Personal, Social, and Lifestyle Factors Influencing Male Purchase Intentions in Beauty Clinics

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Abstract

In recent years, an increasing awareness of appearance among men has led to a rise in their interest in beauty clinic services. This shift underscores the importance of understanding the factors that influence male consumers' purchase intentions in this industry. This study aims to analyze the influence of personal factors, social media marketing, and lifestyle on male consumers 'purchase intentions for beauty clinic services. This study used a quantitative approach with a purposive sampling technique, involving 100 male respondents who completed a distributed questionnaire. Instrument testing confirmed the validity and reliability of the data. Furthermore, classical assumption tests indicated that the data were normally distributed and the regression model was free from multicollinearity and heteroscedasticity. The results showed that all three independent variables had a significant and positive influence on the purchase intentions of male consumers. Specifically, personal factors, social media marketing, and lifestyle were found to have a significant influence on the decision to use beauty clinic services. In conclusion, these findings underscore the importance of considering these three aspects when targeting male consumers in the beauty sector, particularly to refine marketing strategies and enhance customer engagement in urban areas.

Keywords

Beauty Clinic, Lifestyle, Personal Factors, Purchase Intent, Social Media Marketing.

1. Introduction

The beauty industry in Indonesia is experiencing rapid growth, marked by a 60% increase in the number of licensed beauty clinics from 2020 to 2025 and a projected market value of Rp 23.49 trillion by 2030. This development is expanding to various regions, including Yogyakarta. As awareness of appearance and skin health increases, men are also becoming targets for beauty services, reflecting a shift in views on masculinity and self-care.

Purchase intention is one of the important indicators in the study of consumer behavior. According to Erlangga et al. (2021), purchase intent reflects the initial stages of the consumer decision-making process, occurring before a product or service is purchased. Purchase intent reflects a person's tendency to buy a particular product in the future, which is influenced by attitudes, perceptions, and evaluations of the product (Roccas et al., 2002; Manzoor et al., 2020). Therefore, understanding the factors that influence purchase intent is important, especially in the context of an increasingly competitive beauty industry.

Consumers' purchase intentions are influenced by various factors, including personal characteristics such as age, life stage, occupation, income, lifestyle, and personality (Sudirjo, 2021). These personal factors shape consumer preferences, needs, and behaviors, making them crucial for effective market segmentation and targeted marketing strategies (Mieziene et al., 2021; Romadhoni et al., 2023). Prior studies have shown that variables such as age, income, and lifestyle have a significant impact on purchase intentions. However, some findings, including those by Wibowo et al. (2020), highlight inconsistencies, particularly regarding the role of social factors. This suggests the need for deeper investigation into which personal components most influence purchasing decisions in the beauty service context (Appel et al., 2020).

Social media marketing plays a strategic role in influencing consumer purchase intentions by combining entertainment, interaction, and digital engagement to build brand awareness and drive decisions. In today's digital era, social media serves as a key platform for consumers to seek information, read reviews, and engage with brands. Effective communication through these channels can shape consumer attitudes and behavioral intentions, ultimately influencing their purchasing decisions.

Empirical research by Jamil et al. (2022) and Viliaus and Matusin (2023) supports the argument that marketing activities on social media have a significant influence on consumer purchase intent. Activities such as providing relevant content, facilitating direct interaction, and leveraging influences have been proven to increase consumer interest in making purchases (Irshad et al., 2020; Ivanka et al., 2023). However, some studies do not find a significant influence of social media marketing on purchase intent, as shown by Ahn and Ahn (2020). This inconsistency suggests the presence of specific moderation or contextual factors that can impact the effectiveness of a social media marketing strategy.

Lifestyle is a key factor influencing consumer purchase intentions, reflecting an individual's daily activities, interests, and values (Segarwati et al., 2023; Duarte et al., 2025). By understanding consumer lifestyles, marketers can create more personalized and effective promotional strategies (Peña-García et al., 2020; Cho et al., 2021). While several studies have shown a significant link between lifestyle and purchase intention, others, such as Delafrooz et al. (2011), have found no consistent effect, indicating the need for further contextual research.

Based on this study of men's lifestyles, which shows an increased concern for appearance and self-care, especially among college students, this study focuses on male consumers who use beauty clinic services in Yogyakarta. This phenomenon underscores the importance of identifying internal factors that influence consumption behavior, particularly in shaping purchase intentions. Amid the increasing intensity of competition in the beauty clinic services industry, the formulation of adaptive marketing strategies, including through social media, is a crucial aspect. Furthermore, the diversity of findings in previous studies suggests that there are theoretical gaps that require further examination. Therefore, this study aims to analyze the influence of personal factors, marketing through social media, and lifestyle on the purchase intention of male consumers in beauty clinic services in the Yogyakarta area.

2. Literature Review

2.1. The Influence of Personal Factors on Purchase Intention

Personal factors refer to individual characteristics that influence a person's purchasing behavior, including age, life stage, occupation, income, lifestyle, and personality (Rudyanto, 2018; Doan et al., 2020). These internal attributes play a crucial role in shaping consumer preferences, needs, and motivations, which ultimately affect their decision-making process. Personal factors also influence interpersonal interactions, such as the tendency to relate to others with similar characteristics (Dang & Pham, 2018; Kuswanto, 2024). Numerous studies have found that personal factors have a positive and significant effect on purchase intention. For instance, Wijekoon and Sabri (2021) all concluded that elements such as age, income level, and lifestyle are key predictors of consumer intention to buy a product or service. The purchase intention itself represents the initial phase in the consumer decision-making process, preceding an actual transaction. It reflects a person's likelihood to make a future purchase and is influenced by their attitudes, perceptions, and evaluations (Munawar et al., 2020; Warbung et al., 2023). Understanding how personal factors shape this intention is fundamental in competitive industries like beauty services, where individual preferences and personality traits strongly influence brand perception and service selection. Lienata and Berlianto (2023) reveal inconsistencies, particularly concerning the significance of social factors. The overall body of evidence supports the importance of personal variables in predicting consumer behavior. Thus, identifying and analyzing relevant

personal factors can help businesses refine their market segmentation and develop more effective, targeted marketing strategies.

H1: Personal factors have a positive and significant effect on purchase intention.

2.2. Social Media Marketing and Lifestyle on Purchase Intent

Social media marketing is a form of strategy used to build awareness, recognition, memory, and encourage action against a brand, product, business, individual, or group, either directly or indirectly, by utilizing various tools from the social web such as blogs, microblogs, and social networks (Yohandi, 2022). Previous research has concluded that social media marketing has a positive and significant effect on purchase intent (Nobar et al., 2020). Another study shows that the more effective the social media marketing strategy carried out by marketers, the more likely it is to encourage an increase in purchase intent (Febrian et al., 2022). Social media marketing indicators encompass various aspects, including interesting information about brands on social media, searching for brand information, preferences for sharing brand information with friends, attention-grabbing ads, information-sharing trends, brand information-sharing opportunities, and preferences for sharing brand content. Social media marketing plays a significant role in increasing purchase intent (Alfikri, 2021; Ahmed et al., 2023).

Lifestyle is one of the factors that drives buying interest, as well as reflecting the uniqueness of a person's identity in their interactions with their environment (Muchardie et al., 2016). Previous research conducted concluded that lifestyle has a positive and significant effect on purchase intention (Kim & Ko, 2012; Sari & Islamuddin, 2024). Other studies have shown that the more a consumer's lifestyle aligns with the product's characteristics, the more likely they are to purchase it (As'ad & Alhadid, 2014). Lifestyle is proven to play a significant role in determining purchase intent (Erlangga et al., 2021).

H2: Social media marketing has a positive and significant effect on purchase intention.
H3: Lifestyle has a positive and significant effect on purchase intention.
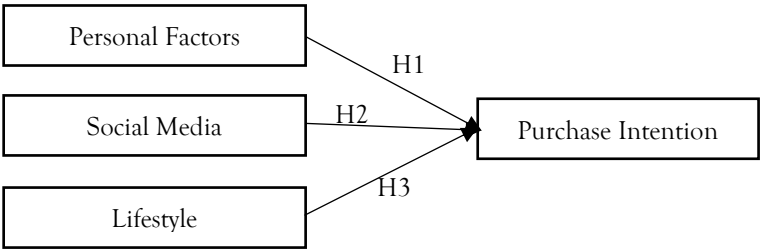
Figure 1. Conceptual Framework

The figure above is a conceptual framework that illustrates the relationship between three independent variables and one dependent variable. The three independent variables are personal factors, social media marketing, and lifestyle, each of which is assumed to influence purchase intention. The relationship between the variables is explained through three hypotheses: H1 states that personal factors influence purchase intention, H2 states that social media marketing influences purchase intention, and H3 states that lifestyle also influences purchase intention. Each arrow pointing to the dependent variable indicates a suspected direct influence that will be tested empirically in this study. This framework provides a clear visual basis for understanding the flow of cause-and-effect relationships that are the primary focus of this study's analysis.

3. Methods

This study employs a quantitative research approach with the primary aim of testing hypotheses through the analysis of numerical data. The selection of a quantitative method is grounded in its ability to produce objective, replicable, and statistically measurable results. Quantitative research is considered appropriate for this study because it facilitates the identification and analysis of patterns, relationships, and the magnitude of influence among variables related to student behavior and perceptions in a structured manner.

The research was conducted in the Special Region of Yogyakarta Province, targeting the university student population within the area. University students were selected as the population because of their significant exposure to digital and behavioral trends, making them relevant respondents for studies involving perceptions, attitudes, or behavioral intentions. However, due to the undefined and potentially huge number of students across various institutions in Yogyakarta, the population in this study is considered infinite. Given the nature of the population, the sampling technique used in this research is non-probability sampling, specifically the purposive sampling method. This technique involves selecting respondents based on specific criteria determined by the researcher to ensure the data's relevance to the research objectives. The purposive sampling approach allows the researcher to focus on individuals who are expected to provide the most relevant information based on predetermined characteristics, such as being an active university student currently residing and studying in Yogyakarta.

The total sample size in this study consisted of 100 respondents, which was considered sufficient for preliminary statistical analysis and hypothesis testing using standard parametric techniques. Respondents were recruited through online distribution of questionnaires using digital platforms, ensuring ease of access and a broader reach during the data collection phase. The use of online questionnaires also supports the efficiency and speed of data collection, while ensuring respondents' anonymity. The study utilized primary data obtained directly from the respondents,

answers to the structured questionnaire. In addition, secondary data were collected from relevant and reputable sources, including official online publications such as Solo.navigasi.co.id (2025), to provide supporting contextual information and strengthen the background of the research.

4. Result

The Validity Test aims to measure the extent of compatibility between the data obtained from the research subject and the concept to be measured. The testing technique uses Pearson Product Moment.

Table 1: Validity Test Results

Variable	Statement	r count	R table	Significance (p)	Information
Personnel factor	X1.1	0.612	0.1966	0.000	Valid
	X1.2	0.539	0.1966	0.000	Valid
	X1.3	0.577	0.1966	0.000	Valid
	X1.4	0.644	0.1966	0.000	Valid
	X1.5	0.655	0.1966	0.000	Valid
Social Media Marketig	X2.1	0.441	0.1966	0.000	Valid
	X2.2	0.578	0.1966	0.000	Valid
	X2.3	0.623	0.1966	0.000	Valid
	X2.4	0.460	0.1966	0.000	Valid
	X2.5	0.606	0.1966	0.000	Valid
	X2.6	0.424	0.1966	0.000	Valid
	X2.7	0.515	0.1966	0.000	Valid
Lifestyle	X3.1	0.734	0.1966	0.000	Valid
	X3.2	0.578	0.1966	0.000	Valid
	X3.3	0.385	0.1966	0.000	Valid
	X3.4	0.608	0.1966	0.000	Valid
	X3.5	0.541	0.1966	0.000	Valid
	X3.6	0.675	0.1966	0.000	Valid
Purchase Intent	Y.1	0.545	0.1966	0.000	Valid
	Y.2	0.620	0.1966	0.000	Valid
	Y.3	0.720	0.1966	0.000	Valid
	Y.4	0.490	0.1966	0.000	Valid
	Y.5	0.670	0.1966	0.000	Valid

Based on Table 1, it can be seen that overall, the items in the variable questionnaire used in this study have a calculated r value greater than the r table of 0.1966 with a significance value (p) < 0.05. It can be concluded that all questionnaire items are declared valid and suitable for use.

Table 2: Reliability Test

Variabel	Cronbach's Alpha	Critical Values	Information
Personnel factor	0.643	0.60	Reliable
Social Media Marketing	0.693	0.60	Reliable
Lifestyle	0.630	0.60	Reliable
Purchase Intent	0.732	0.60	Reliable

Based on Table 2, it can be concluded that all variables used in this study obtained Cronbach's alpha value greater than 0.60. Thus, it can be said that all instruments are considered reliable, making them worth using.

The normality test uses the Kolmogorov-Smirnov model. The output results of data processing using SPSS are as follows.

Table 3: Normality Test Results

Statistics		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	0.0000000
	Hours of deviation	1.73470316
Most Extreme Differences	Absolute	0.118
	Positive	0.118
	Negative	0.100
Test Statistic		0.118
Asymp. Sig. (2-tailed)		0.068c

Based on Table 3, the results of the normality test are presented using a one-sample Kolmogorov-Smirnov test value on the Asymptotic Distribution. Sig (2-tailed) was obtained at 0.068, which means $p > 0.05$, so that the data in this study are normally distributed.

The Multicollinearity test uses the Variance Inflation Factor (VIF) and evaluates its tolerance. The results of the Multicollinearity Test can be found in the table.

Table 4: Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Itself.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	BRIGHT
1 (Constant)	4.414	2.003		2.203	0.030		
Personnel factor	0.257	0.114	0.237	2.246	0.027	0.543	1.841
Social Media Marketing	0.210	0.081	0.271	2.606	0.011	0.560	1.785
Lifestyle	0.200	0.081	0.251	2.466	0.015	0.586	1.708

Based on Table 4, all independent variables obtained a VIF result of less than 10 and a tolerance value greater than 0.10. Thus, it can be concluded that there is no correlation between the independent variables, indicating that there is no multicollinearity in this study.

The technique used for the heteroscedasticity test is the Scatter *Plot Model diagram*. The results of the heteroscedasticity test are as follows.
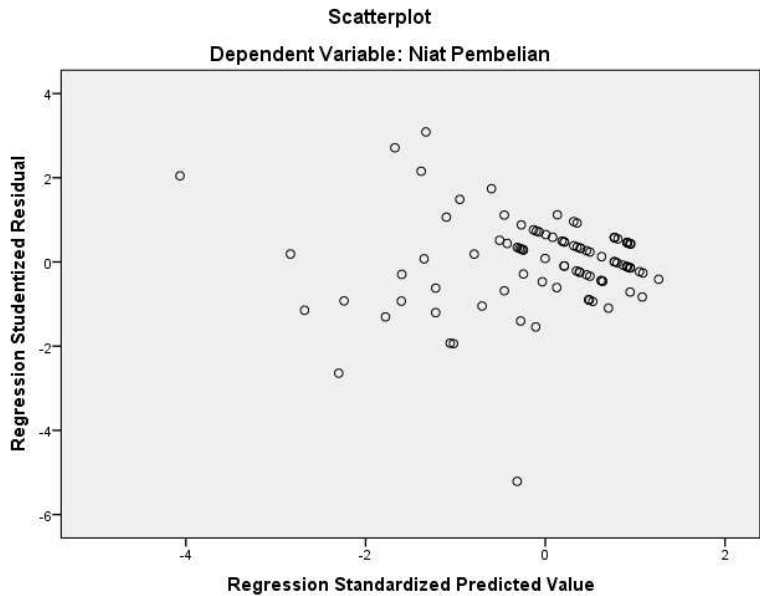

Figure 2: Heterokedasticity Test Results

Based on Figure 2 of the Scatterplot diagram, the dots are randomly scattered along the Y-axis, either above or below the value of 0. There are no discernible patterns, such as waves, expansions, or constrictions, visible on the Scatterplot chart.

Based on these observations, it can be concluded that there is no indication of heteroscedasticity in the regression model used in this study.

Multiple linear regression analysis was conducted to determine the direction of influence of personal factors, social media marketing, and lifestyle on purchase intent, as shown in Table 5.

Table 5. Results of Multiple Linear Regression Analysis Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Itself.
	B	Std. Error	Beta		
(Constant)	4.414	2.003		2.203	0.030
Personnel factor	0.257	0.114	0.237	2.246	0.027
Social Media Marketing	0.210	0.081	0.271	2.606	0.011
Lifestyle	0.200	0.081	0.251	2.466	0.015

Based on Table 5 of the multiple linear regression test, the following regression equations were obtained:

Y = 4.414 + 0.257X1 + 0.210X2 + 0.200X3 + e

The results of the regression analysis indicate several key findings. First, the constant value (a) of 4.414 suggests that when the three independent variables, personal factors, social media marketing, and lifestyle, are held constant or unchanged (zero), the value of purchase intention is 4.414. This implies a baseline level of purchase intention in the absence of influence from the independent variables.

Second, the regression coefficient for the personal factor variable (X1) is 0.2571. This indicates that a 1-unit increase in the personal factor score will result in a 0.2571-unit increase in the purchase intention score, assuming all other variables remain unchanged. The direction of this influence is positive, meaning that higher personal factor scores are associated with stronger purchase intentions.

Third, the coefficient for the social media marketing variable (X2) is 0.2103. This means that a 1-unit increase in the social media marketing score will result in a 0.2103-unit increase in the purchase intention score, assuming all other variables remain constant. The effect is also positive, indicating that more effective social media marketing is likely to enhance consumers' purchase intentions.

Lastly, the coefficient for the lifestyle variable (X3) is 0.2002. This shows that if the lifestyle score increases by 1 unit, the purchase intention score will rise by 0.2002 units, assuming other factors remain constant. The influence of lifestyle on purchase intention is also positive, suggesting that individuals with particular lifestyle characteristics are more likely to demonstrate an increased intention to purchase.

The *t*-test aims to test the significance of the influence of independent variables on dependent variables. An alternative hypothesis is declared proven if the significance value (p) < 0.05.

Table 6: Partial Test Results (t-test)

Hypothesis	t count	Significance	Information
Personal Factors → Purchase Intent	2.246	0.027 (p < 0.05)	HO1 rejected Ha1 accepted
Social Media Marketing → Purchase Intent	2.606	0.011 (p < 0.05)	HO2 rejected Ha2 accepted
Lifestyle → Purchase Intent	2.466	0.015 (p < 0.05)	HO3 rejected Ha3 accepted

Based on Table 6, the hypothesis decision-making in this study is as follows. The hypothesis testing results provide evidence in support of the proposed relationships. For the first hypothesis (H1), the influence of personal factors yielded a calculated t-value of 2.246, which is greater than the t-table value of 1.984. Additionally, the significance value (p) was 0.027, which is less than 0.05. These findings indicate that H0 is rejected and Ha is accepted, confirming that personal factors have a positive and significant effect on the intention to purchase beauty clinic services among male consumers.

Regarding the second hypothesis (H2), the influence of social media marketing resulted in a calculated t-value of 2.606, also exceeding the t-table value of 1.984. The significance value (p) was 0.011, which is below the 0.05 threshold. This outcome leads to the rejection of H0 and the acceptance of Ha, indicating that social media marketing has a positive and significant effect on male consumers' intention to purchase beauty clinic services.

For the third hypothesis (H3), the lifestyle variable produced a calculated t-value of 2.466, surpassing the t-table value of 1.984. The corresponding significance value (p) was 0.015, which is less than 0.05. As a result, H0 is rejected and Ha is accepted, indicating that lifestyle has a positive and significant influence on the intention to purchase beauty clinic services among male consumers.

The determination coefficient (R^2) test is used to assess the extent to which an independent variable influences the dependent variable. The results of the data processing are known:

Table 7: Determination Coefficient Test Results (R^2)

Model	Value
Type	647
Square	418
Adjusted R Square	0.400
Std. Error of the Estimate	1.762

In Table 7, the results of the Adjusted R Square value determination coefficient test were obtained at 0.400, which means that 40.0% of purchase intentions were influenced by personal factors, social media marketing, and lifestyle, while the remaining 60.0% was influenced by other variables outside the model being studied.

5. Discussion

Based on the results, it is evident that personal factors have a positive and significant impact on the intention to purchase beauty clinic services among male consumers in Yogyakarta. This means that personal factors play a significant role in influencing the purchase intention of men's cosmetics in beauty clinic services in Yogyakarta. Theoretical studies suggest that personal factors, such as age, occupation, and lifestyle, influence purchase intent because they are closely tied to individual needs and preferences (Segarwati et al., 2023; Duarte et al., 2025).

Based on the results of the descriptive analysis, it is shown that the leading indicators of personal factors that drive the purchase intention of male consumers in beauty clinic services are awareness to maintain appearance and personality character in respondents who tend to pay attention to appearance details because of the awareness that appearance is an important asset in socializing, education, and job opportunities; driven by changing social influences and lifestyle trends among the younger generation (Yusri, 2023; Zeqiri et al., 2025). The results of this study support those of previous research conducted by Jamil et al. (2022) and Viliaus and Matusin (2023), which found that personal factors have a significant impact on purchase intention.

Based on the results, social media marketing has a positive and significant effect on the intention to purchase beauty clinic services for male consumers in Yogyakarta. This means that the more effective the strategy in social media marketing, the more it will encourage an increase in the intention to purchase beauty clinic services among male consumers in Yogyakarta. Social media marketing can open opportunities for businesses to increase brand exposure and sales by fostering direct relationships and interactions with consumers. The right strategy on social media can guide consumers from initial product awareness to final purchase (Mieziene et al., 2021; Romadhoni et al., 2023).

Based on the results of the descriptive analysis, it is shown that the leading indicator in social media marketing that encourages male consumers, purchase intentions for beauty clinic services is the opportunity to share information about beauty clinics through social media, which shows the active involvement of respondents in disseminating information through digital platforms (Zarei et al., 2022). The results of this study support the results of previous research conducted by Wibowo et al. (2020), which showed that social media marketing has a significant effect on purchase intent.

Based on the results, lifestyle has a positive and significant effect on the intention to purchase beauty clinic services in male consumers in Yogyakarta. This means that lifestyle is a determining factor in the intention to purchase beauty clinic services for male consumers in Yogyakarta. Lifestyle plays a crucial role in shaping

consumption patterns and influencing consumers' decisions and purchasing intentions (Rudyanto, 2018; Doan et al., 2020).

Based on the results of the descriptive analysis, it was shown that the leading indicator of lifestyle that drives male consumers' purchase intention for beauty clinic services is the interest in trying beauty clinic services that can support appearance and confidence, which reflects that the respondent's lifestyle has been aligned with their self-care needs. The results of this study support those of previous research conducted by Ahn and Ahn (2020), which found that lifestyle has a significant impact on purchase intention.

6. Conclusion

The findings of this study reveal that personal factors, social media marketing, and lifestyle have a positive and significant influence on male consumers' purchase intentions for beauty clinic services in Yogyakarta. Personal factors act as internal motivators that shape consumer behavior, indicating that individual preferences, attitudes, and needs significantly influence purchasing decisions. Social media marketing also plays a crucial role, indicating that the effectiveness of digital engagement and promotional strategies directly impacts male consumers' intentions. Furthermore, lifestyle emerges as a key determinant, reflecting how consumers' habits, values, and routines align with their choice to use beauty clinic services. From a practical perspective, these findings suggest that beauty clinics targeting male consumers should develop marketing strategies tailored to their personal needs, optimize their social media presence, and refine their services to align with current lifestyle trends. For example, personalized campaigns or influencer endorsements can increase engagement and conversions. Theoretically, this study supports and extends the existing literature on consumer behavior by confirming the relevance of psychological, social, and cultural dimensions in shaping men's purchase intentions in the beauty services sector.

However, this research is not without limitations. The study sample was limited to male college students in a specific area, thus limiting the generalizability of the results to a broader population across various occupations and regions. Furthermore, the coefficient of determination indicates that only 40% of the variance in purchase intention is explained by the three variables studied, suggesting the influence of other important factors. Future research should consider expanding the sample to various demographic groups and incorporating other potentially influential variables such as brand trust, service quality, or peer influence to better understand the complexity of purchase intention in this context.

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