

Economic and Business Horizon

ISSN: 2963-2765

Economic and Business Horizon

Volume: 04
Issue: 03
Year: 2025
Page: 525-536

Citation:

Arif, I. N., & Nuvriasari, A. (2025). The effect of product attributes, self-image, and social factors on purchase intention of male skincare products. *Economic and Business Horizon*, 4(3), 525-536.

The Effect of Product Attributes, Self-Image, and Social Factors on Purchase Intention of Male Skincare Products

Ismi Nurul Arif^{*}, Audita Nuvriasari¹

¹ Universitas Mercu Buana Yogyakarta, Yogyakarta, Indonesia

^{*} Corresponding author: Ismi Nurul Arif (isminurul.arif@gmail.com)

Abstract

The increasing interest of men in personal care highlights the need for companies to understand consumer behavior in the male skincare market. This study aims to examine the influence of product attributes, self-image, and social factors on the purchase intention of male skincare products. A quantitative method with an explanatory approach was employed, involving 100 university students selected through purposive sampling. Data were collected via an online questionnaire using a five-point Likert scale and analyzed through validity and reliability tests, classical assumption tests, and multiple linear regression. The results indicate that product attributes have a positive but non-significant effect on purchase intention, while self-image and social factors have positive and significant effects. The coefficient of determination (R^2) of 0.607 shows that these variables explain 60.7% of the variation in purchase intention, with the remaining 39.3% influenced by other factors. These findings suggest that self-image and social factors play a dominant role in shaping purchase intention, implying that marketing and promotional strategies should align with male consumers' lifestyles and self-perceptions.

Keywords

Male Skincare, Product Attributes, Purchase Intention, Self Image, Social Factors.

1. Introduction

The male grooming industry in Indonesia has experienced rapid growth in recent years. Data from Euromonitor International in 2023 indicate that the male grooming market in Indonesia recorded an average annual sales value increase of 85.8% during the 2018–2023 period, with the skincare segment being one of the main contributors to this growth. This expansion is further supported by the rising awareness of the importance of appearance, the influence of social media and influencers promoting skincare routines, as well as product innovations tailored to men's specific needs. The development of the male skincare business has intensified competition among brands, encouraging companies to understand consumer behavior in the male grooming market, one of which is reflected through purchase intention.

Purchase intention is an important indicator that predicts consumers' actual purchasing behavior in the future, enabling companies to optimize marketing strategies and resource allocation (Mohammad & Susan, 2022; Wang et al., 2024; Mansyur, 2024). Purchase intention refers to the subjective likelihood that consumers will buy a product or service (Park, 2020; Malik, 2023). It reflects a consumer's predisposition to engage in a purchase transaction for a particular product or brand (Schiffman, 2019). Product attributes influence consumer purchase intention, as product quality, features, and perceived value shape consumers' evaluations and buying decisions (Khalik, 2022; Kalesaran et al., 2022; Putra et al., 2023). Self-image also influences consumer purchase intention because consumers tend to choose products that are consistent with their self-concept and personal identity (Yuanita & Marsasi, 2022). In addition, social factors influence consumer purchase intention through the impact of reference groups and social environments on consumers' attitudes and purchasing behavior (Tuwo & Pandowo, 2015).

Product attributes represent the inherent characteristics and benefits offered by a product, which directly influence consumer perceptions and evaluations (Azzam & Mangruwa, 2023). Product attributes refer to a set of features, design, quality, brand, and packaging that deliver value to customers. Superior product attributes offer functional and emotional benefits, ultimately fostering the formation of purchase intention. Product attributes such as quality, features, and perceived benefits shape consumers' confidence when deciding to make a purchase. The more positively consumers evaluate product attributes and the higher the perceived value, the greater the increase in purchase intention. Previous studies by Lee et al. (2017) show that high-quality product attributes, particularly innovative product features, significantly enhance consumer purchase intention for skincare products. Studies by Kalesaran et al. (2022), Putra et al. (2023), and Razan and Nuraeni (2024) show that Product attributes have been found to have a positive and significant effect on purchase intention, although other research by Riquelme and Román (2023) found no significant effect.

Beyond product attributes, psychological factors such as self-image significantly influence purchase intention. Self-image reflects how individuals perceive themselves, including their attributes, characteristics, and social roles, and shapes their preferences and choices (Abrams & Hogg, 2016; Sigry, 2018). Individuals tend to select products that align with their self-concept, which encompasses physical, psychological, and social dimensions affecting self-esteem (Rosenberg, 2017). When a product or brand matches a person's self-image, it enhances confidence and satisfaction, thereby increasing purchase intention. Brand–self congruence has been shown to positively affect brand attitudes and purchase intention (Tseng & Wang, 2023).

Consumers tend to develop stronger preferences and purchase intentions toward brands or products whose image aligns with their self-image (Sirgy, 2016). Research also shows that self-image can motivate consumers to purchase products (Hosany &

Martin, 2012). Self-image has been found to positively influence brand attitudes and purchase intention (Kuenzel & Vaux, 2008). Other studies by Wallace et al. (2021) note that the effect of self-image on purchase intention is stronger for public and expressive products than for private ones.

Social factors are another key influence on purchase intention (Putri, 2016). They include the impact of others, reference groups, social norms, and culture on consumer preferences and decisions (Schiffman et al., 2019). Family, friends, colleagues, and public figures can significantly shape purchasing behavior (Marliana, 2019). Social factors affect purchase intention by altering attitudes, perceptions, and decisions through normative susceptibility (the desire to conform) and informational susceptibility (reliance on others' opinions), encouraging consumers to choose products that are socially appropriate or accepted (Bearden et al., 1989).

Amineh et al. (2019) found that reference groups have a significant influence on purchase intention, where stronger social influence from reference groups and family leads to higher consumer purchase intention. In contrast, Sari and Prianthara (2024) reported that social factors do not have a significant effect on purchase intention. Research on purchase intention for male skincare products among university students is important in response to changing lifestyle trends, where grooming and personal appearance are increasingly embraced by men. The growing availability of skincare products designed specifically for men reflects this shift. Based on these developments and research gaps identified in previous studies, this study examines the influence of product attributes, self-image, and social factors on purchase intention for male skincare products.

2. Literature Review and Hypothesis Development

2.1. Product Attributes on Purchase Intention

Purchase intention refers to a consumer's interest in and willingness to buy a product, serving as a strong predictor of subsequent behaviors, including making an actual purchase (Hadi et al., 2025). This intention is shaped by an individual's attitude toward the behavior, which develops from beliefs and evaluations of the outcomes associated with a particular action. Product attributes play a crucial role in this process, as they form the basis for shaping consumer beliefs (Fishbein & Ajzen, 2011; Zaid, 2021). When these attributes meet or exceed consumer expectations, they generate positive perceptions of the product, which in turn directly enhance the likelihood of purchase. Therefore, well-evaluated product characteristics are instrumental in driving stronger purchase intentions.

Previous studies by Kalesaran (2022) conclude that product attributes have a positive and significant effect on purchase intention. Putra (2023) found that the better consumers evaluate product attributes, the more significantly purchase intention increases. Research by Sukato and Elsey (2009) and Elfi et al. (2025) similarly identifies product attributes as a key determinant in enhancing purchase intention. Indicators of product attributes include product quality, price, brand, promotion, sales personnel, distribution, packaging, and labelling. Indicators of purchase intention are measured through willingness to try, preference in choosing, financial commitment, information seeking, and readiness to purchase in the near future. Therefore, the hypothesis 1 can be formulated as follows:

H1: Product attributes have a positive effect on purchase intention.

2.2. Self-Image and Purchase Intention

Self-image can be a source or determinant of purchase intention since customers typically select things that align with their ideal self-image, which is how they want to be regarded by others. Consumers are more likely to purchase products whose

brand image is congruent with their self-image (Sirgy, 2016; Li et al., 2022). When there is a match between self-image and the image of a product or brand, feelings of comfort and confidence arise, which encourage purchase intention. Conversely, if a product does not reflect who they are or who they aspire to be, consumers are less likely to intend to purchase it (Faizah & Riptiono, 2024).

Previous studies have concluded that self-image has a positive and significant effect on purchase intention (Yuanita & Marsasi, 2022). Khalid (2018) found that alignment between self-image and a product enhances purchase intention. Similarly, Tran et al. (2023) identify self-image as a significant determinant influencing purchase intention. Indicators of self-image include actual self-congruity, ideal self-congruity, social self-congruity, ideal social self-congruity, self-perception of appearance, and lifestyle and personal identity. Indicators of buying intention include identifying needs, gathering information, weighing options, making a purchase decision, and taking subsequent actions. Therefore, the hypothesis 2 can be formulated as follows:

H2: Self-image has a positive effect on purchase intention.

2.3. Social Factors and Purchase Intention

Social factors can act as a source or determinant of purchase intention because consumer decisions are influenced not only by personal needs but also by pressures, expectations, and influences from their social environment (Dewi & Giantari, 2023). Consumers often purchase products not only for their functions or benefits but also to fit into social groups, maintain their image, or gain social recognition (Fahik et al., 2023). Social factors are therefore important determinants of purchase intention, as they shape perceptions, influence attitudes, and create social pressure that drives individuals to make purchases, consciously or unconsciously (Kotler & Kotler 2016).

Previous studies by Sari and Priantara (2024) and Tuminah and Nuvriasari (2025) shows that social factors have a positive and significant effect on purchase intention. (2019) found that social factors determine the extent of consumers' purchase intention. Research by Tuwo and Pandowo (2015) similarly shows that stronger social influence leads to higher purchase intention. Social environmental influences, roles and status, family, and reference groups are examples of social factors. Purchase intention is indicated by the identification of needs, the information search, the evaluation of options, the decision to purchase, and the subsequent actions. Therefore, the hypothesis 3 can be formulated as follows:

H3: Social factors have a positive effect on the purchase intention.

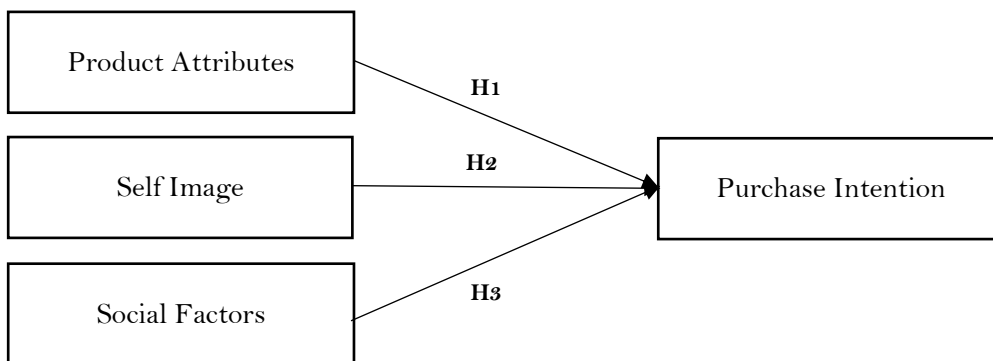


Figure 1. Research Framework

Figure 1 illustrates the conceptual framework of this study, showing that product attributes, self-image, and social factors are proposed as direct determinants of purchase intention. The model specifies three hypotheses: H1 posits that product attributes influence purchase intention, H2 suggests that self-image affects purchase intention, and H3 proposes that social factors have a direct effect on purchase intention.

3. Methods

This study uses a quantitative approach, gathering numerical data that is statistically examined to determine each variable's impact in relation to the study's goals. This study is categorized as explanatory research due to its goal of elucidating causal links between variables. The study was carried out in Yogyakarta's Special Region. The population in this research consists of university students currently pursuing higher education in the Special Region of Yogyakarta. The population is considered infinite because the exact number of its members is unknown. Purposive sampling, which selects samples according to predefined criteria, is a non-probability sampling methodology used in this work (Sugiyono, 2023).

The sample criteria established by the researcher are as follows: respondents are university students aged at least 17 years and residing in Yogyakarta; respondents have not used male-specific skincare products; and respondents are aware of information regarding male-specific skincare products. The sample size for this study was determined using the Lemeshow algorithm, which produced a minimum required sample of 96 respondents, rounded to 100. This study looks at both independent and dependent variables. Purchase intention is the dependent variable, whereas self-image, social circumstances, and product features are the independent variables.

A questionnaire comprising respondent profiles and evaluations of product features, self-image, social factors, and purchase intention was used to collect data. The questionnaire items were measured using a 5-point Likert scale. A Google Form link was sent to the respondents so they could do the online survey. To make sure that every questionnaire item was valid and reliable for measurement purposes, the study instrument was evaluated for validity and reliability prior to data processing. Multiple linear regression analysis was used in this study's data analysis to look at the impact of social variables, self-image, and product features on purchase intention. The t-test was used for hypothesis testing to ascertain each independent variable's partial influence, and the coefficient of determination (R^2) was used to evaluate the study model's explanatory power. SPSS software was used for all data processing and statistical analysis in this study.

4. Results

The empirical results of the study, which are based on information gathered from respondents, are presented in this part. To verify that each questionnaire item reliably measures the target variables, product features, self-image, social factors, and purchase intention, the analysis starts with a validity test of the study instrument. Table 1 provides a summary of the validity test results, which are used to assess if the measurement items are appropriate for additional statistical analysis.

Table 1. Validity Test

Variable	Item	r-count	r-table	Significance	Information
Product Attributes	X1.1	0.569	0.196	0.001	Valid
	X1.2	0.595	0.196	0.001	Valid
	X1.3	0.472	0.196	0.001	Valid
	X1.4	0.516	0.196	0.001	Valid
	X1.5	0.512	0.196	0.001	Valid
	X1.6	0.468	0.196	0.001	Valid
	X1.7	0.513	0.196	0.001	Valid
	X1.8	0.566	0.196	0.001	Valid
Self Image	X2.1	0.544	0.196	0.001	Valid
	X2.2	0.614	0.196	0.001	Valid
	X2.3	0.632	0.196	0.001	Valid
	X2.4	0.641	0.196	0.001	Valid
	X2.5	0.728	0.196	0.001	Valid
	X2.6	0.644	0.196	0.001	Valid
Social Factors	X3.1	0.702	0.196	0.001	Valid
	X3.2	0.549	0.196	0.001	Valid
	X3.3	0.777	0.196	0.001	Valid
	X3.4	0.850	0.196	0.001	Valid
	X3.5	0.720	0.196	0.001	Valid
Purchase Intention	Y.1	0.720	0.196	0.001	Valid
	Y.2	0.739	0.196	0.001	Valid
	Y.3	0.689	0.196	0.001	Valid
	Y.4	0.646	0.196	0.001	Valid
	Y.5	0.772	0.196	0.001	Valid

With reference to Table 1, each questionnaire item has a significance level (p) below 0.05 and a calculated r-value greater than the table r-value of 0.196. As a result, it can be said that every questionnaire statement is legitimate and suitable for use in this study.

Table 2. Reliability Test

Variable	Cronbach's Alpha	Critical Value	Information
Product Attributes	0.624	0.60	Reliable
Self Image	0.704	0.60	Reliable
Social Factors	0.771	0.60	Reliable
Purchase Intention	0.760	0.60	Reliable

The reliability test results for each research variable are shown in Table 2. The results demonstrate that the Cronbach's Alpha values for purchase intention, self-image, social factors, and product features are all above the critical value of 0.60, indicating good internal consistency. These findings enable the data to be used for additional statistical analysis by confirming that the measuring items employed in this study are accurate and consistent in capturing each construct.

Table 3. Normality Test

Statistic	Item	Value
N		100
Normal Parameters ^{a,b}	Mean	0.000000
	Std. Deviation	1.72920051
Most Extreme Differences	Absolute	0.078
	Positive	0.056
	Negative	-0.078
Test Statistic		0.078
Asymp. Sig. (2-tailed) ^c		0.138

The data in this study appear to be normally distributed, according to Table 3, which shows the results of the normality test using the One-Sample Kolmogorov-Smirnov Test technique. The calculated Asymp.sig (2-tailed) value was greater than 0.05, at 0.138.

The multicollinearity test results in Table 4 demonstrate that each variable's tolerance value is greater than 0.10 and its VIF value is less than 10. Thus, it can be said that the independent variables in this study do not exhibit multicollinearity. This result shows that the regression model satisfies the multicollinearity requirement and is suitable for additional hypothesis testing.

Table 4. Multicollinearity and Heteroscedasticity Test

Model	Multicollinearity Test		Heteroscedasticity Test
	Tolerance	VIF	Sig.
Constant	–	–	0.529
Product Attributes	0.684	1.462	0.066
Self Image	0.640	1.562	0.427
Social Factors	0.702	1.424	0.477

The Glesjer test was used to perform the heteroscedasticity test in Table 4. According to the results, the three variables' significance values (Sig) are greater than 0.05, indicating that heteroscedasticity is not present in this regression model. These findings show that the regression model satisfies the homoscedasticity requirement, which states that the residuals' variance is constant at all levels of the independent variables. As a result, the regression estimates can be regarded as objective and trustworthy for additional hypothesis testing.

Several significant conclusions were drawn from the hypothesis testing utilizing the t-test, as shown in Table 5. The computed t-statistic of 0.798 for hypothesis 1, which looks at the impact of product attributes on purchase intention, is less than the t-table value of 1.661, and the significance value of 0.427 is higher than 0.05. These findings show that H_{a1} is rejected, indicating that Yogyakarta's male skincare product purchase intention is not significantly influenced by product attributes.

Table 5. Hypothesis Testing

Relationship	T-Statistic	Sig. (p-value)	Decision Rule	Conclusion
Product Attributes → Purchase Intention	0.798	0.427	p > 0.05	H1 rejected
Self Image → Purchase Intention	4.664	< 0.001	p < 0.05	H2 accepted
Social Factors → Purchase Intention	6.612	< 0.001	p < 0.05	H3 accepted

The significant value for hypothesis 2, which examines the impact of self-image on purchase intention, is <0.001, which is less than 0.05, and the computed t-statistic of 4.664 is greater than the t-table value of 1.661. This shows that the purchase intention of male skincare products in Yogyakarta is positively and significantly impacted by self-image, with H₂ being accepted.

The estimated t-statistic of 6.612 for Hypothesis 3, which evaluates the impact of social factors on purchase intention, is greater than the t-table value of 1.661, with a significance value of <0.001, or less than 0.05. As a result, H₃ is accepted, suggesting that social factors significantly and favorably influence Yogyakarta's male skincare product purchase intentions.

Table 6. Coefficient Determination Test

Test	Value
R	0.787
R Square	0.619
Adjusted R Squared	0.607
Std. Error	1.75601

The updated Adjusted R-square value was 0.607, according to Table 6 of the coefficient of determination analysis. This indicates that 60.7% of purchase intention was influenced by social influences, self-image, and product features. Other factors not included in this study had an impact on the remaining 39.3%.

5. Discussion

The results of the hypothesis test indicate that male skincare product purchase intentions in Yogyakarta are not significantly influenced by product features. This indicates that consumers' inclination to purchase male skincare products is not significantly increased by improvements in features like packaging, brand, advertising, and pricing. These findings suggest that consumers are not primarily driven by physical or functional product characteristics when forming purchase intentions, but rather by emotional and social considerations. This result is consistent with the findings of Riquelme and Román (2023), who concluded that product attributes do not always have a significant impact on consumer purchase intention.

On the other hand, purchasing intention is proven to be positively and significantly influenced by one's self-image. Customers are more likely to make a purchase if their perception of themselves and the image that male skincare products project are more aligned. This indicates that male skincare products successfully represent the lifestyle and identity of modern men who value confidence and personal grooming, with concern for appearance emerging as the strongest determinant of purchase intention. These findings align with previous studies by Yuanita and Marsasi (2022), Khalid (2018), and Tran et al. (2023), all of which highlight self-image as a significant predictor of purchase intention.

Furthermore, social factors also demonstrate a positive and significant influence on purchase intention. Purchasing decisions for male skincare products are strongly shaped by family, friends, reference groups, and social media. The greater the support and recommendations from the social environment, the higher the intention to purchase. This is consistent with the results of Tuwo and Pandowo (2015), Tarigan (2019), and Sari and Prianthara (2024), who found that social influence plays a crucial role in shaping purchase intention. Therefore, companies producing male skincare products are encouraged to adopt community-based and influencer-driven marketing strategies, as social factors have been proven to be one of the strongest drivers of purchase intention among male consumers.

From a research perspective, these findings imply that purchase intention for male skincare products is better explained by psychosocial factors rather than purely functional product attributes. This implies that while analyzing customer behavior in the male skincare industry, future studies should focus more on psychological and social aspects, including identity creation, self-concept, and social impact. Researchers should reevaluate the function of conventional marketing mix components in this situation and investigate potential moderating or mediating variables, such as brand attachment, perceived masculinity, or societal norms, in light of the little impact of product features. By highlighting the significance of social variables and self-image as important predictors of purchase intention, especially in rising male grooming markets, this study adds to the body of literature.

6. Conclusion

This study examines how product attributes, self-image, and social factors influence purchase intention, contributing to consumer behavior theory, particularly in men's skincare products. The results show that while product attributes do not significantly affect purchase intention, self-image and social factors do. The findings align with self-congruity theory, which posits that consumers are more likely to purchase products that reflect their self-concept. Greater alignment between consumers' perceptions of a product's image and their self-image strengthens purchase intention. Additionally, the significant impact of social factors supports social influence theory, which highlights that purchasing decisions are shaped not only by personal preferences but also by social environments, including family, friends, and reference groups.

Although product attributes were not statistically significant, companies should still prioritize product innovation and packaging to enhance perceived quality. Differentiation through attractive packaging, premium materials, and competitive pricing can reinforce a brand's position in the growing men's skincare market. Marketing campaigns that emphasize functional benefits alongside psychological factors, such as confidence and social acceptance, can further strengthen consumer loyalty and purchase intention. Limitations of this study include its focus on university students in Yogyakarta, which may restrict generalizability, and reliance on self-reported online survey data, which could introduce bias. Future research should incorporate more diverse samples, use mixed or qualitative methods, and explore additional psychological and contextual factors to provide a more comprehensive understanding of male skincare purchase intention.

References

- Abrams, D., & Hogg, M. A. (2016). Metatheory: Lessons from social identity research. *Personality and Social Psychology Review*, 8(2), 98–106.
- Amineh, R. K., Ravan, M., McCombe, J., & Nikolova, N. K. (2019). Three-dimensional microwave holographic imaging employing forward-scattered waves only. *International Journal of Antennas and Propagation*, 2013(2), 1–12.
- Azzam, F. R., & Mangruwa, R. (2023). The CRM and product attribute toward purchase intention: The mediating role of brand image in Indonesia. *Enrichment: Journal of Management*, 13(5), 450–465.
- Bearden, W. O., Netemeyer, R. G., & Teel, J. E. (1989). Measurement of consumer susceptibility to interpersonal influence. *Journal of consumer research*, 15(4), 473–481.
- Dewi, I. A. M. L., & Giantari, I. G. A. K. (2023). *Niat beli konsumen berbasis sikap, norma subyektif, dan kualitas produk*. Yogyakarta: CV. Intelektual Manifes Media.
- Elfi, E., Sihombing, S. O., & Antonio, F. (2025). Illuminating the pathway from social media marketing stimuli to skincare brand choice through product effectiveness. *Asia Marketing Journal*, 27(1), 18–38.
- Fahik, A. S., Musika, A., Roga, M. D. T., Fallo, A., Djuang, G., & Amaral, M. A. L. (2023). Keputusan pembelian kembali: Kepedulian konsumen terhadap produk ramah lingkungan. *Innovative: Journal of Social Science Research*, 3(4), 1200–1215.
- Faizah, E. Z., & Riptiono, S. (2024). Pengaruh social media marketing, self-image congruence dan online product review terhadap purchase intention produk Somethinc (Studi pada masyarakat di Kabupaten Banyumas). *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis dan Akuntansi (JIMMBA)*, 6(2), 256–264.
- Fishbein, M., & Ajzen, I. (2011). *Predicting and changing behavior: The reasoned action approach*. Paris: Psychology press.
- Hadi, H. S., Kinanti, P. S., Khasanah, I., & Soesanto, H. (2025). The influence of influencer marketing and brand engagement on purchase intention. *Economic and Business Horizon*, 4(2), 107–114.
- Hosany, S., & Martin, D. (2012). Self-image congruence in consumer behavior. *Journal of Business Research*, 65(5), 685–691.

- Kalesaran, C. J. J., Mangantar, M., & Gunawan, E. M. (2022). The effect of social influence and product attributes on customer purchase intention: A study of second-hand clothes in Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 10(3), 237–248.
- Khalik, I. (2022). *Penetapan atribut produk dan harga terhadap penciptaan nilai serta dampaknya pada kinerja pemasaran*. Bandung: Penerbit Insania.
- Kotler, P., & Kotler, M. (2016). *Marketing de ciudades*. London: Editorial Almuzara.
- Kuenzel, S., & Vaux Halliday, S. (2008). Investigating antecedents and consequences of brand identification. *Journal of Product & Brand Management*, 17(5), 293–304.
- Lee, W. I., Cheng, S. Y., & Shih, Y. T. (2017). Effects among product attributes, involvement, word-of-mouth, and purchase intention in online shopping. *Asia Pacific Management Review*, 22(4), 223–229.
- Li, Y., Zhang, C., Shelby, L., & Huan, T. C. (2022). Customers' self-image congruity and brand preference: A moderated mediation model of self-brand connection and self-motivation. *Journal of Product & Brand Management*, 31(5), 798–807.
- Malik, S. E. (2023). *Event marketing, E-WOM, citra merek terhadap niat beli: Konsep dan aplikasi*. Yogyakarta: CV. Intelektual Manifes Media.
- Mansyur, S. (2024). *Manajemen pemasaran perspektif kepuasan dan loyalitas konsumen terhadap merek*. Jakarta: Uwais Inspirasi Indonesia.
- Marliana, D. N. J. S., S. E. (2019). *Perilaku konsumen: Perspektif kontemporer pada motif, tujuan, dan keinginan konsumen edisi ketiga*. Jakarta: Prenada Media.
- Mohammad, D. S., S. E., & Susan, P. D. M. (2022). *Perilaku konsumen: Sebagai dasar untuk merancang strategi pemasaran*. Yogyakarta: Penerbit Andi.
- Park, S. (2020). *Marketing management (Vol. 3)*. Paris: Seohee Academy.
- Putra, R. Y., Sedera, R. M. H., Ali, M. A., & Iqbal, M. J. (2023). The role of product attributes to consumer purchase intentions in the coffeeshop. *International Journal of Economics and Business Issues*, 2(1), 919.
- Putri, L. H. (2016). Faktor-faktor yang mempengaruhi minat pembelian ulang konsumen terhadap produk naget Delicy. *Performa*, 1(2), 162–170.
- Razan, M., & Nuraeni, S. (2024). The influence of product quality and product attributes on purchase intention of powdered breast milk service mediated by belief systems. *Journal of Consumer Studies and Applied Marketing*, 2(1), 75–85.
- Riquelme, I. P., & Román, S. (2023). Personal antecedents of perceived deceptive pricing in online retailing: the moderating role of price inequality. *Electronic Commerce Research*, 23(2), 739–783.
- Rosenberg, M. (2017). *The self-concept: Social product and social force*. In *Social psychology* (pp. 593–624). London: Routledge.
- Sari, N. K. A., & Priantara, I. B. T. (2024). Pengaruh sosial, materialisme, dan impulse buying terhadap niat membeli. *Ekonomis: Journal of Economics and Business*, 8(2), 580–595.
- Schiffman, L. G., & Wisenblit, J. (2019). *Consumer Behavior Twelfth Edition Global Edition*. London: Pearson Education Limited.
- Sirgy, M. J. (2018). Self-congruity theory in consumer behavior: A little history. *Journal of Global Scholars of Marketing Science*, 28(2), 197–207.
- Sugiyono, D. (2023). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta.
- Sukato, N., & Elsey, B. (2009). A model of male consumer behaviour in buying skin care products in Thailand. *ABAC journal*, 29(1), 20–22.
- Tarigan, P. (2019). Hubungan faktor sosial, persepsi harga dan sikap konsumen terhadap niat beli bibit bersertifikat Kabupaten Asahan Sumatra Utara. *Agriprimatech*, 2(1), 45–55.
- Tran, L. T. N., Vu, T. S., Do, P. T., Phan, P. T. T., & Tran, P. T. (2023). Men's purchase intention of cosmetics: An empirical check in Vietnam. *International Journal of Operations and Quantitative Management*, 29(3), 68–82.
- Tseng, T. H., & Wang, H. Y. (2023). Consumer attitudes and purchase intentions towards internet celebrity self-brands: an integrated view of congruence, brand authenticity and internet celebrity involvement. *Journal of Product & Brand Management*, 32(6), 863–877.
- Tuminah, & Nuvriasari, A. (2025). Personal, social, and lifestyle factors influencing male purchase intentions in beauty clinics. *Arthatama: Journal of Business Management and Accounting*, 9(2), 389–403.
- Tuwo, H. J., & Pandowo, M. (2015). The influence of social factors on customer purchase intention in using wedding organizer in Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 3(3), 862–872.

- Wallace, E., Torres, P., Augusto, M., & Stefurn, M. (2021). Outcomes for self-expressive brands followed on social media: Identifying different paths for inner self-expressive and social self-expressive brands. *Journal of Business Research*, *135*(2), 519-531.
- Wang, P. (2024). Impact of brand marketing strategies based on consumer purchase intention mining. *Computer-Aided Design and Applications*, *21*(S12), 205-219.
- Yuanita, A. D., & Marsasi, E. G. (2022). The effect of brand attachment, brand experience, and self-image congruence on the purchase intention of luxury brand. *Jurnal Ekonomi Bisnis dan Kewirausahaan*, *11*(3), 292-310.
- Zaid, H., Sudiana, Y., & Wibawa, R. S. (2021). *Teori komunikasi dalam praktik*. Jakarta: Zahira Media Publisher.



Copyright: © 2025 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution-ShareAlike 4.0 International License (<https://creativecommons.org/licenses/by-sa/4.0/>).