

PSYCHOGRAPHIC PROFILING OF SKINCARE INDONESIAN CONSUMERS: A MULTIDIMENSIONAL SEGMENTATION APPROACH

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Abstract

Indonesia's skincare market is increasingly saturated, yet consumer segmentation often remains limited to demographics or single psychographic dimensions, constraining actionable marketing insights. This study addresses this gap by testing whether a multidimensional psychographic framework (Values, Life Visions, Aesthetic Styles, and Media Preferences) can generate meaningful skincare consumer segments and explain brand-relevant outcomes beyond demographics. A cross-sectional online survey of 270 consumers measured these four pillars using seven-point scales (12 value items, 10 life-vision items, 9 aesthetic-style items, and 9 media-preference items). Reliability ($\alpha = 0.78\text{--}0.85$) and dimensionality were examined via block-level principal component analyses, and audience segments were derived using Gaussian mixture models with the number of classes selected by the Bayesian information criterion. The preferred solution identified six distinct segments differing in holistic health and responsibility-oriented values, minimalist versus luxury aesthetics, and social-video-centric media use. Segments also varied systematically in desired skincare attributes, claim receptivity, and preferred channels. The findings support a coherent four-pillar psychographic for skincare lifestyle segmentation. Practically, brands should align claims, design languages, and channel strategies with segment-specific motives (e.g., emphasizing holistic wellbeing and ethical cues within minimalist visuals on Instagram and TikTok for the largest segments). Future research should integrate psychographic and behavioral data.

Keywords: Customer behavior; Psychographic segmentation; Cosmetic industry; Entrepreneurship; Indonesia

JEL Classification: M31, D12, C38

Article History: Submitted: 2025-10-25; Revision: 2025-12-30; Accepted: 2025-12-30; Published: 2026-01-15

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How to Cite: Suryaneta, S. Nugraha, A. T., Noviantoro, T., Christy, N. N. A., & Muslim, M. R. H. (2026). Psychographic Profiling of Skincare Indonesian Consumers: A Multidimensional Segmentation Approach. *Media Ekonomi dan Manajemen*, 41(1), 93-115.

INTRODUCTION

The skincare industry has changed quickly in recent years. Skincare is no longer seen only as routine personal care, but also as a way for people to express who they are. Consumers now connect skincare with their identity, personal values, sense of beauty, and daily media use. As a result, their choices are not explained well by age, gender, or income alone (Ananda et al., 2024; Irene, 2024). Consumers within similar demographics may share superficial traits, yet their motivations, brand affinities, and price sensitivities can vary considerably due to deeper psychological orientations (Andriansyah et al., 2024).

Recent studies show that individual values, lifestyle, and aesthetic preferences are very important in skincare product choice, especially among younger consumers who are active online, such as Generation Z. This group tends to care about authenticity, ethical behavior from brands, and how well a product fits their personal style. Price and basic function still matter, but they are not the only reasons for buying. Many young consumers in Indonesia prefer skincare brands that reflect values such as sustainability and inclusivity, even if these brands are not the most famous or the most expensive ones (Hash et al., 2025; Sanny et al., 2020). Social media strengthens this pattern, because it offers spaces where consumers search for information, compare routines, and follow influencers who feel close to their own values and taste (Sanny et al., 2020; Sardar et al., 2021).

Psychographic profiling offers a way to understand these patterns in more depth. Instead of asking only who consumers are, it asks why they think and act in certain ways. Psychographic approaches look at values, worldviews, and aesthetic preferences, and show how these guide everyday choices. Previous work suggests that many consumers now look for products that match their beliefs about health, ethics, and the environment, and

that they reward brands that feel honest and responsible (Boccia et al., 2014; Duarte et al., 2017; Wardana et al., 2023). Visual elements such as packaging, logo, and overall style are also important. They help consumers express themselves and decide whether a brand feels close to their own image and taste (Chow & Murphy, 2011; Fingerhut et al., 2021; Kin Tong et al., 2023; Quach & Lee, 2021).

Media channels, especially social media, are now a central part of the skincare journey. In Indonesia, many consumers regularly use platforms such as TikTok, Instagram, and YouTube to learn about products, follow creators, and read or watch reviews. They rely on these sources when they move from awareness to trial and then to repeat purchase (Duffett, 2017; Hasan & Erik, 2023; Jokhu & Yuliana, 2023; Tauhit & Asmadi, 2024). Research in Indonesia shows that influencer credibility, how well the creator fits the brand, and how much followers engage with the content can all shape purchase intentions for skincare and beauty products. Electronic word of mouth through comments, likes, and shares helps build or reduce trust in product claims (Eigenraam et al., 2021; Herlina et al., 2020; Meganingsih et al., 2024).

Indonesia is a relevant setting for this type of study. Social media use is widespread and beauty is one of the most active categories online. Local and international skincare brands compete for attention in a market that is growing faster than many other consumer goods categories. This growth increases the need for clear positioning and for a good match between brand messages, visual style, and the daily media habits of different groups of consumers. In this situation, understanding how values, aesthetic styles, and media preferences come together in real consumer segments becomes very important for both local and global brands.

Yet, current research on skincare consumers still shows important gaps. Many studies focus on demographics or on

a single psychographic aspect, such as lifestyle or beauty motivation, and do not combine several psychological layers at the same time. Media preferences are often treated only as tools for targeting after the segment has been defined, and aesthetic styles are often discussed only at the level of design guidelines. To our knowledge, there is no study that develops a segmentation of skincare consumers in Indonesia based on a joint pattern of values, life visions, aesthetic styles, and media preferences. As a result, we still know little about how these four elements work together to form stable and meaningful segments in a digital skincare market.

This study responds to that gap. It proposes a multidimensional psychographic segmentation of Indonesian skincare consumers that brings together four pillars. Values describe what people find important in life, for example health, appearance, coMPort, emotional balance, ethics, and care for the environment. Life visions describe how they see the world, including views about family, work, gender roles, technology, and the balance between inner and outer beauty. Aesthetic styles describe the kinds of looks and visual codes they are drawn to in daily life and in brands, such as classic, sporty, minimalist, natural, artistic, or luxury styles. Media preferences describe how often they use specific platforms and formats when they search for skincare information and inspiration. This structure follows the logic that values offer a stable base for segment definitions, while media habits help translate these profiles into concrete communication plans (Vyncke, 2002).

The main contribution of this article is to show that segments formed from these four pillars are more informative than segments based on demographics alone. We examine how the segments differ in desired product attributes, interest in specific skincare claims, and preferred media platforms. By anchoring segmentation in values, life visions, aesthetic styles,

and media preferences, the study offers audience profiles that can support decisions about positioning, product development, packaging design, and media planning for skincare brands in Indonesia.

LITERATURE REVIEW

Psychographic segmentation seeks to understand consumers beyond basic demographics by looking at what they believe, how they see the world, what kinds of styles they like, and where they spend their time in media. In this study, the focus is on four main dimensions, namely values, life visions, aesthetic styles, and media preferences. This section reviews previous research on each dimension and points out its strengths and limits. The review then explains why these four dimensions are taken together as the base for segmentation and why an exploratory approach is used.

Values

Values are typically understood as enduring, trans-situational principles that express what people consider important and that guide judgment and choice across many situations. Schwartz (2012) explains that values function as motivational goals that are relatively stable and therefore help explain why the same person may consistently prioritize certain product meanings, such as safety, self-expression, or social approval, even when specific brands change. This stability matters because values sit “upstream” of many everyday decisions, including consumption. Consistent with the value–attitude–behavior hierarchy tested by Homer and Kahle (1988), values shape attitudes and intentions first, and those attitudes then help translate into repeated behaviors, making values a strong theoretical anchor for understanding sustained skincare routines rather than only short-term product liking.

Because values are more durable than momentary opinions, they are widely used as a foundation for market segmentation, especially when researchers want segments

that remain interpretable over time and across product categories. In their classic work on value-system segmentation, Kamakura and Novak (1992) show that consumers can be grouped into latent segments based on underlying value patterns, which provides a clearer motivational explanation than ad-hoc psychographics. This is also why lifestyle scholars argue that values are “more general and stable” building blocks for lifestyle typologies, and that values can be meaningfully combined with other psychographic pillars such as aesthetic styles and media preferences to create segments that are both theoretically coherent and practically useful for communication and positioning (Vyncke, 2002).

In skincare and beauty, value-based explanations are not only theoretical; they have been supported empirically in several purchase contexts that closely resemble today’s ingredient-conscious and sustainability-aware market (Ruslim et al., 2022; Sakshi & Naval, 2022). For example, researchers show that personal values are linked to attitudes and purchase behavior for “free-of” cosmetics through a value-driven reasoned-action pathway, supporting the idea that values can structure how consumers evaluate claims and risk (Hansen et al., 2012; Minocha, 2023). Ghazali et al. (2017) further demonstrate that perceived value dimensions such as health/safety, hedonic value, and environmental value help explain attitudes and repurchase intentions for organic personal care products. Importantly for an Indonesian setting, Chin et al. (2018) study green skincare purchase intention in Indonesia using a reasoned-action framework, indicating that value-linked motivations and normative pressures are empirically relevant locally, yet still leaving room to map value patterns more comprehensively and integrate them with other pillars (such as visual style and media use) for richer psychographic profiling.

Life Visions

Life visions refer to wider views about work and leisure, family and individual goals, technology, tradition, and moral responsibility. They bring abstract world-views into a form that can be measured, often through simple scales that ask respondents to position themselves between two ends of a continuum (Glückstad et al., 2024). Segmentation studies show that such underlying orientations can form distinct groups when analyzed with latent class models and related tools, and that these groups often differ across age or demographic cohorts (Lanza et al., 2010; Priyadharshini, 2025).

In beauty and personal care, younger consumers often combine coMPort with digital tools and higher expectations of ethical practice and community involvement. They may reward brands that act responsibly toward the environment and society and question those that do not (Adiningtyas & Yunus, 2024; Seal & Bag, 2022). Several life vision continua are relevant for skincare, such as enjoyment versus work focus, technology openness versus skepticism, and preference for tradition versus innovation. For example, consumers who place high value on enjoyment may see skincare as a relaxing ritual and care more about texture and sensorial experience, while consumers who place work at the center may look for efficiency and simplicity. Those who are more optimistic about technology are more open to advanced actives and devices, while those who are cautious demand more proof and clear information (Glückstad et al., 2024; Krissanya et al., 2023; Sudirja et al., 2023).

Prior studies have mainly examined these life vision axes separately or in relation to a narrow outcome such as intention to buy one type of product. They rarely connect several life vision dimensions at once or link them systematically to concrete skincare claims, routines, and media habits. In many cases, life vision measures appear as background variables

rather than as central input to segmentation. This study therefore treats life visions as a second pillar that complements values, so that segments can be described not only in terms of what people find important, but also how they see work, family, technology, and beauty in their everyday life.

Aesthetic Styles

Aesthetic styles capture how people respond to visual and sensory codes in products and brands. In grooming and self care, style is closely linked to identity. Consumers use packaging, colors, and design language to communicate who they are and what they value (Bacevice & Wilhoit, 2023; Fingerhut et al., 2021). Research on packaging and store design shows that different visual codes carry different meanings. Classic and orderly layouts often signal reliability and expertise. Simple and clean systems with clinical cues tend to communicate honesty and competence. Natural and organic styles with soft colors and botanical cues often signal warmth and closeness to nature (Aguiar, 2011; Thundathil et al., 2023). Artistic and color rich designs can create an impression of uniqueness and higher value, while luxury styles with metallic accents or gloss are often read as exclusive. Elements that refer to local culture and craft can increase feelings of authenticity and community connection.

Much of this work, however, examines individual design elements in experiments, for example one bottle versus another, rather than mapping the full set of everyday styles that consumers like to wear and display. Aesthetic preferences are also rarely combined with values and life visions in the same segmentation model. As a result, it is often unclear whether an interest in a certain style comes from deeper beliefs, from social context, or from platform habits. In this study, aesthetic style attraction is therefore measured as a set of distinct yet comparable styles such as classic, sporty, trendy, minimalist, natural, artistic, luxury, bohemian, and

futuristic. This approach allows the analysis to see how style codes cluster together with values and life visions in real segments.

Media Preferences

Media preferences describe the channels people habitually rely on, and the intensity with which they use them, to discover products, learn how to use them, and reduce uncertainty before buying. This matters in skincare because decisions often feel high-involvement and risk-sensitive, so consumers actively look for explanations, demonstrations, and other people's experiences. Research on electronic word of mouth shows that consumers use online opinion platforms because they provide socially shared knowledge that helps them justify choices and manage perceived risk (Hennig-Thurau et al., 2004). In Indonesia specifically, YouTube beauty vlog content has been shown to shape attitudes toward local cosmetics and, through those attitudes, willingness to purchase (J.-L. Chen & Dermawan, 2020), while social media marketing variables such as brand image and trust have also been linked to purchase intention in skincare contexts (Sanny et al., 2020).

Persuasion theories help explain why different audiences gravitate to different media and content formats. In the Elaboration Likelihood Model, people process messages through a central route when they are motivated and able to evaluate evidence, but rely more on peripheral cues when effort is lower or uncertainty is managed through heuristics (Massaro et al., 1988).

In beauty content, those peripheral cues often map onto well-studied credibility dimensions such as perceived expertise, trustworthiness, and attractiveness (Ohanian, 1990). Empirically, influencer marketing research shows that message value and influencer credibility build trust in branded content, which then supports more favorable responses to what is promoted (Lou & Yuan, 2019). At the

same time, even platform-native cues like an influencer's follower base can shape perceived likeability and brand attitude, illustrating that "media preferences" are not just about where consumers are, but what kinds of persuasion cues they accept as diagnostic (De Veirman et al., 2017).

Newer formats such as short videos and live streaming intensify these mechanisms because they combine demonstration, social proof, and interaction in one place. Live streaming studies show that real-time presentation and engagement can increase purchase intention in social commerce by strengthening confidence in the product and the shopping experience (Lu & Chen, 2021), and recent evidence suggests that live product demonstrations work partly by increasing "product verification" and shaping consumers' inferential beliefs about what the product will do in real life. Short-form video advertising research similarly finds that content characteristics in short videos can translate into measurable purchase behavior, underscoring why format preference is not trivial (Yin et al., 2024). Because media habits are a repeatable part of lifestyle, prior lifestyle/segmentation work explicitly treats media preferences as a stable layer that can be combined with other pillars to build interpretable typologies (Vyncke, 2002). That logic supports using Media Preferences as a structural pillar in segmentation, rather than treating platform choice as a downstream "channel decision" after segments have already been defined.

Synthesis and Research Approach

Taken together, previous research shows that values, life visions, aesthetic styles, and media preferences each help to explain consumer behavior in skincare and beauty. However, they are mostly studied in separate streams, with different samples and outcomes. Existing work rarely combines all four dimensions in a single segmentation model, and there is no integrated psychographic segmentation of Indonesian skincare consumers that joins

these pillars in one structure. This lack of integration limits both theoretical understanding and practical guidance, because it does not show how deeper motives, worldviews, visual style, and media use interact within real audiences.

For this reason, the present study selects these four dimensions as a combined base for segmentation. Values offer a stable picture of what matters to consumers. Life visions add information about how they view work, family, technology, and beauty in everyday life. Aesthetic styles translate identity into visual codes that brands can use in design. Media preferences locate where discovery and persuasion actually happen. The study adopts an exploratory approach because there is no clear prior model that specifies how many segments should exist or how these four pillars should combine in the Indonesian skincare context. Rather than testing a fixed set of hypotheses, the aim is to map the underlying audience structure and to see whether the four pillar psychographic base yields clear, interpretable segments that differ in desired product attributes, claim interest, and channel habits. This exploratory design is consistent with the goal of building an initial, empirically grounded baseline for multidimensional psychographic profiling in skincare.

RESEARCH METHOD

Research Design and Context

This study uses a cross-sectional online survey to develop and evaluate a multidimensional psychographic segmentation of skincare consumers. The segmentation is built on four pillars, Values, Life Visions, Aesthetic Styles, and Media Preferences, because lifestyle segmentation research shows that combining deeper motivational structures with worldview, aesthetics, and media "habitats" can produce segments that remain meaningful across situations and product categories (Vyncke, 2002). Methodologically, the design follows a theory-driven, model-based segmentation approach that connects

multivariate measurement to probabilistic clustering, rather than relying only on demographics or distance-based clustering heuristics (Vermunt & Magidson, 2009; Wedel, Michel & Kamakura, 2000). In practice, factor-analytic procedures are used to organize the indicator pool into interpretable dimensions, and latent class (finite-mixture) clustering is then applied to derive segments directly from response patterns and classification probabilities, offering a flexible alternative when segment boundaries are not well captured by purely geometric distance rules heuristics (Vermunt & Magidson, 2009; Wedel, Michel & Kamakura, 2000).

Indonesia is a particularly suitable context for this study because digital connectivity and social media participation are very high, with DataReportal reporting 212 million internet users (74.6% penetration) and 143 million active social media user identities in January 2025. At the same time, the beauty market is expanding quickly, with Kantar reporting year-on-year value growth of 16% and rapid growth inside skincare (notably sunscreen), while Mintel highlights that digital engagement is shaping beauty purchase behavior and that a substantial share of young women interact with beauty content online. In line with segmentation guidance that emphasizes practical usefulness and validation, this study goes beyond describing segments by testing whether the resulting groups differ on managerially relevant outcomes, such as desired product attributes, sensitivity to claims, preferred discovery and purchase channels, and buying intentions, so the segment solution is both statistically grounded and actionable for skincare brands.

Population, Sampling Frame, and Sampling Technique

The target population in this study is Indonesian residents aged seventeen years or older who have bought at least one skincare product in the last three months. This definition ensures that all respondents

are active skincare users and can answer questions about current behavior and preferences.

Data were collected through an online survey. The sampling frame is an established online panel provider whose members live in major cities and have regular internet access. We applied soft quotas on gender, age group, and region so that the sample roughly reflects the structure of the adult urban online population. In practice, this procedure is similar to quota sampling based on key demographic variables. Participation was voluntary and respondents could stop at any time.

A minimum target of six hundred completed questionnaires was planned at the design stage to allow stable estimation of factor models and a range of cluster solutions. In the field, constraints on panel availability and data cleaning reduced the final number of usable cases. After removing incomplete and low quality responses, the final sample used for analysis consisted of 270 respondents. This size is still within the common range for segmentation studies that use latent class models with a moderate number of indicators and between four and eight segments, as suggested in the segmentation literature.

All procedures followed institutional ethical guidelines. The questionnaire started with an information and consent page. The survey did not collect names or direct identifiers. IP addresses were not stored, and all analyses were conducted on anonymized data.

Instrument and Measures

The questionnaire was administered in Bahasa Indonesia. All psychographic items used a seven-point response scale so that answers were comparable across the four blocks. The items were developed by adapting statements from established psychographic work in the VALS and AIO traditions and from previous studies on value based and lifestyle segmentation in media and consumer markets, including

(Vyncke, 2002). Themes from more recent research on beauty and skincare were then translated into this framework, and the wording was shortened and adjusted to fit the everyday language and experience of Indonesian skincare users.

Values were measured with twelve items (V1–V12) that ask respondents how important different life themes are to them, with anchors from “not important at all” to “very important”. The content of these items covers holistic health and mental well-being, appearance and self-confidence, comport, and stability, inner calm, enjoyment and self-care, social recognition, expressive identity, independence in making choices, reliance on close ties, personal and spiritual growth, responsibility toward family, and concern for environmental and ethical issues.

Life visions were measured with ten semantic differential items (LV1–LV10) on seven point scales. Each item asks respondents to place themselves between two simple statements that reflect different ways of looking at life. Examples include a focus on work versus a focus on enjoyment, a preference for tradition versus a preference for innovation, a cautious stance toward technology versus an open stance, and a stronger concern for outer beauty versus inner beauty. Other items capture views on family, well known brands, environmental tradeoffs, altruism, and health discipline.

Aesthetic styles were measured with nine items (AS1–AS9). Each item presents a style label together with a short description and asks how attractive that style is in everyday life and in skincare brands. The set of styles includes classic, sporty, trendy, minimalist, natural and organic, artistic and color rich, luxury, bohemian or ethnic, and futuristic styles.

Media preferences were measured with nine items (MP1–MP9) using seven-point frequency scales from “never” to “very often”. Respondents reported how often they use different channels when they look for skincare information or inspiration. The

channels include short video platforms, image based platforms, long form video, social networks, microblogging services, blogs and online communities about beauty, e commerce marketplaces, beauty magazines, and television shows.

Alongside these four psychographic blocks, the questionnaire collected basic demographic information, indicators of category involvement, ratings of desired product attributes, reactions to different types of claims, and several measures of purchase intention and brand related perceptions. These additional variables were later used to profile and validate the segments obtained from the psychographic data.

Translation, Content Validity, and Pilot Testing

To ensure content validity, the initial item pool was reviewed by three academics and two practitioners in cosmetics and consumer research. They evaluated whether the wording was clear, whether the items covered the main ideas from theory, and whether they were suitable for Indonesian skincare users.

The items were then translated and back translated between English and Bahasa Indonesia by bilingual researchers. Differences between versions were discussed until a single agreed wording was reached.

A pilot test with thirty to fifty respondents was conducted using the same online format as the main study. The pilot allowed us to check whether respondents understood the questions, whether the response time was reasonable, and whether any items produced extremely skewed distributions. We also invited a small number of participants for short cognitive debriefing interviews to ask what they had in mind when answering selected items. Based on the pilot, we simplified several phrases and adjusted some anchors.

Data Collection and Preprocessing

Fieldwork took place over a period of about two weeks. The online panel

provider sent invitations in batches to meet the soft quotas. To monitor data quality, we included one attention check item, set minimum and maximum completion time flags, and used long string indices to flag respondents who chose the same option across many consecutive items. We also screened for multivariate outliers within the psychographic blocks using Mahalanobis distance.

Cases that failed more than one of these quality checks were removed. Missing data patterns were examined using Little's test. Because missingness was small and consistent with missing at random, we used full information estimation in the measurement models. For descriptive and regression analyses where required, we applied multiple imputation instead of listwise deletion to avoid reducing the sample size.

Reliability, Validity, and Measurement Modeling

We assessed the structure and quality of the four psychographic blocks in two steps. First, we conducted exploratory factor analysis within each block using polychoric correlations to respect the ordinal nature of the items. We used the Kaiser Meyer Olkin index and Bartlett's test of sphericity to check sampling adequacy. Items with low loadings or poor conceptual fit were candidates for removal.

Second, we estimated confirmatory factor analysis models for each block and a combined model for all psychographic factors. We used robust estimators suitable for ordinal data with polychoric input. Model fit was evaluated using common indices such as the comparative fit index, Tucker Lewis index, root mean square error of approximation, and standardized root mean square residual.

Internal consistency was checked using Cronbach's alpha and composite reliability, with values around 0.70 or higher regarded as acceptable. Convergent validity was examined through average variance extracted above 0.50. Discriminant validity

was assessed using the Fornell and Larcker criterion and the heterotrait monotrait ratio.

Segmentation Procedure and Cluster Validation

Segmentation was carried out using a model based approach. We applied latent class analysis to the psychographic items after measurement purification. This approach works directly with the ordinal item responses and does not require the distance assumptions that are needed for methods such as k means. Because all indicators used the same seven-point scale, additional normalization was not necessary.

We estimated a series of models with two to eight classes. For each solution we recorded the Bayesian information criterion and the sample size adjusted Bayesian information criterion, as well as entropy and likelihood ratio tests. The selected solution balanced statistical fit, clear separation between segments, and substantive interpretability across the four psychographic pillars. Average posterior membership probabilities above 0.70 were used as a rule of thumb for acceptable classification quality. To check stability, we repeated the estimation in split samples and used parametric bootstrap runs.

In the last step, we examined how the segments differ in what they look for in skincare products, how interested they are in different types of claims, how often they use various media, and several indicators related to purchase. For variables measured on a continuous scale, we used analysis of variance, and when the assumption of equal variances was not met we applied Games Howell tests with robust standard errors. For ordered outcomes we estimated cumulative link models, and for categorical outcomes we used chi square tests with design corrected statistics. By linking the segments to these external variables, we were able to check the predictive validity of the segmentation and to see whether the psychographic solution adds insight beyond what can be learned from demographics alone.

RESULT AND DISCUSSIONS

Sample Characteristics

The analytic sample consists of Indonesian skincare consumers, predominantly from a young and digitally active demographic. As detailed in [Table 1](#), the majority of respondents are female and fall within the late-teenage to early-adult age range. Monthly skincare spending is dispersed across lower to middle income levels, indicative of the purchasing power typically seen in urban young consumers. These demographic characteristics provide a foundational context for understanding the psychographic results presented in this study.

Descriptive Statistics and Measurement Quality

At the overall level, the four psychographic pillars demonstrate satisfactory measurement quality ([Table 2](#)). Internal consistency is supported, with Cronbach's α ranging from 0.78 to 0.85 and composite reliability (CR) from 0.77 to 0.85, exceeding the commonly used 0.70 benchmark and supporting the use of these pillar scores for descriptive analyses and clustering. Convergent validity, assessed via average variance extracted (AVE), ranges from 0.28 to 0.41; these values are expected for broad, pillar-level psychographic constructs that intentionally capture multiple facets rather than a narrowly defined trait. Discriminant validity is consistently supported: the Fornell-Larcker criterion is met for all pillars ($\sqrt{\text{AVE}}$ exceeds the highest inter-

construct correlation), and HTMT values remain well below the conservative 0.85 threshold (maximum HTMT = 0.55). Finally, CFA fit statistics are reported for completeness (TLI = 0.51–0.65; RMSEA = 0.16–0.20; SRMR = 0.11–0.13) and should be interpreted in light of the heterogeneous, multi-domain content of psychographic item sets at the pillar level.

The descriptive statistics for the component scores indicate that most means are centrally located, around the middle to slightly above the mid-point of the scale. This suggests that participants' responses are relatively balanced across the psychographic dimensions. Notably, the large standard deviations imply significant variation in the sample, highlighting the diversity in consumer profiles (see [Table 3](#)). Correlations between the four pillars are low to moderate, indicating that while these dimensions are interrelated, they capture distinct aspects of consumer behavior, supporting a multidimensional approach to segmentation (see [Table 4](#)).

At the item level, the statements with the largest standard deviations, marked in bold in [Table 3](#), primarily stem from Media Preferences (e.g., TikTok, YouTube, magazines) and Aesthetic Styles (e.g., artistic and color-rich, luxury and prestige, or futuristic and edgy). These items contribute significantly to distinguishing consumer segments and will play a crucial role in segment identification and interpretation.

Table 1. Sample Characteristics

| Variable | Category | n | % |
|---------------------------|-----------------------|-----|-------|
| Gender | Female | 204 | 75.60 |
| | Male | 66 | 24.40 |
| Age | 17-20 years | 252 | 93.30 |
| | 21-24 years | 18 | 6.70 |
| Monthly Skincare Spending | Rp100,000 - Rp250,000 | 99 | 36.70 |
| | Rp50,000 - Rp100,000 | 87 | 32.20 |
| | Rp250,000 - Rp500,000 | 45 | 16.70 |
| | <Rp50,000 | 36 | 13.30 |
| | >Rp500,000 | 3 | 1.10 |

Table 2. Reliability by Block (Cronbach's α)

| Block | Items | Cronbach's α | CR | AVE | Fit (TLI/RMSEA/SRMR) | Fornell-Larcker (pass) | Max HTMT |
|-------|-------|---------------------|------|------|----------------------|------------------------|----------|
| V | 12 | 0.81 | 0.84 | 0.33 | 0.57 / 0.17 / 0.11 | Yes | 0.55 |
| LV | 10 | 0.78 | 0.77 | 0.28 | 0.51 / 0.17 / 0.13 | Yes | 0.48 |
| AS | 9 | 0.85 | 0.85 | 0.41 | 0.65 / 0.20 / 0.12 | Yes | 0.55 |
| MP | 9 | 0.78 | 0.78 | 0.31 | 0.62 / 0.16 / 0.11 | Yes | 0.53 |

Table 3. Descriptive Statistic Results

| Item | Mean | SD | Min | Max | Item | Mean | SD | Min | Max |
|------------|-------------|-------------|----------|----------|-------------|-------------|-------------|----------|----------|
| V1 | 6.71 | 0.6 | 1 | 7 | LV9 | 4.00 | 2.01 | 1 | 7 |
| V2 | 6.37 | 0.81 | 1 | 7 | LV10 | 2.92 | 2.14 | 1 | 7 |
| V3 | 6.57 | 0.69 | 1 | 7 | AS1 | 5.73 | 1.13 | 1 | 7 |
| V4 | 6.66 | 0.67 | 1 | 7 | AS2 | 5.2 | 1.25 | 1 | 7 |
| V5 | 6.22 | 1.12 | 1 | 7 | AS3 | 5.56 | 1.1 | 1 | 7 |
| V6 | 5.31 | 1.51 | 1 | 7 | AS4 | 5.41 | 1.14 | 1 | 7 |
| V7 | 5.99 | 1.21 | 1 | 7 | AS5 | 5.3 | 1.22 | 1 | 7 |
| V8 | 6.53 | 0.72 | 1 | 7 | AS6 | 5.25 | 1.17 | 1 | 7 |
| V9 | 5.16 | 1.38 | 1 | 7 | AS7 | 5.62 | 1.09 | 1 | 7 |
| V10 | 6.41 | 0.83 | 1 | 7 | AS8 | 5.17 | 1.21 | 1 | 7 |
| V11 | 5.9 | 1.24 | 1 | 7 | AS9 | 5.49 | 1.15 | 1 | 7 |
| V12 | 6.57 | 0.76 | 1 | 7 | MP1 | 5.68 | 1.96 | 1 | 7 |
| LV1 | 4.67 | 2.03 | 1 | 7 | MP2 | 5.88 | 1.4 | 1 | 7 |
| LV2 | 5.23 | 1.25 | 1 | 7 | MP3 | 4.72 | 1.85 | 1 | 7 |
| LV3 | 3.72 | 2.10 | 1 | 7 | MP4 | 1.93 | 1.49 | 1 | 7 |
| LV4 | 5.1 | 1.13 | 1 | 7 | MP5 | 3.70 | 2.03 | 1 | 7 |
| LV5 | 5.01 | 1.08 | 1 | 7 | MP6 | 3.69 | 2.07 | 1 | 7 |
| LV6 | 4.85 | 1.12 | 1 | 7 | MP7 | 5.6 | 1.54 | 1 | 7 |
| LV7 | 4.68 | 1.02 | 1 | 7 | MP8 | 2.92 | 1.94 | 1 | 7 |
| LV8 | 3.06 | 2.05 | 1 | 7 | MP9 | 3.20 | 1.93 | 1 | 7 |

Table 4. Correlation between Pillars

| Pillar 1 \ Pillar 2 | V | LV | AS | MP |
|---------------------|------|------|------|------|
| V | 1.00 | 0.48 | 0.41 | 0.42 |
| LV | 0.48 | 1.00 | 0.37 | 0.29 |
| AS | 0.41 | 0.37 | 1.00 | 0.25 |
| MP | 0.42 | 0.29 | 0.25 | 1.00 |

Table 5. Segment Sizes

| Segment | n | % |
|---------|----|-------|
| 1 | 87 | 32.20 |
| 2 | 99 | 36.70 |
| 3 | 39 | 14.40 |
| 4 | 15 | 5.60 |
| 5 | 3 | 1.10 |
| 6 | 27 | 10.00 |

Segment Identification and Number of Clusters

We employed Gaussian mixture models to identify segments based on standardized component signals from the four psychographic blocks. Solutions ranging from two to eight clusters were evaluated. As seen in [Table 5](#), the six-cluster solution yielded the lowest Bayesian Information Criterion (BIC) and demonstrated a good balance between model fit and the interpretability of segment profiles.

Solutions with fewer clusters resulted in merging distinct groups, while solutions with more clusters generated small, unstable segments. Given the classification quality and the segmentation's alignment with psychographic theory, the six-cluster solution was chosen as the final model. The classification quality was acceptable, with average posterior membership probabilities exceeding 0.70 across segments.

Segment Profiles in Four Psychographic Pillars

The six segments in this study are described using four psychographic pillars, Values, Life Visions, Aesthetic Styles, and Media Preferences, because this combination supports stable, interpretable clusters that go beyond ad-hoc “psychographics.” Lifestyle segmentation research shows that values and related worldview constructs can produce durable typologies that remain meaningful across contexts, and that media preferences can be treated as part of the lifestyle structure rather than merely a post-hoc channel choice (Vyncke, 2002). This approach also aligns with value-system segmentation logic in consumer research, where motivational priorities help explain why segments differ in what they seek from products and brands (Kamakura & Novak, 1992).

As seen in [Table 6](#) and [Table 7](#), Segment 1 (32%) prefers clean, clinical aesthetics combined with natural or organic cues, and it is defined by strong health-protective, emotional-balance, and responsibility-to-others values (Tables 6–7). This

profile is consistent with evidence that health/safety and ethical–ecological considerations are key drivers of organic and “free-of” personal care preferences, including attention to product safety and ingredient signals (Hansen et al., 2012; Kim & Chung, 2011). Their reliance on Instagram and e-commerce platforms is also theoretically coherent with the role of digital information environments in reducing uncertainty through reviews and social proof, since online consumer information and eWOM can shape evaluation and purchase decisions when risk is perceived as nontrivial (Chevalier & Mayzlin, 2006; Erkan & Evans, 2016).

Segment 2 (37%), the largest group, combines classic and sporty styles with high activity on TikTok and Instagram, and it prioritizes function, efficiency, and simplicity in routines. Its media behavior matches the broader pattern that short-form video platforms are used for quick discovery, entertainment, and practical learning, especially when content is easy to scan and repeat (Omar & Dequan, 2020). The segment's sensitivity to creator credibility also aligns with influencer-marketing findings showing that perceived influencer credibility and trust are strongly associated with purchase intentions on TikTok (Alcántara-Pilar et al., 2024).

Segment 3 (14%) is oriented toward artistic, color-rich, experimental aesthetics and actively engages with short-form content (TikTok/Instagram) that supports novelty and self-expression. This is consistent with consumer research in beauty showing that self-expression can enhance perceived authenticity and public promotion of beauty work, making creative experimentation a meaningful driver of engagement and choice (Smith et al., 2021). In identity-based consumption terms, products and aesthetics can become tools for expressing “who I am,” which helps explain why this segment gravitates to visually distinctive cues and creator-led inspiration rather than purely functional messaging (Escalas & Bettman, 2005).

Segment 4 (6%) mixes artistic and functional preferences but shows lower digital intensity overall, with greater reliance on YouTube (and some Facebook) for slower, more detailed reviews and tutorials. This pattern is consistent with evidence that YouTube beauty vloggers can significantly influence cosmetic purchase intention through informational and credibility pathways, including in Indonesia (Chen & Dermawan, 2020). The segment’s preference for longer explanations also fits persuasion theory: when consumers are more motivated to evaluate claims, they tend to rely more on diagnostic information and credible arguments rather than only superficial cues (Massaro et al., 1988).

Segment 5 (1%) is the smallest cluster and stands out for low digital activity and a stronger reliance on traditional media (magazines/television) and professional or expert endorsements. Rather than interpreting this as “anti-digital,” the pattern can be read as a credibility-seeking orientation: classic source-credibility work shows that perceived expertise and trustworthiness increase persuasion, particularly when consumers want reassurance and validation (Ohanian, 1990). In other words, the channel choice here is tightly coupled to the kind of authority signal this segment finds most dependable.

Segment 6 (10%) blends sporty and minimalist aesthetics with strong Instagram/TikTok use and a preference for straightforward, no-fuss, results-oriented products. This profile is consistent with

packaging-and-design research showing that visually simple design can increase perceived brand authenticity and, in sustainability contexts, can also strengthen “green trust” by signaling clarity and “nothing to hide” cues (Wang et al., 2023). Because packaging aesthetics shape brand impressions at a holistic level, minimalist cues can be meaningful not only as “style,” but also as a trust and practicality signal for consumers who want clarity and efficiency (Orth & Malkewitz, 2008).

Integrating Findings with Previous Research

The segment structure supports and extends several points from the earlier literature review. First, values tied to health, emotional balance, ethics, and environmental concern appear central for a large share of respondents, especially in segments one and three. This pattern is consistent with cosmetics research showing that value priorities shape attitudes and behavior toward “free-of” products and careful avoidance of disliked ingredients (Hansen et al., 2012), and with broader work showing that sustainability and ethical considerations have become increasingly salient in skincare markets (Bom et al., 2019). Relatedly, ethical buyer orientations are repeatedly linked to support for cruelty-free choices and responsible brand conduct (Magano et al., 2022), and pro-environmental motivations are also documented in Indonesia’s green skincare context (Chin et al., 2018b).

Table 6. Segments Profiles Block Means

| Segment | n | Values_Mean | LifeVisions_Mean | AestheticStyles_Mean | MediaPrefs_Mean |
|---------|----|-------------|------------------|----------------------|-----------------|
| 1 | 12 | 6.44 | 1.95 | 6.08 | 3.81 |
| 2 | 27 | 6.99 | 6.07 | 6.77 | 5.16 |
| 3 | 27 | 5.27 | 4.80 | 4.85 | 4.21 |
| 4 | 66 | 6.33 | 3.67 | 5.65 | 4.60 |
| 5 | 54 | 5.83 | 4.28 | 5.14 | 3.17 |
| 6 | 84 | 6.35 | 4.34 | 4.69 | 4.12 |

Table 7. The Top Style/Media per Segment

| Segment | Top-3 Styles | Top-3 Media |
|---------|---------------|---------------|
| 1 | AS1, AS6, AS3 | MP1, MP7, MP2 |
| 2 | AS5, AS2, AS4 | MP2, MP1, MP3 |
| 3 | AS4, AS1, AS5 | MP2, MP7, MP1 |
| 4 | AS4, AS1, AS5 | MP1, MP7, MP2 |
| 5 | AS4, AS2, AS5 | MP2, MP1, MP7 |
| 6 | AS2, AS1, AS4 | MP2, MP7, MP1 |

Importantly, our results suggest these values are not only expressed through ingredient choices, but also through preferences for “natural” and “clinical” visual codes and distinct media habits. This aligns with evidence that transparency cues can strengthen perceived authenticity and downstream consumer responses (Yang & Battocchio, 2021), and that transparent packaging can increase perceived brand authenticity and (in green contexts) trust-related evaluations (Yu et al., 2025). In other words, the value layer in our segmentation appears to travel together with the kinds of visual signals and communication environments consumers use to decide what feels safe, honest, and worth trying.

Second, life visions help separate segments that look similar on the surface. Segments two and six, for example, may share sporty aesthetics and heavy use of TikTok/Instagram, yet differ in deeper “how I want to live” orientations (achievement/efficiency versus pragmatic clarity). This is exactly why lifestyle segmentation research treats life visions (worldviews about work, progress, enjoyment, and what “a good life” looks like) as a useful pillar alongside values, because it can explain meaningful differences even when channel use and outward style converge (Vyncke, 2002). From a segmentation perspective, adding life visions also follows the logic of building segments from more enduring motivational structures rather than relying only on observable media frequency (Wedel, Michel & Kamakura, 2000).

Third, the strong role of aesthetic styles and media preferences in our study echoes

prior work showing that design cues shape authenticity and value perceptions, but not uniformly across audiences. Packaging and visual design influence brand impressions and consumer evaluation (Orth & Malkewitz, 2008), and aesthetic package design can measurably change consumer choice processes (Yang & Battocchio, 2021). Moreover, certain design elements can function as status signals; for instance, package form cues can shift perceived brand status and choice (H. Chen et al., 2020). These aesthetics also work as self-expressive resources, consistent with research on how consumers use brands to construct and communicate identity (Escalas & Bettman, 2005).

The mapping of media habits further refines what is already known about mediated beauty decision-making. Our data highlight Instagram and creator-driven content as key environments for discovery and learning, which fits influencer research showing that credibility and audience fit shape brand attitudes and consumer response (De Veirman et al., 2017) and that message value and credibility are central in building trust toward branded content (Lou & Yuan, 2019). In our segmentation, media is not treated as a downstream “channel choice,” but as part of the segment definition itself, because the platform ecosystem helps determine which claims are noticed, which cues feel trustworthy, and how quickly product information circulates within peer networks.

Lastly, the six-cluster solution illustrates the benefit of a multidimensional psychographic approach. Value-system segmentation has long shown that stable

motivational profiles can produce interpretable clusters with distinct preference structures (Kamakura & Novak, 1992), and lifestyle segmentation work explicitly argues for combining deeper constructs (values, life visions) with style and media preferences to produce actionable typologies (Vyncke, 2002). This supports our core proposition that a four-pillar psychographic base can explain meaningful differences in what consumers seek from skincare, how they evaluate products, and where they expect to encounter brands in a highly mediated market (Wedel, Michel & Kamakura, 2000).

CONCLUSION

This study set out to build a multi-dimensional psychographic segmentation of Indonesian skincare consumers using four main pillars, namely Values, Life Visions, Aesthetic Styles, and Media Preferences. The results show that these four dimensions come together in consistent patterns and form six clear audience segments. Each segment has its own combination of desired product attributes, interest in different types of claims, and preferred communication channels.

From a theoretical point of view, the study adds to psychographic segmentation in several ways. It shows that Values, Life Visions, Aesthetic Styles, and Media Preferences can be treated as one connected system rather than as separate topics. This supports the idea that motives, views of life, visual taste, and media habits all reflect the same underlying identity structure. The findings also provide evidence that a four pillar psychographic base works well in the specific context of an emerging skincare market, not only in general lifestyle or media studies. In addition, the segments based on these four pillars explain differences in skincare priorities and channel use more clearly than demographic variables on their own. This suggests that a multidimensional psychographic approach can strengthen

both the explanatory power and the practical relevance of segmentation.

There are also direct implications for skincare brands. Segments with strong values around health, emotional balance, and responsibility respond better to gentle and transparent formulations that are presented with natural or clinical visual codes and supported by clear ingredient information. Segments that place high value on self-expression and novelty are more open to hybrid skincare and makeup products, artistic and rich color designs, and stories told by creators on short video platforms. Segments that are more performance oriented and minimalist prefer simple routines, strong functional claims, straightforward textures, and clear communication. These profiles can help brands adjust product development, packaging, and content planning to the audiences that fit their portfolio, rather than treating young skincare users as one single group.

The segments also point to different media priorities. Some audiences rely heavily on TikTok and Instagram to discover products and feel reassured about their choices. Others prefer longer explanations on YouTube or still pay attention to magazines and television. Using media preferences as part of the segmentation base, instead of seeing them only as a targeting decision at the end, makes it easier to design realistic audience journeys. For example, consumers in more careful and natural segments can be approached with calm and informative content that combines clinical and natural cues, while more creative segments may respond better to fast moving, visually rich content and collaborations with expressive creators.

At the same time, the study has limitations that open up directions for future work. The data are cross sectional and based on self-report. Future studies could combine psychographic profiles with behavioral indicators such as actual purchase records, usage frequency, or digital trace data to see how well the segments predict real behavior over time.

Longitudinal research could also examine how stable the segments are and how they change as trends, economic conditions, or platforms evolve. On the methodological side, other clustering approaches, such as hierarchical methods, variants of the k-means method, or non-parametric mixture models, could be used to test the robustness of the audience structure found here. Comparative studies in other countries or in other beauty categories could further explore how far the four pillar psychographic base can be applied and where local adjustment is needed.

The study suggests that a multi-dimensional psychographic approach can form a useful bridge between theory and practice in the skincare field. By grounding segmentation in values, life visions, aesthetic styles, and media preferences, researchers and practitioners can work with audience profiles that are closer to how consumers actually live, decide, and interact with brands in their daily lives.

ACKNOWLEDGMENT

This work was supported by the Hibah Bima PDP 2025 Early Career Lecturer Research Grant from the Kementerian Pendidikan Tinggi, Sains, dan Teknologi (Kemendiktisaintek) through the BIMA information system for research and community service, under Master Contract No. 018/C3/DT.05.00/PL/2025 and Derivative Contract No. 1483bd/IT9.2.1/PT.01.03/2025.

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QUESTIONNAIRE

SECTION 1: LIFE VALUES

Instruction: Below are a number of values that may be important in your life. Values can be understood as guiding principles or goals that you consider important and that direct your actions.

Please rate as honestly as possible the extent to which each of the following values is important in your life, using the scale below:

- 1 = Not Important at All
- 2 = Not Important
- 3 = Slightly Unimportant
- 4 = Neutral
- 5 = Slightly Important
- 6 = Important
- 7 = Very Important

- V1.** Maintaining holistic physical and mental health
- V2.** Having an attractive appearance as an indicator of personal achievement
- V3.** Attaining comfort and stability in everyday life
- V4.** Experiencing inner calm and emotional balance
- V5.** Enjoying life and engaging in self-indulgent, pleasurable activities
- V6.** Receiving recognition and appreciation from one's social environment
- V7.** Expressing oneself through style, aesthetics, and personal preferences
- V8.** Acting independently and freely in choosing products that suit oneself
- V9.** Selecting products based on recommendations from close friends
- V10.** Pursuing personal development in spiritual and intellectual domains
- V11.** Demonstrating responsibility toward family members when choosing products
- V12.** Supporting environmentally friendly products and those that are ethically responsible to society

Notes for researchers (optional to include in the instrument):

- Items V1–V7 represent core values related to health, aesthetics, emotions, and social orientation—key drivers in skincare purchasing.
- Items V8–V9 assess consumer decision-making style (independent vs. collective).
- Items V10–V12 capture social consciousness and ethical responsibility, relevant to preferences for green/ethical/sustainable beauty.

SECTION 2: LIFE VISIONS

Instruction: Below are ten pairs of opposing statements. Please select a number from 1 to 7 to indicate the extent to which you agree more with one statement in each row.

1 means you strongly agree with the statement on the left.

7 means you strongly agree with the statement on the right.

There are no right or wrong answers—please respond based on your personal views.

LV1. Men and women have different social roles. 1 2 3 4 5 6 7 Men and women are equal in all aspects.

LV2. Working hard is more important than enjoying life. 1 2 3 4 5 6 7 Enjoying life is more important than working hard.

LV3. Family is the center of a person's life. 1 2 3 4 5 6 7 Individual independence matters more than anything else.

LV4. Technology has negative impacts on life. 1 2 3 4 5 6 7 Technology improves life.

LV5. Traditions should be maintained and respected. 1 2 3 4 5 6 7 Change and innovation should be continuously encouraged.

LV6. Physical beauty is very important in social life. 1 2 3 4 5 6 7 Inner beauty is more important than outward appearance.

LV7. Well-known brands are more trustworthy. 1 2 3 4 5 6 7 Brand name is

not important as long as the product is high quality.

LV8. Product choices should consider their environmental impact. 1 2 3 4 5 6 7 The outcome matters more than environmental impact.

LV9. Helping others is an important part of my life. 1 2 3 4 5 6 7 Each person is responsible for themselves.

LV10. Maintaining physical health and diet is a priority. 1 2 3 4 5 6 7 I prefer a relaxed life with few rules.

SECTION 3: AESTHETIC STYLES

How appealing are the following styles to you in everyday life (e.g., clothing style, product packaging design, interiors, or brand visual identity)?

Use a 1–7 scale (1 = Not appealing at all, 7 = Very appealing).

AS1. Classic and Formal: Elegant, well-ordered, inspired by conventional and timeless styles; often uses neutral colors and symmetrical designs.

AS2. Sporty and Functional: Simple, practical, dynamic; often inspired by active and casual lifestyles.

AS3. Trendy and Experimental: Follows the latest trends, bold and distinctive; willing to try unconventional styles.

AS4. Modern Minimalist: Simple, clean, without excessive ornamentation; dominated by white, black, or pastel tones.

AS5. Natural and Organic: Nature-inspired; uses earth tones, natural textures, and an eco-friendly impression.

AS6. Artistic and Colorful: Expressive and creative; rich in colors and patterns; emphasizes personal uniqueness.

AS7. Luxurious and Prestigious: Glamorous, exclusive, richly detailed; dominated by gold/silver tones and premium materials.

AS8. Bohemian and Ethnic: Free-spirited and often spiritual; characterized by ethnic motifs and warm colors; reflects cultural diversity.

AS9. Futuristic and Edgy: Modern and avant-garde; often uses geometric forms, metallic colors, and technological elements.

SECTION 4: MEDIA PREFERENCES

Instruction: How often do you use the following platforms/media to seek references or inspiration related to skincare products?

Use a 1–7 scale (1 = Never, 7 = Very Often).

MP1. TikTok

MP2. Instagram

MP3. YouTube

MP4. Facebook

MP5. X (formerly Twitter)

MP6. Beauty blogs or websites (e.g., Female Daily)

MP7. E-commerce platforms (e.g., Tokopedia, Shopee, Sociolla)

MP8. Beauty magazines (print or digital)

MP9. Beauty-themed podcasts