Skinfluence: Understanding Indonesian Consumer Behavior towards Local Skincare with Goal-Directed Behavior Theory

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ABSTRACT

Over the past few years, local skincare items have gained significant popularity in Indonesia, indicating a clear preference for domestically produced brands. This pattern was investigated using MGB. The study examined the effects of attitudes (ATT), subjective norms (SN), positive and negative anticipated emotions, perceived behavioral control, frequency of past behavior, and anticipated emotions on consumer decisions. The author employed quantitative methods and conducted an Exploratory Factor Analysis to validate the constructs. Using convenience sampling, the author gathered data from 301 respondents via online surveys conducted from March to April 2024, analyzing 280 valid responses. The results provide insights into the preferences and behaviors of Indonesian skincare consumers, indicating a stronger influence of internal attitudes and emotions over external factors like social norms. These findings are highly valuable for businesses and marketers aiming to engage effectively with this demographic, emphasizing the importance of addressing emotional and attitudinal factors in marketing strategies, particularly in the context of local skincare products.

KEYWORDS - Local Skincare, Behavioral Intention, Desire, Anticipated Emotion, Model of Goal-Directed Behavior (MGB)

1. INTRODUCTION

Skincare has become one of the main priorities shaping the beauty industry, emphasizing the achievement of healthy and glowing skin, as indicated by The Beauty Index in 2021. The skincare industry has witnessed a significant transformation during the last few years, accelerated by the development of products originating from China that have made substantial inroads into the Indonesian market. This trend has sparked debates and discussions regarding consumer perceptions, preferences, and the competitive landscape within the skincare sector (Kumparan, 2023). A notable phenomenon is the misconception among consumers who often mistake Chinese skincare brands for local Indonesian products, consequently influencing their purchasing behaviors and brand loyalty (Kinasih et al., 2023).

In this preliminary phase, the author have virtually interviewed five individuals to explore the gap theories within the context of local Indonesian skincare consumer behavior. The identified gaps encompass the disparity between consumers' perceptions and behaviors, preferences and actions, as well as expectations and product realities. These findings are illuminating the significant divergence between consumers' beliefs or understanding of local skincare products and their actual behaviors in selecting and using these products. Research Gap in Indonesia, there is a need for research on local skincare products because there are still several problems that need to be addressed. One of the problems is that although Indonesia is rich in natural ingredients that have potential for skincare products, there is limited understanding of the preferences, motivations, and factors that influence Indonesian consumers to choose local products over imported products or international brands. The study intends to present a detailed perspective on the intricacies of Indonesian consumers' preferences, motivations and decision-making processes regarding skincare products (Ayu et al., 2023). Utilizing the MGB theory as a guiding framework, this research seeks to uncover the underlying factors that shape consumer choices in the local skincare market (Tang & Huam., 2021).

Author use the MGB model because this model has proven effective in analyzing variables influencing consumer behavior, notably in the setting of purchasing local skincare products in Indonesia the MGB model pays attention to the gap between consumer perceptions, preferences and expectations and their actual behavior, so it can provide a deep understanding of consumer dynamics in choosing and using local skincare products (Meng & Chou, 2016).

MGB utilizes a diverse set of variables to describe attitudes and beliefs across different contexts. These variables include Attitude, SN, NAE, PBC, Control, Desire, BI (Baranowski et al., 2020). In the context of purchasing skincare products, these variables may be observed as: Attitudes toward the products, Perceived Control over purchase decisions, Subjective Norms influenced by beauty standards, Anticipated Emotions like satisfaction or regret, the Habit of following a skincare routine, Self-Efficacy in selecting the right product, the Desire for healthy skin, and the Intention to make an informed purchase (Ruslim et al., 2022). These variables collectively shape an individual's desire and behavioral intention in achieving certain goals (Stoll, et al., 2022).

In the context of Indonesia, there is a need for research on local skincare products because there are still several problems that need to be addressed. Indonesia offers diverse natural ingredients suitable for skincare, yet limited studies have explored how consumer motivations, preferences, and decision- making factors affect the choice between domestic and international brands (Ayu et al., 2023). This study aims to provide a comprehensive understanding of the intricacies involved in Indonesian consumers' preferences, motivations, and decision-making processes regarding skincare products (Chen, 2022). Drawing upon the MGB theory as a guiding framework, this research endeavors to uncover the underlying factors that shape consumer choices in the local skincare market.

This study seeks to enhance knowledge about Indonesian consumers preferences and emerging trends in the local skincare industry by applying the MGB framework. The findings are expected to enrich academic literature in marketing, management, and consumer studies, offer valuable insights for industry practitioners in developing effective marketing strategies and innovative products, and open avenues for further research in related domains.

2. LITERATURE REVIEW

This study formulated a conceptual framework that revisited the intention theory, also referred to as the MGB model, suggesting that the TPB is a previous research endeavor. TPB, which stands for Theory of Planned Behavior, is a theoretical framework in social psychology used to understand human behavior. This theory states that a person's behavior is influenced by his intention to perform the behavior, which is influenced by his attitude towards the behavior, subjective norms, and perceived behavioral control. The difference between the MGB and TPB lies in the more comprehensive approach of MGB, which integrates elements from several behavioral theories, while TPB focuses more on intention, attitude, norms, and control factors in predicting human behavior (Afshardoost & Eshaghi, 2020).

1.1 Model of Goal-Directed Behavior Theory

MGB is a development of TPB. TPB, which was first proposed by Ajzen (1991), states that when someone performs a rational action, the most important thing that affects people is their intention to do so. MGB extended the idea of TPB by adding elements such as perceived emotions to the model. The purpose of this theory is to better understand and predict goal-directed behavior by considering the various factors that influence individual intentions and actions. MGB is used to explore consumer behavior, including motivations for skincare use. In addition, MGB has been applied in the context of skincare consumption behavior, incorporating skincare consumption-specific variables (Kinasih et al., 2023). A goal-directed MGB based on the hippocampal-striatal circuit has been proposed to understand the mechanisms of goal-directed decision-making, which can be extended to behaviors such as skincare use. Overall, the MGB can be adapted to study skincare use by examining the attitudes, beliefs, and intentions associated with specific consumer behaviors, thus providing insight into why individuals use skincare products. MGB theory consists of Attitude, SN, NAE, PBC, Desire, BI.

1.1.1 Attitude

Attitude is a reflection of something in behavior. In a brand, explaining the relationship is very important for the profitability of a company which tends to have trust in consumers, so consumers will not switch to other products (Chandra & Keni, 2021). Outlined that attitude encompasses a relatively consistent evaluation of an object, person, or situation, consisting of affective, cognitive, and behavioral components (Smith & Johnson, 2021). Another source that can provide a deeper understanding of attitude is "Attitudes and Attitude Change" edited by Haddock, this book discusses various theories and research on how attitude is formed, changes, and

affects individual behavior. Attitude is a very important concept in psychology and social science as it can provide valuable insights into how individuals view the world, make decisions, and interact with their environment (Zanna & Herman, 2018).

1.1.2 Subjective Norm
SN are a view of a person's beliefs that can influence a person's decision to do something or not by considering it. When making a decision to buy a local skincare product, someone can consider the purchase according to the needs needed to overcome the problem people are facing (Kumar et al., 2020). It is known that Subjective Norm has been a significant focus in understanding individual behavior (Madden et al., 2016). According to the TPB, Subjective Norm refers to an individual's perception of the social pressure perceived to perform or not perform a certain action. This is in line with the findings of (Smith & Johnson, 2021), who stated that subjective norms have a significant influence on shaping individual attitudes and behaviors. In social psychology literature, a deep understanding of SN helps explain the complexity of social factors that influence decision-making and individual actions in various social contexts.

1.1.3 Negative Anticipated Emotion
NAE is a negative behavior that is felt by someone before or is carrying out an action or experience that occurs in their life. What is felt about this negative behavior leads to feelings of anxiety, fear, shame, guilt and so on. This NAE can occur when customers want to buy skincare local products. In purchasing, there is anxiety about whether this product is suitable after use and will cause a significant effect or not. Based on 2 journal articles written by Smith & Johnson (2021) and Qiu et al. (2023), it is known that NAE refers to an individual's expectation of negative emotions that may be experienced as a result of performing a certain action or behavior. These emotions can influence consumers' decision- making processes, especially in the context of product or service purchasing decisions. This is an important part of behavioral theory that recognizes that anticipated negative emotions can also affect individual motivation and behavior.

1.1.4 Perceived Behavioral Control
PBC refers to an individual's confidence in their capacity to carry out a specific behavior and is a significant factor in shaping their intentions and subsequent actions (Vamvaka et al., 2020). Based on 2 articles written by Ajzen (2002) and Liu et al. (2021) explain that perceived behavioral control can be measured by direct questions about one's ability to perform a behavior or indirectly through beliefs about one's ability to overcome certain obstacles or obstacles. Behavioral perceptions are strongly influenced by factors such as personal beliefs, previous experiences, information received, and social and cultural norms.

1.1.5 Desire
Desire is a fundamental aspect of human experience, reflecting our innate drive to seek fulfillment and satisfaction. According to Qiao et al. (2021), desires are influenced by attitudinal variables, subjective norms, and perceived behavioral control. Desire must be a direct motivating factor that influences the desired behavior. Desire can also be a double-edged sword that influences human behavior in complex ways. When overcome by desire, a person may lose balance in their life, trapped in an endless cycle of desire. The most significant challenges arise when desires conflict with deeper values or needs, which can lead to exhausting internal conflict. Therefore, understanding and managing desires wisely is the key to achieving happiness and balanced life satisfaction (Collins, 2020).

1.1.6 Behavioral Intention
Behavioral intention is the ability of a human to have the behavior of buying services or goods repeatedly, showing an attitude of loyalty towards the product (Chai et al., 2021; Cao et al., 2021). This is the first step in the decision-making process to perform an action, where individuals weigh the value and benefits of the behavior, pressure from the social environment, and confidence in their ability to act. Understanding behavioral intention is important because it can provide insight into the individual's actual behavior that will occur, as well as provide a basis for developing interventions and strategies to change the desired behavior (Afshardoost & Eshaghi, 2020; Keszey, 2020).

1.2 HYPOTHESIS DEVELOPMENT
Attitude has been consistently identified as a key antecedent variable influencing intention, often indirectly through the formation of desire (Perugini & Bagozzi, 2001). Attitude represents an individual's overall evaluation of a specific behavior and significantly shapes their desire to engage in that behavior (Song et al., 2012). It comprises individuals' beliefs about an object and their assessment of the importance of the outcomes associated with that behavior (Gabbiadini et al., 2016; Taylor, 2010). As highlighted by Chen (2022), attitude

plays a crucial role in shaping desire. Specifically, consumer attitudes towards local brands significantly impact their purchasing behavior. Research indicates that consumers with a positive attitude towards local brands are more inclined to purchase these products (Chin et al., 2020; Fazli-Salehi et al., 2021). Moreover, positive perceptions of product quality further enhance the likelihood of consumers choosing local products (Faisal-E-Alam, 2020). Additionally, a sense of pride in supporting local products can serve as an added incentive for consumers to prefer local over international brands. In the context of skincare, a positive attitude towards local products can be a significant factor driving purchase behavior and product usage (Lavuri et al., 2022). Based on these insights, the following hypothesis is proposed:

H1: Consumer attitude towards local skincare products positively influences their desire to adopt these products.

SN refers to the social pressure people feel to behave in a certain way. This concept suggests that individuals often conform to the expectations of others (Ajzen, 2002; Kim et al., 2020). SN act accordingly (Song et al., 2012).

Research by Qiao et al. (2021) expanded the MGB by including factors like authenticity, knowledge, and information search, which helps us understand how people make decisions, particularly in tourism. In this model, SN, along with attitudes and emotions, influences what people want and plan to do. In the context of local skincare products, SN are significant. When consumers feel social pressure to use these products, it increases their desire to buy them (Kumar & Pandey, 2023). This study found that when consumers believe others think using natural skincare products is better, they are more likely to want to use those products. Based on these ideas, the study proposes the following hypothesis:

H2: Subjective norm, or the social pressure to purchase local skincare products, positively influences consumers' desire to adopt these products.

PBC and emotions, particularly anticipated emotions, play a crucial role in shaping consumer desires and intentions. Research has shown that NAE significantly impact decision-making, influencing the selection of options throughout the process (Ordonez et al., 1999). These emotions, along with perceived behavioral control, are significant predictors of desire, collectively explaining 60.1% of the variance in behavioral intention (Jin et al., 2020; Lee et al., 2017).

It's important to note that negative anticipated emotion was presented in a double-negative form in some studies to maintain consistency in sentence structure with other variables, under the assumption that it positively affects desire. PBC, as highlighted by Rachmat (2021), is essential in understanding variations in intentions and behaviors. This control is closely linked to an individual's perception of their ability to perform a behavior, which can include factors such as time, financial resources, and personal abilities. When individuals believe they have sufficient control over the purchase process, their intentions are stronger (Ajzen, 1991). For example, the likelihood of purchasing a product increases when consumers feel confident in their ability to manage the buying process, starting from their initial desire to their final intention (Rachmat, 2021). Based on these insights, the following hypothesis is proposed:

H3: Perceived behavioral control, which represents consumers' belief in their ability to successfully purchase local skincare products, positively influences their desire to adopt these products.

Desire has been identified as a significant factor that enhances behavioral intentions, as highlighted by Bagozzi and Dholakia (2006). Building on this foundation, Kim Kyung Sik et al. (2020) explored the relationship between Wearable Health Devices (WHD), desire, and BI. Their research posited that there are positive associations among these elements. Specifically, in their study on predicting behavioral intention to participate in outdoor sports, they concluded that desire positively influences BI in the context of outdoor sports activities.

This finding is further corroborated by Srivastava et al. (2022), who demonstrated that desire has a positive impact on the behavioral intention to use WHDs. These conclusions align with the broader framework of the MGB, which suggests that desire serves as a mediating factor, channeling the effects of attitude, subjective norms, anticipated emotions, and perceived behavioral control toward shaping behavioral intention. In light of these discussions, the following hypothesis is proposed for this study:

H4: Desire to purchase local skincare products positively influences individuals' behavioral intention to buy these products in the future.

Desire refers to the strong feeling of wanting to achieve or obtain something, significantly influencing behavioral intentions (Homburg et al., 2006). Studies indicate that anticipated emotions can moderate the relationship between desire and BI, emphasizing the role of emotional experiences in decision-making (Pham, 2004). Understanding consumers' emotional states during product or service interactions provides insights into their intentions and actions (Batra et al., 2012). Both negative anticipated emotions are crucial in shaping customers' behavioral intentions (Westbrook, 1987). Shahid et al. (2016) demonstrated that emotional advertisements significantly impact consumer buying intentions. Liu et al. (2021) found that emotions moderate the relationship between personality traits and risky driving behaviors, influencing the translation of desires into actions. These studies emphasize the moderating role of anticipated negative emotions in consumer behavior and risk-related decisions. Han et al. (2008) stated that the relationship between desire and behavioral intention is negatively moderated by anticipated emotions. Negative emotions can mitigate the effect of desire on behavioral intention.

In tourism, Yang et al. (2020) found that emotions like fear, disappointment, and negative surprise significantly predict behavioral intentions, such as avoiding or recommending against a destination, weakening the relationship between self-congruity and behavioral intention. This concept can apply to skincare products, where such emotions diminish the negative impact of desire on BI. Based on these studies, the following hypothesis is proposed:

H5: Desire to use skincare products negatively influences behavioral intention, moderated by anticipated emotions.

Based on previous research and the theoretical concepts explained above, the conceptual research framework will be formed according to Figure 1;
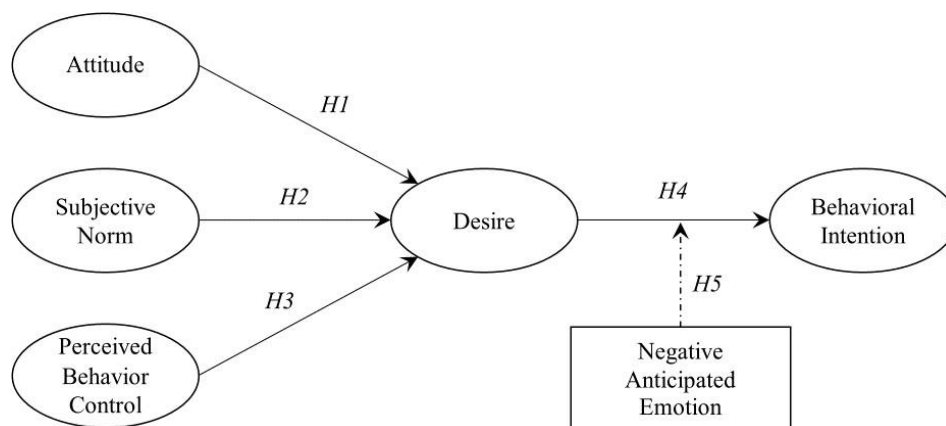

Figure 1. The Conceptual Framework

Method

3. RESEARCH METHOD

This study employs a quantitative methodology with a population of Indonesian local skincar product users. Exploratory factor analysis (EFA) was used to verify the structural relationship between items and constructs (Srivastava et al., 2022). Since the population data is not known, this research adopted a non-probability sampling technique, specifically convenience sampling. It utilized the sample-to-item ratio (Multivariate Rule of Thumb) calculation to determine the sample size. Determining the sample size refers to the 10-times rule formula (Hair et al., 2017). Determining the sample size for SEM analysis will depend on the number of parameters to be measured, where the sample size is multiplied by 10 times the number of parameters estimated. The author determines the sample size: Sample size = 10 x n (items), 10 x 26= 260 (items).

The data for this research was collected through a cross-sectional study from a primary source by distributing questionnaires to respondents at a single point in time. Data collection was performed via online surveys using Google Forms over a two-month period from March to April 2024. The study's measurements will use a five-point Likert scale, ranging from Strongly Disagree (1) to Strongly Agree (5), as this format is considered adequate for assessing personality traits (Thariq et al., 2023). The number of samples gathered in this research is 509 respondents. During the process of refining the data, 22 respondents were excluded because they contained

incomplete and inconsistent answers. Eventually, 487 respondents using skincare locals were prepared and coded for further analysis.

The findings indicate that attitudes and negative anticipated emotions are significant drivers of desire, which, in turn, influences behavioral intentions. In contrast, perceived behavioral control and subjective norms do not have a significant effect on desirability.

Measurement
Attitude was measured using four items, while NAE were gauged with three items that captured expectations of future adverse outcomes (Son et al., 2013). Desire was evaluated through three items that assessed an individual's interest in a specific behavior or outcome (Guanghui et al., 2021). BI was measured with four items that quantified a person's readiness to perform a behavior in a given situation. PBC included three items aimed at understanding the degree to which individuals feel capable of and in control of performing a particular action. Lastly, SN were measured using four items that assessed the extent to which an individual is influenced by the beliefs and expectations of others when making a behavioral decision.

Analysis
The study began with a pre-test using 30 samples, analyzed with the statistical software SEM PLS. The research utilized SmartPLS, a licensed software designed for path modeling with latent variables through the PLS approach (Chuang et al., 2023). Given its effectiveness in multivariate data analysis and structural equation modeling, SmartPLS is an invaluable tool for researchers (Emeagwali et al., 2017). After the pre-test, data analysis was conducted using SEM PLS. SEM with PLS was chosen as the analytical method for its efficiency in concurrently estimating multiple regression equations (Hair et al., 2019). This method is particularly beneficial because of its ability to manage diverse data conditions and distributions, which is often a requirement in social sciences research. The combined robustness and flexibility of SEM PLS make it a preferred choice for multivariate analysis. The use of SmartPLS in this study allowed for effective data management and analysis, ensuring that the relationships between variables were thoroughly examined and the research questions were comprehensively addressed (Thaker et al., 2021).

4. RESULTS AND DISCUSSION

1.3 Measurement Model Assessment
A measurement assessment model is an evaluation that aims to determine the extent to which a measurement model is able to accurately reflect the relationship between the variables being measured. This process is crucial to verify the brightness, validity and consistency of the results produced by the model. One of the techniques used in this research is exploratory factor analysis which helps in digging deeper into information related to the assessment model measurement. By measuring the model carefully, researchers can ensure that the data obtained from the model is reliable and provides accurate and important information.
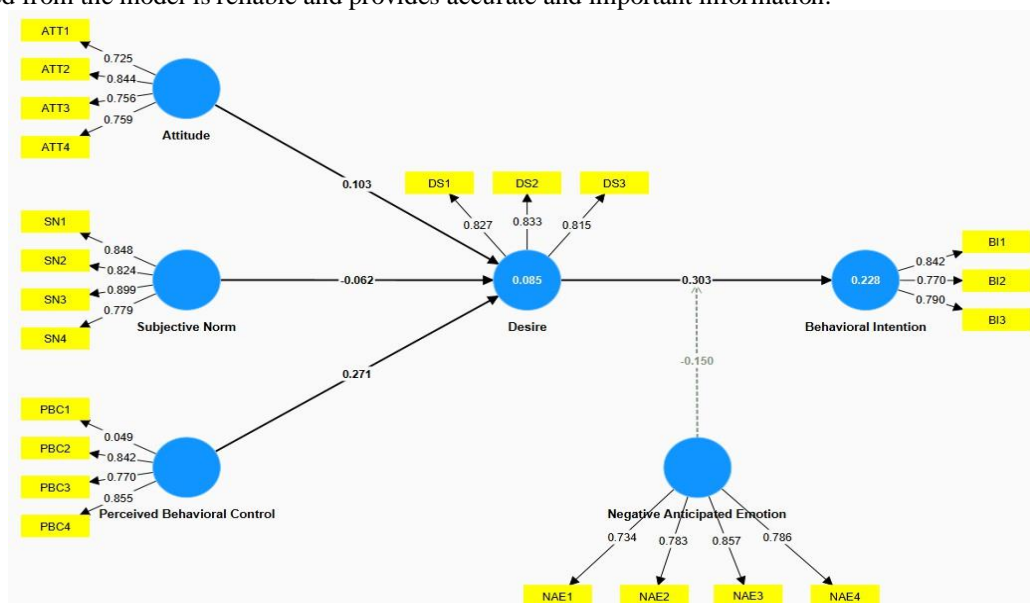

Figure 2. Structure Model – PLS Algorithm Graphical Output Source: Author

Table 1. Measurement Items Assessment

Variable and statement items	FL	CA	Rho A	Rho C	AVE
Attitude (ATT)					
I believe using local Indonesian skincare products is a positive thing.	0.725	0.787	0.858	0.855	0.595
I believe using local Indonesian skincare products is valuable.	0.844				
I believe using local Indonesian skincare products is beneficial.	0.756				
I believe using local Indonesian skincare products is necessary.	0.759				
Subjective Norm (SN)					
Most people who are important to me agree that using Indonesian skincare products is beneficial.	0.848	0.865	0.957	0.904	0.703
Most people who are important to me support my decision to use Indonesian skincare products.	0.024				
Most people who are important to me understand the importance of using Indonesian skincare products.	0.899				

Most people who are important to me recommend using Indonesian skincare products for better skin health.	0.779				
Perceived Behavioral Control (PBC)					
Whether or not I incorporate Indonesian skincare products into my routine is completely up to me.	0.049				
I am capable of integrating Indonesian skincare products into my daily skincare routine.	0.842	0.764	0.771	0.864	0.680
I am confident that if I want, I can adopt Indonesian skincare products as part of my skincare routine.	0.770				
I have enough resources, time, and opportunities to include Indonesian skincare products in my skincare routine.	0.855				
Negative Anticipated Emotion (NA)					
I would be sad if I don't get benefits from using some new products of Indonesian skincare.	0.734				
I would be depressed if I don't get benefits from using some new products of Indonesian skincare.	0.783	0.804	0.844	0.870	0.626
I would be upset if I don't get benefits from using some new products of Indonesian skincare.	0.857				
I would be anxious if I don't get benefits from using some new products of Indonesian skincare.	0.786				
Behavioral Intention (BI)					
I plan to purchase local Indonesian skincare products.	0.842	0.723	0.740	0.843	0.642
I will make an effort to purchase Indonesian skincare products.	0.770				
I would recommend Indonesian skincare products to friends.	0.790				
Desire (DS)					
I am enthusiastic about purchasing local skincare products in the near future.	0.827	0.766	0.767	0.865	0.681
I hope to try local skincare products when purchasing.	0.833				
I am eager to purchase local skincare products.	0.815				

Source: Author

The table presents the factor loadings (FL), Cronbach's Alpha (CA), Composite Reliability (Rho A, Rho C), and Average Variance Extracted (AVE) for the constructs measured in this study. According to Hair et al. (2019), CA values between 0.70 and 0.95 indicate an acceptable level of internal consistency. In this analysis, the CA values for all constructs range from 0.723 to 0.865, demonstrating sufficient reliability, as each value exceeds the widely accepted threshold of 0.70. This suggests that the items within each construct exhibit consistent measurement properties. Attitude (ATT) construct reports a Cronbach's Alpha of 0.787, suggesting a high degree of internal consistency. Similarly, SN and NAE yield Alpha values of 0.865 and 0.804, respectively, further confirming reliable internal consistency. Although the PBC construct has a slightly lower CA of 0.771, it still surpasses the 0.70 threshold, ensuring adequate reliability. In addition to CA, the table includes CR (Rho A, Rho C) and AVE, which offer complementary measures of construct validity. Composite Reliability values are all above 0.70, which is deemed acceptable, while AVE values, all exceeding 0.50, indicate that the constructs capture a

significant proportion of the variance in the observed items, supporting convergent validity.

While the CA values indicate acceptable reliability, it is essential to acknowledge its limitations (Peters, 2014; Sijtsma & Pfadt, 2021). High Alpha values do not always guarantee a reliable scale, as they are susceptible to inter-item correlations and are based on the assumption of τ-equivalence, where items are presumed to have equal true score variances. As a result, even though the high Alpha values in this study support internal consistency, it is necessary to consider these underlying assumptions to interpret the scale's reliability accurately.

Table 2. Showing HTMT (Heterotrait-Monotrait Ratio Matrix)

	Attitude	Behavioral Intention	Desire	Negative Anticipated Emotion	Perceived Behavioral Control	Subjective Norm	Negative Anticipated Emotion x Desire
Attitude							
Behavioral Intention	0.127						
Desire	0.169	0.513					
Negative Anticipated Emotion	0.196	0.355	0.258				
Perceived Behavioral Control	0.355	0.197	0.361	0.467			
Subjective Norm	0.838	0.118	0.089	0.247	0.335		
Negative Anticipated Emotion x Desire	0.136	0.387	0.307	0.365	0.372	0.136	

Source: Author

The Heterotrait-Monotrait Ratio (HTMT) was employed in this study to evaluate the convergent and discriminant validity of the constructs in our structural equation model. HTMT values are crucial in determining how well the constructs are differentiated from one another. Lower HTMT values, such as the 0.127 between BI and Attitude, indicate strong convergent validity, confirming that these constructs are closely related as expected within the theoretical framework. This result supports the notion that Behavioral Intention is significantly influenced by Attitude. In contrast, higher HTMT values, like the 0.838 between SN and Attitude, raise concerns about discriminant validity. These elevated values suggest that the constructs may not be as distinct as theorized, potentially leading to an overlap in what they measure. This overlap indicates a need for further refinement of the model, either by revisiting the measurement items or by reassessing the theoretical distinctions between the constructs. Moderate HTMT values, such as the 0.467 between PBC and NAE, suggest areas where construct distinctions may need to be more clearly defined. While these values are not as alarming as higher ones, they still warrant careful consideration. Overall, the HTMT results provide valuable insights into the model's validity, guiding necessary adjustments to ensure the constructs are accurately represented and distinct.

Table 3. R Square

Variable	R Square	Conclusion
Behavioral Intention	0.228	Weak
Desire	0.083	Weak

Source: Author

Based on the data, the R Square (R²) value in Structural Equation Modeling (SEM) is a key indicator of how well a model explains the variance in the dependent variables. It's a crucial metric for assessing the quality and effectiveness of the SEM model in capturing the relationships between variables. Typically, a higher R Square value indicates a stronger model that better explains the relationships among the variables. In this case, the R Square values are 0.083 for Desire and 0.228 for Behavioral Intention, both of which are below the 0.5 threshold. These values suggest that the model's independent variable Attitude, SN, NAE, and PBC have a weak explanatory power regarding the dependent variables, Desire and Behavioral Intention. In other words, a significant portion of the variance in Desire and BI is not accounted for by these independent variables.

1.4 Structural Model (Inner Model) Assessment: Hypothesis Testing
The evaluation of a structural model or inner model is a stage that follows the outer model analysis. The Inner Model test is conducted to measure a variable with respect to other variables by examining path coefficients derived from the original sample. Significance is determined through T- statistics and P-values. This research was conducted using the SmartPLS 4 Testing hypotheses between variables in the study through a bootstrapping process with sub-sample = 5000 and a significance level set at 0.05. PLS-SEM does not assume that the data is usually distributed. Therefore, the hypothesis testing procedure uses a non-parametric procedural approach, i.e., bootstrapping.

Table 4. Showing Path Coefficient and P Values

Hypothesis	Relationship	O	M	S. Deviation	T Statistics	P Value	Supported/Rejected
H1	ATTITUDE → DESIRE	0.103	0.102	0.076	1.358	0.174	REJECTED
H2	SUBJECTIVE NORM → DESIRE	-0.066	-0.043	0.078	0.844	0.399	REJECTED
H3	PERCEIVED BEHAVIORAL CONTROL → DESIRE	0.269	0.268	0.060	4.483	0.000	SUPPORTED
H4	DESIRE → BEHAVIORAL INTENTION	0.303	0.305	0.060	5.021	0.000	SUPPORTED
H5	NEGATIVE ANTICIPATED EMOTION x DESIRE → BEHAVIORAL INTENTION	-0.150	-0.149	0.036	4.125	0.000	SUPPORTED

Source: Author

Table 5. Showing Factor Loading

Factor Loading	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
ATT1 <- Attitude	0.725	0.673	0.170	4.270	0.0
ATT2 <- Attitude	0.844	0.812	0.149	5.682	0.0
ATT3 <- Attitude	0.756	0.700	0.174	4.343	0.0
ATT4 <- Attitude	0.759	0.719	0.145	5.232	0.0
BI1 <- Behavioral Intention	0.842	0.840	0.021	40.209	0.0
BI2 <- Behavioral Intention	0.770	0.769	0.042	18.399	0.0
BI3 <- Behavioral Intention	0.790	0.789	0.029	27.312	0.0
DS1 <- Desire	0.827	0.826	0.023	36.449	0.0
DS2 <- Desire	0.833	0.830	0.028	29.751	0.0
DS3 <- Desire	0.815	0.814	0.028	29.215	0.0
NAE1 <- Negative Anticipated Emotion	0.734	0.730	0.055	13.385	0.0
NAE2 <- Negative Anticipated Emotion	0.783	0.774	0.054	14.496	0.0
NAE3 <- Negative Anticipated Emotion	0.857	0.857	0.027	31.414	0.0
NAE4 <- Negative Anticipated Emotion	0.786	0.780	0.043	18.353	0.0
PBC2 <- Perceived Behavioral Control	0.841	0.839	0.031	27.343	0.0
PBC3 <- Perceived Behavioral Control	0.778	0.773	0.049	15.957	0.0
PBC4 <- Perceived Behavioral Control	0.853	0.850	0.029	29.323	0.0
SN1 <- Subjective Norm	0.848	0.772	0.192	4.413	0.0
SN2 <- Subjective Norm	0.824	0.754	0.194	4.250	0.0
SN3 <- Subjective Norm	0.899	0.813	0.213	4.227	0.001
SN4 <- Subjective Norm	0.779	0.713	0.214	3.647	N/A
Negative Anticipated Emotion x Desire -> Negative Anticipated Emotion x Desire	1.000	1.000	0.000	N/A	N/A

Source: Author

The results of the hypothesis testing show that ATT → DS (t = 1.358, p = 0.174), SN → DS (t = 0.844, p = 0.399), PBC → DS (t = 4.483, p < 0.001), DS → BI (t = 5.021, p < 0.001), and NAE → DS (t = 4.125, p < 0.001). Hypothesis testing evaluates claims about a population based on sample data, using statistical analysis to accept or reject the null hypothesis depending on whether the p-value falls below a predefined significance level. When the p-value is less than the significance threshold, the null hypothesis is rejected in favor of the alternative hypothesis. From the Bootstrapping data analysis using the SmartPLS 4 application, the p-values for certain hypotheses were significant (p < 0.05). Desire was

shown to significantly influence BI, while NAE and PBC also significantly affected Desire. Additionally, the interaction between NAE and Desire significantly influenced BI.

However, the hypotheses for Attitude → Desire (p = 0.174) and SN → Desire (p = 0.399) were not supported, as their p-values exceeded the significance level of 0.05. This suggests that Attitude and SN do not have a significant effect on Desire within this context, contrary to what traditional consumer behavior models may predict, where Attitude is often considered a key predictor of Desire. In this study, emotional and practical factors such as PBC and NAE seem to play more prominent roles in shaping Desire. This is especially notable given that the sample predominantly comprised Generation Z women who may have different consumer motivations compared to other demographics, prioritizing practical concerns and emotional considerations over attitudes or social pressures.

These findings indicate that for Indonesian local skincare products, strategies focusing on Attitude and SN may be less effective in driving Desire. Instead, addressing emotional concerns and enhancing the consumer's sense of control over their purchasing decisions may be more impactful. This shift in focus could help businesses and marketers more effectively engage with this demographic, tailoring their strategies to resonate with the practical and emotional factors that hold greater influence over Desire and BI.

5. CONCLUSION AND RECOMMENDATION

The findings from the tests conducted reveal essential insights into the factors influencing consumer behavior regarding local skincare product purchases in Indonesia. A proposed goal-directed model based on the MGB offers a framework for understanding goal-directed decision-making processes, which can be applied to various behaviors, including skincare use. This model can be extended to analyze skincare use by investigating attitudes, beliefs, and intentions related to specific consumer behaviors, shedding light on the motivations behind an individual's skincare product usage. The study highlights that in Indonesia, consumer decisions regarding local skincare products are primarily influenced by attitudes and NAE rather than external factors like perceived control or social norms. This highlights the importance of businesses and marketers focusing on attitudes and emotions in their strategies to engage with Indonesian consumers effectively. Understanding these dynamics is crucial for shaping consumer behavioral outcomes in marketing interventions, with attitudes and anticipated negative emotions playing a significant role in influencing desirability and BI.

A potential suggestion for future research is to investigate the impact of social media influencers on the adoption of local skincare products among Indonesian consumers. This study could build upon existing research by examining how social media influencers, who often promote local skincare products, influence consumer attitudes, SN, and PBC towards these products. This would help understand the extent to which social media influencers influence consumer attitudes and how their support affects SN, such as the perception of social pressure to use the products. By delving into the role of social media influencers in shaping consumer behavior, this research could provide valuable insights into the factors influencing the adoption of local skincare products in Indonesia and offer input for local skincare brand marketing strategies.

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