

Lifestyle, Perceived Quality, and Involvement in Self-Care as Determinants of Cosmetic Purchasing Decisions

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ABSTRACT:

This literature study aims to analyze the role of lifestyle as a frame of reference, consumer meaning of product quality, and the degree of involvement in daily self-care practices in shaping cosmetic purchase decisions from a phenomenological perspective. The method used is qualitative library research with a thematic synthesis approach following systematic literature review procedures. The results indicate that lifestyle functions as a lens coloring how consumers view beauty and assess products aligned with personal values. The meaning of product quality is subjective and influenced by the product's relevance to adopted lifestyles. The degree of involvement in self-care practices determines the intensity of information search, depth of product evaluation, and loyalty to specific brands. Highly involved consumers have lengthy and careful decision processes. Low involvement consumers tend to be more spontaneous and price sensitive. These three aspects are interconnected in forming unique consumption experiences for each individual. Understanding these dynamics is essential for manufacturers to design strategies aligned with consumer frames of reference. This study contributes theoretically to enriching consumer behavior literature through a phenomenological perspective and practically provides foundations for cosmetic manufacturers in developing segmentation strategies based on lifestyle rather than mere demographics.

Keywords: Lifestyle, Product Quality Perception, Consumer Involvement, Self-Care Practices, Purchase Decision, Cosmetics, Phenomenology

1. INTRODUCTION

The cosmetics industry has experienced rapid growth over the past decade. Skincare, makeup, and body care products have become an

integral part of modern society's daily lives. Consumers no longer view cosmetics as a luxury item, but rather as a basic necessity to enhance their appearance and self-confidence. This development is driven by a growing awareness of the importance of self-care and exposure to beauty content on social media. Numerous brands have emerged, each with its own unique claims and advantages. Consumers are faced with a wide range of choices that require careful consideration before making a purchase (Yingngam, 2024).

Despite the growing number of studies on cosmetic purchasing behavior, most prior research has predominantly employed quantitative approaches and focused on measurable variables such as price, brand image, and product quality. Limited attention has been given to understanding how consumers subjectively interpret these variables through their lived experiences, particularly from a phenomenological perspective. Furthermore, the interaction between lifestyle, perceived quality, and self-care involvement remains underexplored in an integrated conceptual framework.

Lifestyle is a primary frame of reference that shapes cosmetic preferences and purchasing decisions (Luo, 2024). Lifestyle reflects a person's distinctive values, interests, and activities. Individuals with a particular lifestyle tend to choose products that align with their identity. Consumers who embrace a natural lifestyle will seek out products made with organic and environmentally friendly ingredients. Consumers with a modern and dynamic lifestyle may be more attracted to products with practical and multifunctional packaging. Lifestyle functions as a filter that sifts through information and shapes perceptions about which products are appropriate. In addition, the relationship between business actors and distribution partners that is based on ethics and clear rules also plays a role in maintaining brand consistency in the market (Putra & Wibowo, 2023; Putra et al., 2022).

Product quality is a crucial consideration in cosmetic purchasing decisions. Consumers evaluate quality through various indicators such as ingredient safety, effectiveness, durability, and brand reputation (Ariyono, 2023). Good quality products provide a sense of security and satisfaction after use. However, the meaning of quality is subjective and influenced by personal experience and information received from others. Consumers who have used a particular product and experienced its benefits will interpret its

quality positively. Information from friends, family, or influencers also shapes perceptions of quality.

The degree of involvement in daily self-care practices influences the extent to which consumers care about the products they use. Highly involved consumers tend to be more thorough in selecting products, reading labels, seeking information, and comparing brands. Clarity of labels and product information is crucial to maintaining healthy business competition and ensuring consumers feel secure in choosing products (Indarto et al., 2023; Purwanto et al., 2023). They view self-care as an important ritual that must be performed with the best products. Low-involvement consumers may spontaneously choose products based on attractive packaging or low price. These differences in levels of involvement result in different purchasing decision patterns (Leonardi & Alfonsius, 2024). Factors such as ease of payment, transaction security, and service quality are also often additional considerations in the consumer decision-making process (Rahayu & Darmawan, 2025; Rahman et al., 2024). Furthermore, consumer protection in various forms of transactions, both conventional and digital, remains an important foundation in building market trust and sustainability (Sulaiman et al., 2023; Sumito et al., 2024; Supriyanto et al., 2023; Sinambela & Darmawan, 2022; Wiyandarini et al., 2021; Ali et al., 2024).

The three aspects of lifestyle, perceived product quality, and degree of involvement in self-care are interrelated in shaping cosmetic purchasing decisions (Solihah et al., 2024). Lifestyle provides a value framework that guides preferences. Perceived quality provides the basis for product evaluation. The degree of involvement determines the amount of effort invested in the selection process. The interaction of these three creates a unique experience for each consumer (Sheva et al., 2023). Understanding these dynamics is crucial for manufacturers to design targeted marketing strategies.

Cosmetic manufacturers often struggle to understand why consumers choose certain brands and ignore others. Products with objectively good quality are often less popular, while those with mediocre quality often sell well. This situation suggests that purchasing decisions are not solely based on product attributes but are heavily influenced by subjective factors such as lifestyle and consumer perceptions. Manufacturers who focus solely on

product development without understanding consumers' frames of reference will struggle to build loyalty (Anisah et al., 2022).

There is also a gap between manufacturers' claims about product quality and consumer perceptions. Advertisements emphasizing the superiority of certain ingredients or technologies may be irrelevant to consumers with different lifestyles. Furthermore, the challenge of inclusivity in technology-based services also needs to be addressed to ensure all consumer segments have equal access to information and products (Ramle & Mardikaningsih, 2022). Consumers with a natural lifestyle may be more concerned with organic ingredients than claims of advanced technology. Consumers with low involvement may be less interested in reading detailed descriptions of product ingredients (Biby et al., 2022). Implementing halal standards, oversight by authorized institutions, and compliance with regulations are also crucial for building consumer trust, particularly in the Indonesian market (Rojak et al., 2021; Amin et al., 2023; Romli et al., 2023; Aziz et al., 2023). A shallow understanding of how consumers perceive quality and engage in self-care practices leads to ineffective communication strategies.

The cosmetics industry is increasingly competitive with many new players and innovative products (Othman et al., 2022). Consumers have more choices than ever before. Manufacturers who understand consumers' frames of reference will have an advantage in attracting and retaining customers. Understanding lifestyles helps manufacturers position products in the right segments. Understanding the meaning of quality helps design relevant communications. Understanding the degree of involvement helps determine effective distribution and promotional strategies. Amidst this competition, the principles of healthy business competition and regulations also need to be considered to create a fair and sustainable business climate (Wibowo et al., 2023; Zulkarnain et al., 2024).

Social and cultural changes also influence people's lifestyles and self-care practices. The influence of social media, increasing environmental awareness, and changing gender roles are shaping new perspectives on beauty and self-care (Park & Choi, 2019). Today's consumers are more critical and selective, seeking products that align with their personal values. Examining the meaning behind cosmetic purchasing decisions from a consumer perspective is becoming increasingly relevant to understanding the ever-changing market dynamics.

This study aims not only to analyze the role of lifestyle, perceived quality, and self-care involvement in shaping cosmetic purchasing decisions, but also to offer a phenomenological perspective that emphasizes consumers' subjective interpretations. This study contributes by proposing an integrative conceptual understanding that links these three variables as an experiential and interpretive process rather than merely measurable constructs.

2. METHODS

This research is structured as a literature review using a qualitative approach that aims to phenomenologically explore the role of lifestyle as a frame of reference in consumers' interpretations of cosmetic product quality and the influence of the degree of involvement in daily self-care practices on purchasing decisions. As explained by Walliman (2021), literature research is an investigative strategy that relies on written sources as primary data, allowing researchers to build conceptual understanding without having to collect field data. This approach was chosen because it aligns with the research objective of understanding consumers' subjective interpretations from various theoretical perspectives developed in the literature. Keywords used in the search include lifestyle, consumer lifestyle, product quality perception, perceived quality, involvement, consumer involvement, self-care practices, beauty routines, purchase decision, cosmetic buying behavior, phenomenological research in various combinations to ensure broad and representative coverage.

The literature search and selection procedures in this study refer to the rapid literature review framework proposed by Smela et al. (2023), which offers a systematic yet efficient approach to synthesizing evidence from various sources. Arshed and Danson (2015) emphasize the importance of a literature review that maps the scientific landscape, identifies research gaps, and builds a robust theoretical argument. Stratton (2019), in his guide to literature reviews, emphasizes the importance of clearly defining research questions, a structured search strategy, and explicit selection criteria to ensure the quality and relevance of sources. Data sources in this study consisted of textbooks in consumer behavior, marketing, and consumer psychology, as well as indexed scientific journal articles that directly address the variables of focus. Searches were conducted in reputable academic databases such as Google Scholar, Scopus, and ProQuest to obtain credible sources relevant to the research topic.

The selection process followed several stages, including identification, screening, eligibility, and inclusion. Initially, approximately [add number] articles were identified through database searches. After removing duplicates and irrelevant titles, the remaining articles were screened based on abstracts and keywords. Inclusion criteria consisted of: (1) articles discussing lifestyle, perceived quality, or consumer involvement; (2) publications within the last 10 years; and (3) peer-reviewed journal articles. Exclusion criteria included non-academic sources and studies not directly related to consumer behavior in cosmetics. Finally, [add number] articles were selected for in-depth analysis.

The data analysis in this study employed a thematic synthesis approach as recommended in the qualitative methodology literature. Mohajan (2018) explains that in qualitative research, the validity of findings is maintained through diligent observation and source triangulation by comparing opinions from different authors and scholarly traditions. The researcher conducted comparisons between theoretical perspectives, sought common threads connecting the various findings, and developed a coherent argument about how lifestyle serves as a frame of reference for interpreting cosmetic product quality and how the degree of engagement in daily self-care practices influences purchasing decisions. This synthesis is expected to yield new insights into the subjective dynamics behind consumer decisions to purchase cosmetic products from a phenomenological perspective.

3. RESULTS AND DISCUSSION

Lifestyle as a Framework of Reference in Understanding the Quality of Cosmetic Products

Lifestyle is a multidimensional construct that reflects a person's lifestyle patterns manifested in activities, interests, and opinions. In cosmetics consumption, lifestyle serves as an interpretive framework that guides consumers in interpreting products and brands. Each individual has a different perspective on beauty and self-care, shaped by personal values, past experiences, and social influences. Therefore, what is considered quality by one person may not be so by another. Consumers with different lifestyles prioritize distinct product attributes. For instance, individuals with active lifestyles prefer practical and multifunctional products, while those with environmentally conscious lifestyles emphasize sustainability and natural ingredients. This demonstrates that lifestyle

shapes not only product preference but also the interpretation of quality. Lifestyle becomes a lens that colors perceptions about which products are appropriate, worthy of consideration, and ultimately considered quality, demonstrating that quality is not a stand-alone objective attribute but is always interpreted within the consumer's life as a whole. Putri and Darmawan (2023) stated that lifestyle influences consumer preferences for certain products. The same principle applies in the cosmetics industry. Consumers with an active and dynamic lifestyle tend to choose products with practical and multifunctional packaging. Consumers with a natural lifestyle are more attracted to organic products with eco-friendly claims. Lifestyle becomes a lens that colors perceptions about which products are appropriate and high-quality. Thus, lifestyle serves as the primary frame of reference that shapes how consumers define quality, with products deemed high-quality being those that are most relevant and aligned with their lifestyle, values, and personal priorities.

The interpretation of cosmetic product quality cannot be separated from the consumer's lifestyle framework, as quality is not an objective attribute independent of the subject, but rather a construct defined based on relevance to personal needs and values. In the product evaluation process, consumers actively interpret information about ingredients, benefits, packaging, and branding through the lens of their lifestyles, resulting in the same product being interpreted very differently by different consumer groups. Consumers with certain lifestyles will connect more closely with brand ambassadors who reflect their values, and this connection influences their perception of product quality. A product perceived as high-quality by consumers with a modern, urban lifestyle may be considered mediocre by consumers with a traditional lifestyle, and vice versa. This understanding is crucial for manufacturers to design communication strategies that align with the target market's frame of reference, as effective messages are those that speak the language of consumers' lifestyles. Ramadhan and Darmawan (2024) state that perceptions of quality are influenced by the person representing the brand. Consumers with certain lifestyles will connect more closely with brand ambassadors who reflect their values. A product perceived as high-quality by one consumer group may not be so by another group due to differences in frame of reference. This understanding is crucial for manufacturers to design communication strategies that align with the

lifestyles of their target market. This lifestyle-influenced interpretation of quality serves as a second frame of reference, emphasizing that cosmetic product quality is always relative and contextual, depending on how the product is translated into the language of consumers' everyday needs and values.

Lifestyle also influences how much consumers care about certain aspects of cosmetic products, determining which quality dimensions are prioritized and which are considered secondary in product evaluations. Eco-conscious consumers place a high value on eco-friendly ingredients, recycled packaging, and ethical manufacturing practices, so quality for them is largely determined by the extent to which a product meets sustainability standards. Healthy consumers focus on ingredient safety and long-term effects on the skin, making dermatological testing and hazardous material-free certification key quality indicators. Monitoring the use of potentially harmful additives is also a crucial concern in maintaining product quality in the market (Kahfi et al., 2023). Meanwhile, consumers with a luxury lifestyle may be more influenced by elegant packaging, brand exclusivity, and a premium shopping experience, thus interpreting quality through aesthetic and status dimensions. The growing trend of environmental awareness in the cosmetics industry, with the emergence of sustainable brands, demonstrates how shifts in consumer lifestyles can change the definition of quality at the market level. Zakariya and Darmawan (2025) stated that environmental awareness influences consumer preferences. In the cosmetics industry, this trend is further strengthened by the emergence of brands that promote sustainability. Consumers with a healthy lifestyle will focus on ingredient safety and long-term effects on the skin. Consumers with a luxury lifestyle may be more influenced by elegant packaging and brand exclusivity. Each aspect of quality is interpreted differently according to the priorities shaped by their lifestyle. This influence of lifestyle on quality priorities provides a third frame of reference, indicating that consumers do not evaluate all quality dimensions equally but selectively place greater weight on aspects most relevant to their lifestyle-based values and priorities.

Social media plays a significant role in shaping consumers' lifestyles and perspectives on cosmetics, creating a cycle where lifestyles formed through exposure to content then become a framework for product selection. Exposure to beauty content from influencers, makeup tutorials,

and product reviews continuously shapes consumers' preferences, beauty standards, and perceived quality, especially the younger generation who spend significant time on platforms like Instagram, TikTok, and YouTube. Online customer reviews and word-of-mouth communication have also been shown to strengthen or weaken consumer perceptions of a brand (Riski & Darmawan, 2025; Yusuf et al., 2025). Discourses about beauty circulating in society, from definitions of ideal skin to perfect makeup standards, are disseminated through social media at high speed and with wide reach, shaping a social consensus about what constitutes quality. Consumers who are intensively exposed to these discourses will internalize these values into their lifestyles, which in turn influences how they interpret product quality when faced with real-world choices in stores or marketplaces. Thompson and Hirschman (1995) emphasize that understandings of the body and beauty are socially constructed through discourses circulating in society. In the digital era, these discourses are disseminated through social media at high speed. This is because product development and technology utilization also need to be carried out responsibly to avoid harming consumers (Radjawane & Mardikaningsih, 2022). Young consumers are especially influenced by emerging beauty trends on platforms like Instagram, TikTok, and YouTube. The lifestyle formed from this exposure then becomes a frame of reference for product selection. Social media also holds great potential as an effective and affordable business promotion tool for entrepreneurs (Infante & Mardikaningsih, 2022). Social media, as a lifestyle shaper, serves as a fourth, external and collective frame of reference, demonstrating that lifestyles originate not only within consumers but are also socially shaped through exposure to digital content and interactions. Therefore, producers need to understand and sometimes participate in shaping the discourse circulating on social media to influence how consumers interpret the quality of their products. Furthermore, the protection of personal data and user privacy rights on digital platforms also need to be considered to maintain consumer trust in the modern marketing ecosystem (Ali & Darmawan, 2023; Mujisulistyo et al., 2024; Oluwatosin, 2024).

Lifestyle is also closely related to the social identity that a person wishes to project, where the cosmetic products used become symbols that communicate who they are to others in everyday social interactions. The choice of brands, product types, and even certain cosmetic colors can

become identity markers that indicate group affiliation, values held, or social status desired. Consumers actively choose products that align with the self-image they wish to project, both their current self-image and the ideal self-image they aspire to. Lifestyle becomes a bridge connecting internal identity with external expression through consumption, where cosmetic products function as tools to realize and communicate that identity. The interpretation of product quality is then colored by the extent to which the product helps realize the desired self-image, so that technically identical products can be interpreted as having different quality if one product supports the consumer's identity projection more than another. Sekar et al. (2026) stated that the choice of beauty products reflects an individual's efforts to meet certain social standards. Consumers choose brands and products that align with the self-image they wish to project. Lifestyle becomes a bridge between internal identity and external expression through consumption. The meaning of product quality is then colored by the extent to which the product helps realize the desired self-image. Lifestyle as an expression of social identity becomes a fifth frame of reference that completes the understanding of the meaning of quality, showing that consumers do not only buy products for their physical function but also for their symbolic function to build and communicate self-identity, so that product quality is always evaluated in terms of the extent to which the product is able to fulfill both functions simultaneously.

Lifestyle market segmentation is becoming increasingly relevant in the cosmetics industry because manufacturers need to understand more deeply how consumers live their daily lives than simply differentiating products based on skin type or age range. Understanding lifestyles allows manufacturers to design products that truly fit consumers' lifestyles, not just products that technically fulfill basic needs. Consumers with busy, urban lifestyles require time-efficient and easy-to-use products that support their high mobility, while consumers with a socialite lifestyle may prioritize luxurious packaging and exclusive shopping experiences for use at social events. Consumers with a spiritual lifestyle may seek products with specific values that align with their beliefs and daily practices. Accurate lifestyle mapping helps manufacturers create products that are not only functional but also existentially relevant to consumers' lives. Putri and Darmawan (2025) assert that lifestyle is a strong predictor of consumption behavior. Consumers with busy, urban lifestyles require time-efficient products. Consumers with a socialite lifestyle may prioritize

luxurious packaging for use at events. Consumers with a spiritual lifestyle may seek products with specific values. Lifestyle mapping helps manufacturers create relevant products. Green innovation and sound supply chain management can also support business performance while addressing the demands of a sustainable lifestyle (Mardikaningsih, 2024). Thus, lifestyle-based segmentation provides the foundation that enables manufacturers to not only sell products but also offer solutions integrated with consumers' lifestyles, enabling the resulting products to have deeper and more personal meaning for their users.

The interaction between lifestyle and the meaning of quality is dynamic and continues to evolve over time, as lifestyles change due to new experiences, environmental changes, or shifts in consumer values. Consumers who become concerned about environmental issues after being exposed to information about the climate crisis will shift their lifestyles to become more sustainable, and this shift automatically changes how they perceive the quality of cosmetic products. Products once perceived as high-quality due to their luxurious packaging may no longer be relevant if the packaging is not environmentally friendly. Quality assessment standards shift with lifestyle changes, creating both challenges and opportunities for manufacturers to continuously adapt. Manufacturers need to actively monitor changes in consumer lifestyles through ongoing market research, social media trend analysis, and dialogue with user communities to adapt product and communication strategies to evolving consumer perspectives. Hochstein et al. (2025) found that self-care practices are continually redefined in interaction with evolving social norms. Consumers who become concerned about environmental issues will change their lifestyles and how they perceive products. Products once perceived as high-quality may no longer be relevant due to changing assessment standards. Manufacturers need to continuously monitor changes in consumer lifestyles to adjust product and communication strategies. The dynamic nature of the interaction of lifestyle and the meaning of quality is the second characteristic that producers must understand, showing that the definition of quality is never fixed but always in the process of becoming, following the ever-changing life journey of consumers.

Generational differences also significantly influence lifestyles and the interpretation of cosmetic product quality, creating varying perspectives

that manufacturers need to understand separately. Generation Z, who grew up with social media as an integral part of their daily lives, has a very different perspective on beauty, how to care for themselves, and what constitutes product quality than previous generations. They are more open to new products, more critical of manufacturer claims due to their access to various sources of information, and more aware of the importance of self-care as part of a comprehensive healthy lifestyle. Meanwhile, older generations may be more loyal to certain brands that have been proven over the years and focus more on functional benefits such as long-term effectiveness and safety. Understanding these generational differences is important for designing communication strategies, selecting brand ambassadors, and developing products that suit the unique characteristics of each generation. Zhang et al . (2020) stated that the younger generation is more aware of the importance of self-care as part of a healthy lifestyle. They are more open to new products and more critical of manufacturer claims. Older generations may be more loyal to certain brands and focus more on functional benefits. Understanding these generational differences is crucial for designing strategies tailored to each segment. Generational differences, as a third dimension, enrich the understanding of lifestyles, demonstrating that consumers' frames of reference are shaped not only by personal choices but also by historical and social differences across age groups.

Lifestyle does not stand alone in influencing the meaning of quality; rather, it interacts in a complex way with demographic factors such as income, education, and occupation to shape diverse consumer preferences. Consumers with high incomes may focus more on premium quality and brand prestige regardless of their lifestyle, while consumers with limited budgets will consider price more carefully even if they have the same lifestyle. This interaction creates complex consumption patterns where two consumers with similar lifestyles may make different decisions due to different financial constraints or flexibility. Manufacturers need to understand that lifestyle is one factor in a broader decision ecosystem, and effective marketing strategies must consider how these factors interplay to shape consumer preferences and purchasing decisions. Darmawan (2025) states that price is an important consideration for consumers with limited budgets. In the cosmetics industry, consumers with high incomes may focus more on quality and brand, while consumers with limited budgets will consider price more carefully. The interaction between

lifestyle and demographic factors creates complex and diverse consumption patterns. This interaction with demographic factors becomes a fourth dimension that broadens the understanding of lifestyle, showing that lifestyle does not operate in a vacuum but is always in relation to material and structural conditions that limit or enable consumer choices.

The meaning of quality is also influenced by consumers' level of knowledge about cosmetic ingredients and technology, which often develops in tandem with a lifestyle that encourages ongoing learning about self-care. Consumers with a lifestyle that emphasizes natural health and beauty tend to actively seek information about cosmetic ingredients, learn about the function of each component, and be more diligent in reading labels and evaluating manufacturer claims. This knowledge empowers them to make more informed decisions and assess whether a product's price is commensurate with the quality offered. Manufacturers need to provide accurate, transparent, and easy-to-understand information to assist consumers with varying levels of knowledge, as consumers who feel equipped with sufficient knowledge will be more confident in choosing products and more satisfied with their decisions. Ramadhan et al . (2025) stated that consumers who understand cosmetic ingredients are better able to assess whether price is commensurate with quality. A lifestyle that encourages consumers to continuously learn about self-care will enhance this knowledge. Manufacturers need to provide accurate and easy-to-understand information to help consumers make informed decisions. Level of knowledge as the fifth dimension shows that lifestyle influences not only what consumers look for but also how deeply they evaluate products, creating a level of sophistication in the meaning of quality that producers need to understand to adjust the depth of information provided.

Consumers' perceived product quality ultimately influences satisfaction and loyalty, with the alignment between lifestyle-based expectations and actual product experiences being a key determinant. Consumers who perceive the cosmetic products they purchase as being of a quality consistent with their lifestyle standards will experience profound satisfaction, as the products not only meet functional needs but also affirm their identity and values. This satisfaction encourages repeat purchases and recommendations to others, creating a positive cycle that strengthens loyalty. Conversely, a mismatch between lifestyle-based expectations and

perceived quality will lead to disappointment that can damage long-term brand relationships. Manufacturers need to ensure that the products they offer truly live up to their communicated promises, as consumers with specific lifestyles are highly sensitive to inconsistencies that conflict with their values. This is an important foundation for building long-term trust with various parties (Irfansyah et al., 2024). Safirah et al. (2025) stated that quality that meets expectations results in satisfaction. Consumers who feel the cosmetic products they purchase are of quality that meets the standards established by their lifestyle will feel satisfied. This satisfaction encourages repeat purchases and recommendations to others. Conversely, a mismatch between lifestyle-based expectations and perceived quality will lead to disappointment. Manufacturers need to ensure that the products they offer truly match the communicated promises. The relationship between perceived quality, satisfaction, and loyalty is the sixth dimension that demonstrates the practical consequences of understanding lifestyle-based quality, where a proper understanding of consumers' frames of reference will lead to long-term, mutually beneficial relationships.

Lifestyle also influences how consumers respond to new product innovations, creating a natural segmentation between enthusiastic early adopters and consumers who are more cautious about trying new products. Consumers with a modern, open-to-change, and exploratory lifestyle are more likely to adopt new products, serving as valuable sources of feedback and effective word-of-mouth promotion in the early stages of a launch. They enjoy trying new variants, exploring technological innovations, and sharing their experiences with their communities. Conversely, consumers with a conservative lifestyle may be more comfortable with familiar and proven products, requiring longer time to switch and stronger evidence of the new product's superiority. Understanding these differences helps manufacturers design new product launch strategies that suit the characteristics of each segment, for example, by creating early access programs for the exploratory segment while building trust through testimonials and evidence for the conservative segment. Zahroh and Darmawan (2025) state that product variety attracts consumer trial interest. Consumers with an exploratory lifestyle are more likely to try new variants and become early adopters. Consumers with a conservative lifestyle may be more comfortable with familiar products. Understanding these differences helps manufacturers design new product

launch strategies that suit the characteristics of each segment. Response to innovation as the seventh dimension shows that lifestyle not only influences the interpretation of the quality of existing products but also opens or closes the door to new products, so manufacturers need to understand the innovation adoption profile of each lifestyle segment to optimize launch strategies.

The relationship between lifestyle and the perception of quality is circular and mutually reinforcing, creating a cycle in which lifestyle shapes how consumers perceive quality, and experiences with specific quality products can reinforce or even change consumers' lifestyles. Consumers who consistently use organic products and experience tangible benefits for their skin will increasingly identify with a natural and sustainable lifestyle, strengthening their commitment to the values underlying those choices. This formed identity then strengthens their preference for similar products in the future, creating strong brand loyalty. Manufacturers who successfully build emotional connections with consumers through product fit with their lifestyles will reap long-term benefits in the form of a loyal customer base that is less likely to switch to competitors. This virtuous cycle is the ultimate goal of lifestyle marketing, where products are no longer mere commodities but integral parts of consumers' identities and life journeys. This cycle creates strong brand loyalty. Manufacturers who successfully build emotional connections with consumers through lifestyle fit will reap long-term benefits. The circular nature of the relationship between lifestyle and the meaning of quality is the eighth dimension which confirms that producers' investment in understanding and fulfilling consumers' lifestyles will result in the most valuable asset, namely loyal consumers because the products they use have become part of their identity and way of life.

Lifestyle serves as a frame of reference that guides consumers in interpreting the quality of cosmetic products. This interpretation is subjective, personal, and dynamic, changing over the course of life and interactions with the social environment. Consumers with different lifestyles will interpret the same product differently; even products with identical technical specifications may be considered high quality by one group and mediocre by another. Manufacturers who understand this diversity and complexity can design more appropriate segmentation strategies, develop products that suit the unique needs of each segment, and communicate product value in a way that is relevant to consumers' lifestyle language

and priorities. Understanding lifestyle as an interpretive framework paves the way for a more humane, personalized, and effective marketing approach, where consumers are no longer treated as static targets but as whole people with lifestyles, values, and aspirations that need to be understood and respected. This in-depth understanding of lifestyle as a frame of reference in interpreting quality provides a strategic foundation for cosmetic manufacturers to build authentic and sustainable relationships with consumers, where products not only fulfill functional needs but also become a meaningful part of their lifestyle. With a comprehensive approach, marketing strategies can be designed not only to attract attention, but also to build a sense of security, comfort, and trust in the long term.

The Role of Degree of Involvement in Self-Care Practices on Cosmetic Purchasing Decisions

The degree of involvement in daily self-care practices is a crucial variable that determines the extent to which consumers pay attention to the cosmetic products they use. This involvement is reflected in the frequency of treatments, the number of products used, the time devoted, and the willingness to seek information about the latest products. Consumers with high involvement view self-care as an important ritual that requires the best products. They have a structured routine, use a variety of products for different needs, and stay up-to-date on beauty trends. According to Faticha and Sekarsari (2024), commitment to a particular brand is positively correlated with involvement in the purchasing process. Consumers who are emotionally engaged with a product are more loyal and make repeat purchases more frequently.

Involvement in self-care also reflects an individual's perception of their body and appearance. Cosmetic use is related to self-perception (Calestru et al., 2025). Consumers who are highly involved in self-care tend to view their appearance as an important part of their identity. They use cosmetics to express themselves, boost their confidence, and feel better psychologically. This understanding differs from consumers with low involvement, who may view cosmetics as a secondary need or even a burden. This fundamental difference in meaning results in very different consumption patterns.

The level of involvement significantly influences the purchasing decision-making process. Highly involved consumers conduct extensive information searches before making a purchase. They read reviews, compare brands, consult with friends or beauty enthusiasts, and may even try samples first. In a cross-cultural study of pre-purchase decision-making for anti-aging products, Assawavichairoj and Taghian (2017) found that consumers concerned about skin aging conduct in-depth evaluations of various product alternatives. Their decision-making process is lengthy and involves extensive deliberation. In contrast, low-involvement consumers may spontaneously decide to purchase based on attractive packaging or on-site discounts.

Engaged self-care is also related to product knowledge. Engaged consumers tend to have greater knowledge of product ingredients, technology, and usage methods. Nugraha et al . (2024) emphasize the importance of accurate information for engaged consumers. In the cosmetics industry, highly knowledgeable consumers are more likely to carefully read labels, understand claims, and evaluate whether a product is suitable for their skin type. This knowledge empowers them to make better decisions and avoid potentially harmful products. Manufacturers need to provide complete and accurate information to serve this consumer segment.

Generational differences influence the degree of engagement in self-care. Younger generations who grew up with social media tend to be more engaged due to their daily exposure to beauty content. Lee et al . (2026) stated that different generations have distinct consumption patterns. Generation Z and millennials are more open to new products and experiment more frequently with different brands. They are also more active in seeking information and sharing experiences on social media. Older generations may be more loyal to certain brands and less influenced by fleeting trends. Understanding these generational differences is crucial for designing appropriate communication strategies. In the era of increasingly widespread digitalization, changes in social interaction patterns also influence how the younger generation builds their consumption preferences (Darmawan et al., 2023).

Lifestyle and engagement in self-care are closely related. Lifestyle forms a value framework that influences the extent to which a person considers

self-care important. Putri and Darmawan (2025) assert that lifestyle is a strong predictor of consumption behavior. Consumers with a healthy and appearance-conscious lifestyle tend to be more involved in self-care. They view caring for their skin and appearance as part of an overall healthy lifestyle. Consumers with a simple and minimalist lifestyle may have lower engagement because self-care is not a top priority. Gani et al. (2021), in their study of minimalist trends in consumer behavior, found that the minimalist movement encourages some consumers to reduce their product consumption, including cosmetics. A communicative green marketing approach can also strengthen consumer awareness of products that align with a sustainable lifestyle (Essa & Mardikaningsih, 2021).

The social environment also influences a person's level of engagement in self-care. Peer pressure, group norms, and emerging societal trends can increase engagement. Mardikaningsih and Darmawan (2021) state that reference groups influence consumer preferences. In cosmetics, a person may become more involved in self-care because they want to be accepted into a particular social group or because they see their friends performing routine treatments. This social influence is especially strong among adolescents and young adults who are developing their identity. This causes impulsive buying behavior which is often influenced by the digital environment and recommendations that appear quickly (Darmawan & Gatheru, 2021).

Involvement in self-care also impacts brand loyalty. Highly involved consumers tend to develop emotional connections with the brands they use regularly. Hardiyanti and Darmawan (2023) found that lifestyle influences brand preferences. Similarly, in cosmetics, engaged consumers seek brands that align with their values and are consistent in quality. They may be reluctant to switch to other brands for fear of inconsistent results or because of the emotional bond they have developed. This loyalty is valuable to manufacturers because loyal consumers tend to make repeat purchases and recommend products to others. Good service quality has also been shown to encourage repeat purchase intentions through customer satisfaction (Fared et al., 2021).

Involvement in self-care also influences responses to marketing strategies. Highly involved consumers are more responsive to detailed product information, such as ingredients, clinical trial results, or user testimonials.

They tend to ignore advertisements that rely solely on imagery without substance. Farooqui and Aqeel (2025) found that environmentally conscious consumers respond positively to communications emphasizing sustainability. Low-involvement consumers may be more influenced by attractive packaging, discounts, or short-term promotions. Manufacturers need to design different communication strategies for segments with different levels of involvement. Risk perception is also often a consideration for consumers before making purchasing decisions, especially in application-based transactions or digital platforms (Hidayat & Darmawan, 2025).

The role of social media in fostering engagement cannot be overlooked. Platforms like Instagram, TikTok, and YouTube are filled with content about skincare, makeup tutorials, and product reviews. Constant exposure to this content increases consumer awareness and interest in cosmetics. Darmawan (2022) found that access to information influences purchasing decisions. In the digital age, information about cosmetics is abundantly available. Consumers who are active on social media will be constantly exposed to new trends and may be encouraged to try viral products. This can increase their engagement in self-care.

Engaging in self-care is also linked to psychological aspects such as self-esteem and life satisfaction. Calestru et al. (2025) found in their study that luxury cosmetics can boost self-esteem in older adults. For some, self-care is a way to feel better about themselves. These positive feelings reinforce their engagement in self-care practices. They will continue to seek out products that make them feel beautiful and confident. Manufacturers who understand this psychological aspect can design products and communications that focus not only on functional benefits but also on emotional ones. The motivation and values perceived by consumers also play a role in encouraging the intention to reuse or purchase a product (Auliyah & Darmawan, 2025).

Cultural differences influence the degree of engagement in self-care. In some cultures, self-care is considered very important and is part of a mandatory routine. In their cross-cultural study, Assawavichairoj and Taghian (2017) found that consumers from different cultures have different decision-making processes for anti-aging products. Cultures that emphasize youth and beauty will encourage higher engagement. Cultures

that are more accepting of the natural aging process may have lower engagement. Cosmetic manufacturers operating in global markets need to understand these cultural differences to design strategies tailored to each market.

Involvement in self-care also impacts willingness to pay premium prices. Consumers with high involvement tend to be more willing to pay more for products perceived as high-quality. Halizah and Darmawan (2023) found that lifestyle influences financial management patterns, including allocation for consumption. Consumers highly involved in self-care will allocate a larger budget to purchasing cosmetic products. They may choose premium brands because they believe quality is commensurate with price. Consumers with low involvement are more price sensitive and tend to choose affordable products. Price and product quality together are often the main considerations in consumer purchasing decisions (Djaelani & Darmawan, 2021).

The degree of involvement in daily self-care practices plays a crucial role in shaping cosmetic purchasing decisions. Involvement influences the extent to which consumers seek information, consider options, and are loyal to specific brands. The interplay between involvement and lifestyle and perceived quality creates diverse consumption patterns. Manufacturers who understand this diversity can design more targeted strategies. Segmenting based on involvement level, not just demographics, will help manufacturers better serve consumers. Highly involved consumers require detailed information and an emotional connection with the brand. Lowly involved consumers require convenience and affordability. Meeting the needs of these two segments in distinct ways is key to success in the competitive cosmetics industry.

Based on the synthesis of the literature, this study proposes a conceptual framework in which lifestyle acts as a primary frame of reference influencing perceived product quality. The degree of involvement in self-care moderates the relationship by determining the depth of evaluation and decision-making processes. These interactions collectively shape cosmetic purchasing decisions in a subjective and dynamic manner. Future studies are encouraged to empirically test this conceptual model using quantitative or mixed-method approaches.

From a practical perspective, cosmetic manufacturers should shift from demographic-based segmentation toward lifestyle-based segmentation to better align with consumer values. Marketing strategies should emphasize personalized communication that resonates with specific lifestyle groups. Additionally, providing transparent and detailed product information is essential to meet the needs of highly involved consumers, while simplified messaging and accessibility are more suitable for low-involvement segments.

4. CONCLUSION

Cosmetic purchasing decisions are shaped by the interaction between lifestyle as a frame of reference, consumers' interpretations of product quality, and their level of involvement in daily self-care practices. Lifestyle serves as a lens that colors how consumers perceive beauty and evaluate products that align with their personal values. Interpretations of product quality are subjective and influenced by the product's relevance to their lifestyle. The degree of involvement in self-care determines the intensity of information searches, the depth of product evaluations, and brand loyalty. Highly involved consumers have a lengthy and careful decision-making process. Low involved consumers tend to be more spontaneous and price-sensitive. These three aspects are interrelated, shaping a unique consumption experience for each individual. Understanding these dynamics is crucial for manufacturers to design strategies that align with consumers' frames of reference.

The findings of this study have both theoretical and practical implications. Theoretically, the analysis enriches the consumer behavior literature with a phenomenological perspective that emphasizes the role of lifestyle as an interpretive framework for interpreting product quality and purchasing decisions. This approach complements the previously dominant cognitive models. Practically, for cosmetics manufacturers, the main implication is the need for segmentation based on lifestyle, not just demographics. Manufacturers need to understand consumers' values to design relevant products and communications. For marketers, content strategies that align with the target audience's lifestyle will be more effective in building emotional connections. For regulators, understanding consumer engagement is crucial for designing appropriate protection policies,

particularly for low-involvement consumers who are vulnerable to misleading claims.

Manufacturers should conduct phenomenological research to understand consumers' lifestyles and interpretations of beauty, not simply surveying product preferences. Product development should consider alignment with the values held by target segments, such as sustainability, naturalness, or time efficiency. Communication strategies should be designed with language and visuals relevant to each segment's lifestyle. Manufacturers should provide detailed information for high-involvement consumers and easy access for low-involvement consumers. Further research is recommended to empirically test the interaction model between variables through quantitative approaches or in-depth case studies.

This study has several limitations. First, as a literature-based study, the findings are conceptual and not empirically tested. Second, the reliance on secondary data may limit the depth of contextual insights. Therefore, future research is recommended to validate the proposed framework using empirical methods, such as surveys or case studies, and to explore cultural or regional differences in cosmetic consumption behavior.

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