



## The Influence of Social and Emotional Motives on Skincare Purchasing Decisions: Evidence from Young Consumers of Labella

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**Abstract.** This study aims to analyze the influence of social motives and emotional motives on purchasing decisions for Labella skincare products among young consumers in Mowewe District, East Kolaka Regency. The study is grounded in the increasing consumption of skincare products among young consumers, where purchasing behavior is not only based on functional product benefits but is also influenced by social encouragement, self-image, confidence, and emotional experience. This research employed a quantitative approach with a causal-associative design. The sample consisted of 120 respondents selected through purposive sampling, with the criteria that they had purchased or were currently using Labella skincare products, resided in Mowewe District, and were aged between 17 and 44 years. Primary data were collected through a Likert-scale questionnaire, while secondary data were obtained from relevant literature and supporting documents. Data were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS software. The results indicate that social motives have a positive and significant effect on purchasing decisions, with a path coefficient of 0.665, a t-value of 9.170, and a p-value of 0.000. Emotional motives also have a positive and significant effect on purchasing decisions, with a path coefficient of 0.155, a t-value of 2.399, and a p-value of 0.000. These findings reveal that purchasing decisions for Labella skincare products are more strongly influenced by social motives, such as peer recommendations, reference group influence, environmental trends, and the need for social acceptance. Meanwhile, emotional aspects such as confidence, pride, pleasure, and the desire to appear attractive also contribute to shaping purchasing decisions. This study strengthens the understanding that skincare consumption among young consumers is not merely rational, but is also shaped by social meaning and emotional experience.

**Keywords:** Emotional Motives; Purchasing Decision; Social Motives; Skincare; Young Consumers.

### 1. INTRODUCTION

The development of the skincare industry in Indonesia reflects a significant transformation in consumer behavior, particularly among young consumers. Skincare products are no longer viewed merely as functional goods intended to maintain skin health; rather, they have become part of lifestyle construction, identity expression, self-image formation, and social interaction. From the perspective of consumer behavior, purchasing decisions are shaped by the interaction of rational needs, social influence, emotional experience, perceived value, and symbolic meanings attached to a product (Kotler et al., 2021; Solomon, 2020; Schiffman & Wisenblit, 2019). This condition is particularly evident in the beauty market, where consumers do not only evaluate product quality, price, and utility, but also consider how the product enhances confidence, physical attractiveness, and social recognition (Hoyer et al., 2020; East et al., 2022; Mothersbaugh et al., 2020).

Among young consumers, skincare purchasing decisions are often not entirely rational. Young consumers are highly responsive to trends, peer recommendations, social media content, public figures, and emotional experiences created by brands (Djafarova & Bowes, 2021; Sokolova & Kefi, 2020; Lou & Yuan, 2019). Beauty products possess strong symbolic value because they are closely related to the body, appearance, self-confidence, and social

acceptance. Therefore, skincare purchasing behavior can be understood as a form of consumption that combines psychological and sociological dimensions. Consumers purchase not only because the product is needed, but also because the product represents who they are, how they want to be perceived, and how they want to be accepted within a particular social group (Sirgy, 1982; Escalas & Bettman, 2005; Belk, 1988).

One theoretical perspective relevant to this phenomenon is self-congruity theory. This theory explains that consumers tend to choose products or brands that correspond to their actual or ideal self-image (Sirgy, 1982; Sirgy, 2018). In the skincare market, the congruence between product image and consumer self-image may encourage purchasing decisions because consumers perceive the product as a means of appearing better, feeling more confident, and conforming to desired social standards. This concept is strongly related to social and emotional motives. Social motives arise when consumers are encouraged to purchase a product due to environmental influence, reference groups, peers, family, or communities. Emotional motives, on the other hand, emerge when purchasing behavior is driven by feelings of pleasure, pride, satisfaction, confidence, or the desire to gain recognition from others (Bagozzi et al., 1999; Holbrook & Hirschman, 1982; Amatulli et al., 2020).

Social motives play an important role in shaping purchasing decisions because consumers live within social environments that continuously influence their preferences and actions. In many cases, individuals purchase certain products because those products are used by their social group, recommended by close acquaintances, or perceived as symbols of participation in current trends. Reference groups can influence consumer perceptions of product relevance, popularity, credibility, and desirability (Bearden & Etzel, 1982; Childers & Rao, 1992; Escalas & Bettman, 2005). In the digital era, social influence has become even stronger due to the expansion of interaction through online reviews, testimonials, user-generated content, and influencer recommendations. Digitally circulated information often becomes the basis for trust and purchase intention, particularly for beauty products that rely heavily on visual evidence and user experience (Dwivedi et al., 2021; Chetioui et al., 2020; Vrontis et al., 2021).

In addition to social motives, emotional motives are also crucial determinants of skincare purchasing decisions. Consumers often purchase beauty products because they want to feel more attractive, valued, confident, and satisfied with their appearance. Positive emotions generated through product use can strengthen perceived value and create consumer attachment to a brand (Bagozzi et al., 1999; Thomson et al., 2005; Laros & Steenkamp, 2005). In the skincare context, emotional experience does not only emerge after product use, but also before

purchasing, for example through consumers' expectations of brighter, cleaner, healthier, or more attractive skin. This indicates that skincare consumption is often related to psychological expectations, not merely the physical benefits of the product (Richins, 1997; Watson & Spence, 2007; Kemp et al., 2021).

This phenomenon is relevant to Labella skincare products in Mowewe District, East Kolaka Regency. Based on the research manuscript, Labella is one of the skincare products favored by young consumers, as indicated by relatively higher sales compared to several competing brands observed in the research object. This study is important because it addresses a local context that has not been widely explored in consumer behavior literature, particularly regarding how social and emotional motives influence skincare purchasing decisions among young consumers in non-metropolitan areas. Such a local context is significant because consumer behavior in smaller regions is not always identical to consumer behavior in large urban markets. Social closeness, community interaction, interpersonal recommendations, and collective experience may serve as strong drivers of purchasing decisions.

Although previous studies have examined the influence of social factors, emotional factors, brand image, trust, and social media on beauty product purchasing decisions, research findings remain inconsistent. Some studies suggest that social influence significantly shapes purchasing decisions, while others indicate that social influence is not always dominant when consumers prioritize product quality, safety, or suitability (Ajzen, 1991; Armitage & Conner, 2001; Hsu et al., 2013). Similarly, emotional motives may encourage purchasing behavior, but in certain situations they may become less dominant when consumers perceive high risk in products applied directly to the skin (Kim & Johnson, 2016; Park & Lee, 2021; Chae, 2021). These inconsistencies create an important research gap, particularly in the context of local skincare products consumed by young consumers in specific regional markets.

Based on the above discussion, research on the influence of social and emotional motives on Labella skincare purchasing decisions has both theoretical and practical relevance. Theoretically, this study enriches consumer behavior literature by positioning purchasing decisions as the result of interactions between social pressure and emotional drive. Practically, the findings may assist skincare business actors in designing marketing strategies that do not merely emphasize product benefits, but also build emotional closeness, social trust, and brand image aligned with the identity of young consumers. Therefore, this study aims to examine how social motives and emotional motives influence the purchasing decisions of Labella skincare products among young consumers in Mowewe District.

## **2. LITERATURE REVIEW**

This study is grounded in Self-Congruity Theory, which explains that consumer purchasing behavior is influenced by the congruence between consumers' self-image and the image of the product or brand they consume. Consumers do not purchase products solely based on functional benefits, but also based on the extent to which those products represent their personal identity, social image, and ideal self-expectations. In the context of skincare products, this theory is highly relevant because skincare use is closely associated with appearance, self-confidence, social acceptance, and identity formation. Young consumers tend to choose products that align with their actual and ideal self-concepts, especially when the products are perceived to improve appearance and enhance social value.

In this study, Self-Congruity Theory is used to explain the relationship between social motives, emotional motives, and purchasing decisions for Labella skincare products. Social motives represent consumers' desire to adapt to their social environment, follow trends, gain acceptance, and obtain recognition from reference groups. Emotional motives, on the other hand, represent internal feelings such as pleasure, pride, confidence, and satisfaction after using the product. These two motives indicate that purchasing decisions are not merely rational, but are also influenced by symbolic and psychological needs. Therefore, the purchase of Labella skincare products can be understood as a form of consumption that connects product benefits with self-image and emotional experience among young consumers in Mowewe District .

Purchasing decision refers to the process through which consumers select a product after going through several stages, including need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. In consumer behavior studies, purchasing decisions are influenced by cultural, social, personal, psychological, and experiential factors. In the skincare market, purchasing decisions become more complex because consumers consider physical benefits, product safety, skin compatibility, price, brand reputation, social recommendations, and emotional expectations.

In this study, purchasing decisions for Labella skincare products are reflected through several indicators: product confidence, buying habits, willingness to recommend the product to others, and repeat purchase. Product confidence indicates consumers' belief that Labella is suitable for their skincare needs. Buying habits reflect consumption behavior formed through repeated positive experiences. Recommendation behavior shows consumer satisfaction and trust in the product. Meanwhile, repeat purchase reflects the continuity of the consumer-product relationship due to perceived benefits and satisfaction.

Social motives refer to the internal drive shaped by the influence of the social environment on individual behavior. In consumer behavior, social motives appear when individuals purchase products due to recommendations from friends, family, communities, reference groups, or the tendency to follow social trends. Young consumers often have a strong need to be accepted within their social groups; therefore, purchasing decisions may be influenced by products that are popular, widely used by peers, or considered capable of enhancing social image.

In the context of skincare products, social motives may encourage consumers to purchase Labella because the product is used by many people in their surrounding environment. When a product gains social acceptance, consumers tend to perceive it as safe, popular, and worth trying. Social motives are also related to the desire to express uniqueness, improve self-image, socialize, and follow reference groups. Thus, the stronger the social drive perceived by consumers, the greater the possibility that they will make a purchase decision.

Emotional motives refer to purchasing drives that originate from consumers' feelings, psychological experiences, and subjective needs. Unlike rational motives, which are based on logical consideration, emotional motives are more closely related to pleasure, pride, confidence, comfort, and satisfaction. In skincare purchasing, emotional motives are particularly important because skincare products are directly linked to appearance and self-esteem. Consumers may purchase products not only because of their ingredients or quality, but also because they expect to look more attractive and feel more confident.

In this study, emotional motives include appearance, pride, pleasure, and recognition from others. Consumers who believe that using Labella can make their skin appear brighter and more attractive are likely to have stronger emotional motivation to purchase the product. The confidence gained after using the product may strengthen consumers' emotional satisfaction. In the long term, positive emotional experiences may encourage repeat purchases and recommendations to others.

Theoretically, social motives and emotional motives have a direct relationship with purchasing decisions. Social motives influence purchasing decisions through social pressure, interpersonal recommendations, and the desire to conform to a group. Emotional motives influence purchasing decisions through confidence, satisfaction, pride, and expectations of improved appearance. These two motives complement each other in explaining skincare purchasing behavior, particularly among young consumers who are highly sensitive to self-image and social acceptance.

Therefore, this study positions purchasing decisions as the outcome of the interaction between social and emotional drives. Young consumers do not purchase Labella solely because of its functional benefits, but also because the product provides certain social meanings and emotional experiences. Based on this framework, this study proposes that social motives and emotional motives positively influence purchasing decisions for Labella skincare products.

### **3. RESEARCH METHOD**

This study employed a quantitative approach with a causal-associative research design, as it aimed to examine the influence of social motives and emotional motives on purchasing decisions for Labella skincare products among young consumers in Mowewe District, East Kolaka Regency. A quantitative approach was considered appropriate because the research variables were measured through observable indicators and analyzed statistically. This study positioned social motives as the first independent variable (X1), emotional motives as the second independent variable (X2), and purchasing decision as the dependent variable (Y). The research model was designed to empirically explain the relationship among variables based on respondents' perceptions of Labella skincare products.

The research was conducted in Mowewe District, East Kolaka Regency. The subjects of this study were young consumers who had purchased or were currently using Labella skincare products. The population consisted of all young consumers in Mowewe District who had experience purchasing or using the product. Since the exact population size was unknown, the sample size was determined using Hair's approach, in which the number of indicators is multiplied by 5–10. With 12 indicators and a multiplier of 10, the sample size used in this study was 120 respondents. The sampling technique applied was purposive sampling, with the following criteria: respondents had purchased or were currently using Labella skincare products, resided in Mowewe District, and were aged between 17 and 44 years.

The data used in this study consisted of primary and secondary data. Primary data were collected through questionnaires distributed to respondents who met the research criteria. The questionnaire was developed based on the indicators of each variable and measured using a Likert scale. Secondary data were obtained from documents, scientific literature, journal articles, books, and other supporting sources relevant to the research topic. Data collection techniques included preliminary observation and questionnaire distribution. Observation was used to understand the initial phenomenon related to Labella skincare purchasing behavior, while the questionnaire was used to obtain empirical data on social motives, emotional motives, and purchasing decisions.

Data analysis was conducted using Partial Least Square-Structural Equation Modeling (PLS-SEM) with SmartPLS software. The analysis involved two main stages: measurement model evaluation (outer model) and structural model evaluation (inner model). The outer model evaluation was used to assess construct validity and reliability through outer loading, Average Variance Extracted (AVE), cross loading, Heterotrait-Monotrait Ratio (HTMT), Composite Reliability, and Cronbach's Alpha. Meanwhile, the inner model evaluation was conducted to examine the strength of relationships among variables through R-square and path coefficient values. Hypothesis testing was performed by assessing the path coefficient, t-statistic, and p-value.

**Table 1.** Variable Operationalization.

Variable	Operational Definition	Indicators	Scale
Social Motives (X1)	Consumers' purchasing drive influenced by the social environment, the need for acceptance, the desire to conform, and reference group influence.	Expressing uniqueness	Likert
		Self-improvement	Likert
		Desire to socialize	Likert
		Reference group influence	Likert
Emotional Motives (X2)	Purchasing drive derived from feelings, psychological experiences, confidence, pride, pleasure, and the need for recognition.	Appearance	Likert
		Pride	Likert
		Pleasure	Likert
		Recognition/popularity	Likert
Purchasing Decision (Y)	Consumers' decision to choose, purchase, use, recommend, and repurchase Labella skincare products.	Product confidence	Likert
		Buying habits	Likert
		Recommending to others	Likert
		Repeat purchase	Likert

#### 4. RESULTS AND DISCUSSION

Data analysis was conducted using Partial Least Squares-Structural Equation Modeling (PLS-SEM). Prior to hypothesis testing, the measurement model met the required validity and reliability criteria. The HTMT values of all constructs were below 0.90, indicating adequate discriminant validity. Furthermore, the Composite Reliability and Cronbach's Alpha values of all variables exceeded 0.70: social motives recorded 0.856 and 0.845, emotional motives recorded 0.921 and 0.897, and purchasing decision recorded 0.870 and 0.842. These results indicate that all constructs have satisfactory internal consistency and are appropriate for structural model testing.

**Table 2.** Hypothesis Testing Results.

Hypothesis	Relationship	Path Coefficient	t-value	p-value	Result
H1	Social Motives → Purchasing Decision	0.665	9.170	0.000	Accepted
H2	Emotional Motives → Purchasing Decision	0.155	2.399	0.000	Accepted

The results show that social motives have a positive and significant effect on purchasing decisions for Labella skincare products. The path coefficient of 0.665 indicates that social motives exert the strongest influence compared to emotional motives. The t-value of 9.170 exceeds the critical value of 1.64, while the p-value of 0.000 is below 0.05. Therefore, H1 is accepted. This finding indicates that young consumers in Mowewe District tend to consider social influence, peer recommendations, reference groups, and social trends when making purchasing decisions for Labella skincare products.

Theoretically, this finding supports Self-Congruity Theory, as consumers do not purchase skincare products solely for their functional benefits, but also because the products are perceived to support their social self-image. Skincare products function as symbolic tools through which consumers adjust to their social environment, gain acceptance, and construct personal identity. Among young consumers, peer influence, community acceptance, and social interaction are particularly important because this group is more responsive to external validation and social opinion.

Emotional motives also have a positive and significant effect on purchasing decisions. The path coefficient of 0.155 indicates that the effect is lower than that of social motives, yet remains statistically significant. The t-value of 2.399 exceeds 1.64 and the p-value of 0.000 is below 0.05; therefore, H2 is accepted. This finding confirms that purchasing decisions for Labella skincare products are also influenced by pleasure, pride, the desire to appear attractive, and increased self-confidence.

Practically, these findings suggest that Labella's marketing strategy should emphasize two main approaches. First, a social approach through consumer testimonials, community-based recommendations, peer-group campaigns, and social media content that highlights social acceptance of the product. Second, an emotional approach through marketing messages that emphasize confidence, self-satisfaction, comfort, and pride after using the product. Thus, young consumers' purchasing decisions cannot be explained solely by functional product benefits, but should be understood as the result of the interaction between social influence and emotional experience.

## **5. CONCLUSION AND SUGGESTIONS**

This study concludes that social motives and emotional motives have a positive and significant effect on purchasing decisions for Labella skincare products among young consumers in Mowewe District. Social motives appear as the most dominant factor, indicating that peer recommendations, reference group influence, social trends, and the need for social

acceptance strongly encourage purchasing decisions. Meanwhile, emotional motives also contribute through the desire to look attractive, feel confident, experience pleasure, and gain pride after using the product.

These findings support the view that skincare purchasing decisions are not merely based on rational considerations and functional benefits, but are also shaped by social meanings and consumers' emotional experiences. Practically, business actors should develop marketing strategies that emphasize social testimonials, community closeness, and emotional messages that strengthen consumer confidence and satisfaction.

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