instagram, leading to doubts, and excessive influence or promotion should also be considered, as it may create positive attitudes that do not always align with actual purchasing behavior. Consumers may be swayed by promotions or endorsements, but ultimately, they may not feel confident enough to make a purchase. This indicates that consumers do not only purchase products because they like the brand but also because they have specific needs and seek effective solutions (Nugraha, 2023). The research does not support the fourth hypothesis (H4), which examines the effect of consumer attitudes on skincare purchasing decisions.

CONCLUSION

Based on the research findings on the impact of motivation and consumer behavior on the purchase of Somethinc skincare on Instagram, it can be concluded that purchasing decisions for this product are influenced by various interacting factors. The study shows that intrinsic motivation, such as personal satisfaction and increased self-esteem, has a significant positive impact on purchasing decisions. Consumers who feel internally driven to care for their skin are more likely to purchase Somethinc products, reflecting the brand's success in emphasizing skin health and natural beauty.

In this context, strong indicators such as Instagram content and needs play an important role in understanding decisions related to Somethinc skincare purchases. Instagram content, as a strong indicator, demonstrates the significant influence of social media on purchasing decisions. Engaging, informative, and relevant content on Instagram can significantly affect how consumers perceive and choose skincare products. Instagram, with its visual and interactive characteristics, allows brands to showcase products attractively and convey messages that can motivate consumers. The research shows that intrinsic motivation, such as personal satisfaction and increased self-esteem, is positively related to purchasing decisions, driven by effective content on this platform.

This means that Instagram content emphasizing product benefits and positive user testimonials can strengthen consumers' intrinsic motivation, encouraging them to make a purchase. Meanwhile, Self-Esteem as a weak indicator shows that although increased self-esteem should influence purchasing decisions, in this study, its impact may not be as significant as expected.

On the other hand, extrinsic motivation also plays a crucial role. Influence from friends, family, or influencers through social media, particularly Instagram, has a significant impact on purchasing decisions. Social media serves as a platform allowing consumers to interact with communities and view testimonials from other users, which effectively influences purchasing decisions. Discounts are a strong indicator in driving purchase decisions as they provide a direct financial incentive to consumers. Attractive discount offers capture consumers' attention and can motivate them to make quicker purchasing decisions. Additionally, Celebrity influence is another strong indicator. Celebrities, especially those who are influencers on social media like Instagram, have the

power to influence consumer purchasing decisions through recommendations and endorsements.

However, the research indicates that a positive attitude towards the product does not always correlate with purchasing decisions. While a positive attitude is important, other factors such as product quality, safety concerns, and provided information also affect purchasing decisions. Consumers may have a positive attitude towards the product, but their final decision is more influenced by specific needs and the perceived quality of the product.

Limitations

Indicators related to intrinsic motivation show variation in their influence, with indicators like self-esteem having weaker values. This suggests that measuring intrinsic motivation may not fully capture or reflect the complexity of consumer motivation. The study focuses on Instagram as the primary social media platform. However, consumer behavior may differ on other social media platforms like Facebook, TikTok, or Twitter. This limitation may affect the extent to which the findings can be generalized across all social media platforms. Although a positive attitude towards the product is identified as an influential factor, the study shows that positive attitudes do not always directly translate into purchasing decisions. This indicates that other factors, such as product quality and safety concerns, should be considered more thoroughly.

Recommendations

Based on the research findings, which show that consumer attitudes towards Somethinc skincare products do not significantly affect purchasing decisions, the following recommendations can be considered: The company should provide clearer and more detailed information about product safety, including clinical trials and relevant certifications. Education about product safety can be delivered through more in-depth content on Instagram, such as educational videos or easily understandable infographics. Additionally, ensure that information regarding product quality and benefits is presented transparently. Using case studies or testimonials from users that explain real results can help enhance consumer trust. Selecting influencers who not only have a large following but also possess credibility in the skincare industry is crucial for the company, as influencers with deep product knowledge who can convey information objectively are more effective in building trust. Furthermore, avoid excessive promotion that may create unrealistic expectations. Focus on providing accurate and useful information rather than just attracting attention. Additionally, for purchasing behavior, use consumer behavior data, such as purchase frequency and interaction with content, to understand their purchasing patterns and preferences. Ensure that skincare products meet consumer quality expectations. Address any areas that may negatively impact positive attitudes, such as packaging or product effectiveness.

Managerial Implications

To enhance both intrinsic and extrinsic motivation, the company should focus on developing a brand image that emphasizes skin health and natural beauty, create campaigns that highlight personal benefits and product satisfaction, and develop content that increases consumer satisfaction and self-confidence through social media. Implement effective social media marketing strategies, especially on Instagram, using credible influencers to boost social influence and leverage user testimonials and community interaction as examples for potential buyers.

Moreover, since consumer knowledge about products significantly influences purchasing decisions, the company needs to improve the quality of product information through its website, Instagram, and product reviews. Educate consumers about product benefits clearly and accurately, and develop educational materials that are easy to understand and informative, such as videos and infographics. Positive attitudes towards products do not always equate to purchasing decisions and are not the main factor. The company should ensure that product quality and safety information is communicated clearly, focus on specific consumer needs and tangible product results rather than relying solely on positive attitudes, and avoid excessive promotion to create realistic expectations.

Lastly, Instagram content plays a significant role in purchasing decisions. The company should use visual content that highlights product benefits, provide positive user testimonials, and tailor content to align with consumer needs and preferences to enhance engagement. Focus on developing messages that emphasize product quality and benefits. Use testimonials and positive reviews to build trust and improve attitudes towards the products.

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VARIABLE OPERATIONAL APPENDIX

INTRINSIC MOTIVATION	
1	I am interested in trying Somethinc skincare products after seeing their content on Instagram.
2	I feel inspired to improve my skincare routine after seeing Somethinc's content on Instagram.
3	I feel that Somethinc skincare products align with my values and skincare needs.
4	I am interested in trying Somethinc skincare products after seeing their content on Instagram.
EXTRINSIC MOTIVATION	
5	Discounts or special promotions from Somethinc on Instagram make me more likely to purchase their products.
6	I am influenced to try Somethinc products after seeing influencers or other celebrities using them on Instagram.
7	The fact that it is a local product significantly affects my purchase decision for their products.
8	I feel more confident purchasing Somethinc products on Instagram when they offer special gifts or bonuses with certain purchases.
PRODUCT KNOWLEDGE	
9	I often search for reviews or testimonials from other users about Somethinc skincare products after seeing them on Instagram.
10	Information from other users' experiences on Instagram helps me in deciding to try Somethinc products.
11	I frequently purchase Somethinc skincare products after seeing their posts or advertisements on Instagram.
12	Positive testimonials or reviews about Somethinc products on Instagram greatly influence my purchase decisions.
ATTITUDE TOWARDS THE PRODUCT	
13	I feel safe using Somethinc skincare products after seeing their information and content on Instagram.
14	I believe that Somethinc skincare products are of good quality based on what I see on Instagram.
15	I am confident that using Somethinc skincare products will provide significant benefits for my skincare.
16	I am interested in learning more about Somethinc skincare products after seeing them on Instagram.
SOMETHINC SKINCARE PURCHASE	
17	I have been using Somethinc skincare products for over a year after seeing them on Instagram.
18	I am satisfied with my experience purchasing and using Somethinc skincare products that I found on Instagram.
19	I would recommend Somethinc skincare products to friends or family after using or seeing them on Instagram.
20	I have been using Somethinc skincare products for over a year after seeing them on Instagram.