

The Influence of Brand Awareness, Perceived Quality, Promotion, and Trust on Men's Skincare Purchase Intention

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Abstract—This study investigates the influence of Brand Awareness, Perceived Quality, Promotion, and Customer Trust on Men's Skincare Purchase Intention in Garut Regency. The research employed a quantitative approach with a cross-sectional survey of 146 male respondents aged 18–45 years, selected through purposive sampling. Data were collected using a Likert-scale questionnaire and analyzed with Partial Least Squares–Structural Equation Modeling (PLS-SEM). The results indicate that all four independent variables significantly affect Purchase Intention, both simultaneously and partially. Brand Awareness strengthens recognition and reduces perceived risk, Perceived Quality reflects consumer judgments of product effectiveness and safety, Promotion through digital media enhances exposure and interest, while Customer Trust emerges as a decisive factor in purchase decisions and loyalty. These findings conclude that the four factors are essential in shaping effective marketing strategies for men's skincare products, especially in local markets with distinct consumer characteristics.

Keywords: Brand Awareness, Customer Trust, Perceived Quality, Purchase Intention.

I. INTRODUCTION

Changes in modern lifestyles have increased public awareness of the importance of skin care, not only for women but also for men. Skincare is now seen as part of quality of life, especially in maintaining skin health from exposure to sunlight, pollution, and premature aging [1]. Consumer behavior is influenced by marketing stimuli such as products, prices, places, and promotions [2]. However, despite increasing awareness of skin health among men [3], interest in purchasing skincare products among men in Garut Regency is still relatively low [4].

This phenomenon can be seen from the sales data of Kahf Face Wash, which experienced fluctuations, namely 37,800 units in 2020, decreasing to 25,200 units in 2021, and increasing again to 50,400 units in 2022 [5]. The pre-survey results at Wulan Home Facial and DV Clinic Garut show that only 10% of male patients undergo treatment and purchase products, 50% only undergo treatment without purchasing, and 40% only purchase without continuing treatment. In addition, 85% of male patients stop treatment after their skin condition improves, and only 15% continue treatment regularly. This condition indicates low consistency in the use of skincare among men in Garut, even though BPS (2024) data shows that the male population is greater

than the female population in various generations, such as Gen Z with 404,408 males compared to 376,919 females [6].

Factors that are thought to influence low purchase intention for men's skincare include brand awareness, perceived quality, promotion, and customer trust. Brand awareness plays a role in helping consumers recognize brands and reduce perceived risk [7]. Perceived quality reflects consumers' evaluation of product effectiveness and safety [8], [9]. Promotion, especially through digital media, can increase exposure and influence purchasing decisions [10], [11]. Meanwhile, customer trust is a key element in building loyalty and sustained purchasing interest [11], [12].

A study that examined MS Glow consumers in West Java concluded that social media, promotions, and brand image have a significant influence on purchasing decisions, which directly impact consumer spending on skincare products [13]. Digital content and endorsements by local influencers have been proven to drive purchases, especially among young urban men who are becoming aware of the importance of skin care.

Research on the island of Java shows that the marketing strategies of men's skincare brands such as Kahf, which emphasize “masculine” aspects, have succeeded in increasing men's acceptance of facial



care products [14]. Additionally, gender stereotypes in West Java society are beginning to shift, where the use of skincare is no longer considered an exclusively female practice, but rather part of a healthy and modern lifestyle [15].

Social and cultural changes have also driven the development of the men's skincare market. One study found that the trend of men's skincare is increasing in areas with strong cultural identities such as West Java [16], while other research explains that shifting values of masculinity are making men's self-care practices more acceptable [17]. Thus, understanding the factors that shape the purchase intention of men's skincare in Garut Regency is very relevant in addressing the existing research gap.

Based on this phenomenon, this study aims to analyze the influence of brand awareness, perceived quality, promotion, and customer trust on the purchase intention of men's skincare products in Garut Regency [18], [19]. The findings of this study are expected to contribute theoretically to the development of marketing science and provide practical implications for producers and business actors in designing effective marketing strategies in accordance with the characteristics of local consumers.

II. LITERATURE REVIEW

2.1 Management Theory

Management is both a science and an art in directing resources effectively and efficiently to achieve organizational goals. According to [20], management involves guiding processes through human and non-human resources. According [21] emphasized management as “the art of getting things done by people,” highlighting the importance of leadership and managerial skills. In marketing, management plays a crucial role in shaping consumer perceptions, building trust, and influencing purchase decisions. Thus, management theory provides a grand framework to understand consumer behavior, particularly in purchasing men's skincare products.

2.2 Brand Awareness

Brand awareness refers to the extent to which consumers recognize and recall a brand. According [22] stated that brand awareness is the foundation of brand equity, consisting of recognition, recall, and top-of-mind awareness. According by [23] categorized it into brand recall, brand recognition, purchase decision, and consumption. In skincare,

brand awareness reduces consumer uncertainty and risk when purchasing new products [24]. Previous studies showed that higher brand awareness significantly increases purchase intention [25], [26].

2.3 Perceived Quality

Perceived quality is defined as consumer judgment about a product's overall excellence or superiority relative to alternatives. According [27] emphasized that it is not only based on objective attributes but also subjective consumer perceptions. Research by [28] identified perceived quality as a key driver of brand equity and purchase intention. Research by [29] demonstrated that perceived quality positively influences purchase decisions. In skincare, perceived quality is often assessed through product performance, features, reliability, durability, and packaging [30].

2.4 Promotion

Promotion is an essential element of the marketing mix that communicates product value to consumers. Research by [30] defined promotion as a company's effort to inform, persuade, and remind target consumers about its products. Research by [31] highlighted the growing importance of digital promotion in influencing consumer decisions. Research showed that promotional strategies, including social media campaigns and influencer endorsements, significantly enhance purchase intention in skincare [32], [33].

2.5 Customer Trust

Customer trust reflects consumer belief in the reliability, integrity, and competence of a brand. [34] stated that trust provides psychological assurance in product usage. According [35] argued that higher consumer trust fosters loyalty and repeat purchases. In skincare products, trust is closely tied to perceptions of safety, certification, and consistent product performance. Studies found that trust plays a decisive role in strengthening the relationship between consumers and skincare brands [36].

2.6 Purchase Intention

Purchase intention refers to the likelihood of consumers to buy a product in the future. According by [37] explained that intention is the main predictor of actual behavior in the Theory of Planned Behavior. In the skincare context, purchase intention is influenced by awareness, quality perception,



promotional exposure, and trust. Previous findings demonstrated that these variables collectively and individually contribute to shaping male consumers' decision-making process [38].

2.7 Previous Studies

Prior research has examined the relationship between brand awareness, perceived quality, promotion, customer trust, and purchase intention. According [12] found that brand awareness and perceived quality positively influence purchase intention for Nivea products. Research by [39] revealed that promotions such as discounts and electronic word-of-mouth significantly boost purchase decisions. According [18] highlighted the critical role of trust and awareness in reducing perceived risk and enhancing buying confidence. However, most studies focused on specific brands or general consumers, with limited attention to male consumers in regional markets such as Garut Regency. This research seeks to fill that gap by examining these factors in the context of men's skincare consumption.

III. RESEARCH METHODS

This research employed a quantitative survey design and was conducted in Garut Regency, West Java, with the population comprising male consumers who use skincare products. The sample size was determined through an a priori power analysis using G*Power (v3.1.9.4) for a linear multiple regression (fixed model, R^2 deviation from zero), which resulted in 146 respondents. To strengthen the statistical power, the number was rounded to 150 respondents. The sampling technique used was non-probability purposive sampling with inclusion criteria such as male gender, residence in Garut Regency (urban or rural), aged 18–45 years, and experience in using skincare products [40].

The data were collected using an online questionnaire distributed via WhatsApp and Google Form. The instrument contained structured items that measured the variables of brand awareness, perceived quality, promotion, customer trust, and purchase intention. Each variable was operationalized through several indicators adapted from previous validated studies, and all items were assessed using a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5) [41].

The collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-

SEM) with SmartPLS 4.0. The analysis stages included descriptive statistics to describe respondent characteristics, evaluation of the measurement model through convergent validity, discriminant validity, and reliability testing, and evaluation of the structural model through the examination of path coefficients, coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), multicollinearity diagnostics, and hypothesis testing.

IV. RESULT AND DISCUSSION

Results

The characteristics of the respondents are presented in Table 1. Most of the respondents were between 18–25 years old (46%), followed by 26–35 years old (32%) and 36–45 years old (22%). In terms of education, 52% of the respondents had completed undergraduate studies, 38% senior high school, and 10% postgraduate studies. Regarding occupation, students dominated the sample (41%), followed by employees (36%) and entrepreneurs (23%). These results show that young men with relatively higher education are increasingly aware of skincare products, reflecting a lifestyle shift toward self-care.

Table 1. Respondent Characteristics (n = 150)

Characteristics	Category	Percentage (%)
Age	18–25 years	46
	26–35 years	32
	36–45 years	22
Education	Senior High Sch.	38
	Undergraduate	52
	Postgraduate	10
Occupation	Student	41
	Employee	36
	Entrepreneur	23

Source: Author's data processing (2024).

The results of convergent validity and reliability tests are presented in Table 2. All factor loadings exceeded 0.7, AVE values were above 0.5, and composite reliability as well as Cronbach's alpha values were greater than 0.7. These results confirm that the constructs meet the requirements for validity and reliability.

Table 2. Convergent Validity and Reliability Results

Construct	Indicator	Loading	AVE	CR	Cronbach's α
Brand Awareness	BA1–BA6	0.72–0.85	0.63	0.88	0.83
Perceived Quality	PQ1–PQ8	0.74–0.88	0.66	0.89	0.84
Promotion	PR1–PR8	0.71–0.86	0.61	0.87	0.82



Construct	Indicator	Loading	AVE	CR	Cronbach's α
Customer Trust	CT1–	0.75–	0.68	0.90	0.85
	CT11	0.89			
Purchase Intention	PI1–PI11	0.73–0.87	0.65	0.88	0.83

Source: Author's data processing with SmartPLS (2024).

The structural model results are summarized in Table 3. The R^2 value for purchase intention was 0.731, meaning that brand awareness, perceived quality, promotion, and customer trust collectively explained 73.1% of the variance in purchase intention. Path coefficient analysis showed that all variables had a positive and significant effect on purchase intention.

Table 3. Structural Model Results

Relationship	Path Coefficient (β)	t-Statistics	p-Value	Result
Brand Awareness \rightarrow PI	0.214	2.746	0.006	Significant
Perceived Quality \rightarrow PI	0.263	3.128	0.002	Significant
Promotion \rightarrow PI	0.193	2.445	0.015	Significant
Customer Trust \rightarrow PI	0.298	3.542	0.000	Significant
R^2 (Purchase Intention)	0.731			Substantial

Source: Author's data processing with SmartPLS (2024).

The hypothesis testing results are shown in Table 4. All hypotheses were supported, as indicated by significant path coefficients ($p < 0.05$).

Table 4. Hypothesis Testing Results

Hypothesis	Relationship	Path Coefficient (β)	t-Statistics	p-Value	Result
H1	Brand Awareness \rightarrow PI	0.214	2.746	0.006	Supported
H2	Perceived Quality \rightarrow PI	0.263	3.128	0.002	Supported
H3	Promotion \rightarrow PI	0.193	2.445	0.015	Supported
H4	Customer Trust \rightarrow PI	0.298	3.542	0.000	Supported

Source: Author's data processing with SmartPLS (2024).

The PLS-SEM diagram of the structural model is presented in Figure 1.

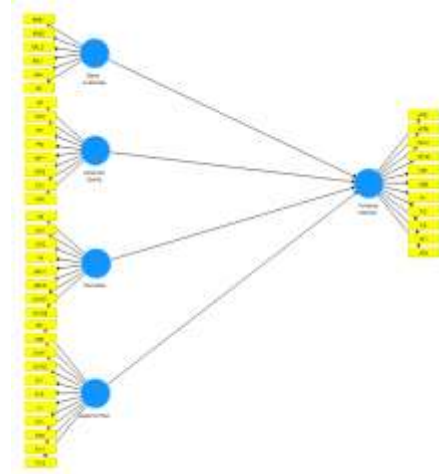


Figure 1. Structural Model PLS-SEM

Source: Author's data processing with SmartPLS (2024).

In addition to the quantitative findings, the interview results provided further insights. Several respondents stated that brand awareness strongly influences their trust in men's skincare products. One consumer admitted that he only considered purchasing products from brands that are widely advertised and frequently recommended by peers. Another respondent highlighted that perceived quality is associated with product safety, with comments emphasizing the importance of halal certification and dermatologist recommendations. Regarding promotion, informants mentioned that social media campaigns and influencer endorsements attract attention but must be consistent to sustain interest. Trust emerged as the most decisive factor, as many respondents expressed hesitation to repurchase when previous experiences caused irritation or when product authenticity was questioned. These qualitative findings reinforce the statistical results, showing that brand awareness, product quality, promotion, and consumer trust collectively shape men's purchase intentions.

The discussion shows that brand awareness significantly influences purchase intention, as consumers who easily recognize a brand tend to reduce perceived risk in purchase decisions. This finding supports previous studies [3]. Perceived quality also had a significant impact, indicating that consumers rely on product performance, safety, and packaging when making skincare decisions, consistent. Promotion positively influenced purchase intention, highlighting the importance of digital campaigns and influencer endorsements, which aligns

with [42]. Customer trust was found to be the strongest predictor, emphasizing that consumer confidence in product safety and reliability is fundamental to maintaining long-term purchase interest.

The novelty of this study lies in its specific focus on male consumers in Garut Regency, a region where cultural values strongly influence consumption patterns. While previous research on skincare purchase intention has largely centered on female consumers or national-scale studies, this study shows that men in regional markets are also increasingly shaped by marketing stimuli. These results provide valuable implications for marketers to design strategies that accommodate shifting gender norms and local cultural contexts.

Discussion

The results of this study indicate that all four variables Brand Awareness, Perceived Quality, Promotion, and Customer Trust have a significant and positive influence on Purchase Intention of men's skincare products in Garut Regency. These findings align with the conceptual framework and strengthen several theories in marketing and consumer behavior.

First, the positive effect of Brand Awareness on Purchase Intention is consistent with the customer-based brand equity theory [43], which emphasizes that strong brand recall and recognition reduce consumers' perceived risks and increase their likelihood of choosing the brand. This is also in line with previous findings that brand awareness plays an important role in consumer decision-making [44]. The interview results reinforce this, as several respondents stated that well-known brands such as Kahf are more trusted and considered safer to use compared to lesser-known local products.

Second, Perceived Quality was found to significantly influence Purchase Intention. This supports prior research [45] which argued that consumer evaluation of quality and effectiveness of products strongly shapes their purchase decisions. The interview data further confirm this, as respondents indicated that they are more likely to continue purchasing skincare if the product provides visible and satisfying results.

Third, Promotion showed a positive impact on Purchase Intention, which is consistent with earlier studies. The findings highlight that digital

promotions, especially through social media and influencer endorsements, effectively increase product visibility and shape consumer attitudes. Interviews also revealed that male consumers in Garut are more motivated to try skincare products when they encounter advertisements on Instagram or TikTok, and when promotions such as discounts or bundling are offered.

Finally, Customer Trust significantly influences Purchase Intention. This supports the Commitment-Trust Theory [3] and subsequent studies [46], which underline the importance of trust in sustaining consumer relationships and purchase continuity. Interviews revealed that product safety, halal certification, and dermatologist recommendations were key factors in building trust, thereby motivating men to purchase skincare products regularly.

Taken together, these findings suggest that the low purchase intention among men in Garut is not due to lack of awareness, but rather due to gaps in consistent trust-building and promotion strategies. The evidence from both quantitative analysis and qualitative interviews confirms that when brands successfully build awareness, ensure product quality, promote effectively, and maintain consumer trust, men are more willing to adopt skincare as part of their lifestyle.

V. CONCLUSION AND SUGGESTION

This study concludes that brand awareness, perceived quality, promotion, and customer trust significantly influence men's purchase intention of skincare products in Garut Regency. Among these variables, customer trust emerged as the strongest predictor, underscoring the critical role of consumer confidence in product safety and authenticity. These findings contribute to marketing science by demonstrating that factors traditionally associated with female consumer behavior are also highly relevant in shaping male purchase intentions, particularly in regional contexts where cultural values strongly influence consumption patterns. The study thus provides new insights into the shifting norms of masculinity and self-care, indicating that men are becoming increasingly receptive to skincare as part of a modern lifestyle.

From a practical perspective, the results suggest that skincare businesses should prioritize strategies that build and maintain trust, such as ensuring product



authenticity, safety certifications, and transparent communication. Enhancing brand awareness through consistent promotional activities, particularly on digital platforms, and emphasizing product quality are also essential to attract and retain male consumers. These insights are especially important for companies seeking to expand their market share in regions like Garut, where awareness and acceptance of men's skincare are still emerging.

For future research, it is recommended to expand the scope beyond Garut Regency to include other regions in Indonesia, allowing for broader generalization of the findings. Further studies may also explore additional factors, such as lifestyle, social influence, or cultural perceptions, that could complement the variables examined in this study. Combining quantitative and qualitative approaches, or conducting longitudinal studies, would enrich the understanding of men's skincare consumption behavior and provide deeper insights into evolving consumer trends.

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