

# Online Purchasing Behavior of Skincare Products by Generation X Female

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## ABSTRACT

This study aims to examine the online buying behavior of Generation X female regarding skincare products. The research is focused on what factors (both internally and externally, namely personal, social and situational factors) that influence the purchasing decisions of generation X female consumers for skincare products. This study used purposive sampling with the specified criteria being female, aged 43-57 years and had bought skincare online for the last 6 months. Data were collected through in-depth interviews with 10 informants. Data were analyzed descriptively. The results show that based on personal factors, generation X females are buying skincare products to reduce signs of aging by paying attention to halal values, BPOM guarantees, natural ingredients, and free from animal cruelty. Based on social factors, generation X females are buying skincare products because of recommendations especially from girls. Based on situational factors, generation X females are interested in buying if e-commerce has a promotional atmosphere for skincare products even though they keep buying despite the price increase.

**Keywords:** Online purchasing, Generation X female, Personal

