



## Bibliography

- Anjani, E. R., & Simamora, V. 2022. Pengaruh Influencer, Harga Dan Kualitas Produk Skincare Scarlett Whitening Terhadap Keputusan Pembeli Generasi Z, Dki Jakarta. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, dan Akuntansi)*, 6(3), 1293–1308.
- Ashutosh, D., & Roshan, D. (2023). *Skin Care Products Market Size, Share, Growth | Forecast 2031*. <https://www.alliedmarketresearch.com/skin-care-products-market>
- Babin, B. J., Darden, W. R., & Griffin, M. (1994). Work and/or Fun: Measuring Hedonic and Utilitarian Shopping Value. *Journal of Consumer Research*, 20(4), 644–656.
- Boateng, S. L. (2021). Electronic Word of Mouth (eWOM) and Makeup Purchase Intention Among Gen-Z Females. *International Journal of Customer Relationship Marketing and Management*, 12(2), 17–35. <https://doi.org/10.4018/IJCRMM.2021040102>
- Cahyani, N. S., Joyce Lapian, S. L. H. V, & Tumiwa, J. (2017). The Effect of Brand Image, Perceived Prce, and Perceived Quality on Consumers' Purchase Decision of Pond's Skin Care Product. *Jurnal EMBA*, 5(2), 354–362.
- Chen, W.-K., Chang, D.-S., & Chen, C.-C. (2017). The Role of Utilitarian and Hedonic Values on Users' Continued Usage and Purchase Intention in a Social Commerce Environment. *Journal of Economics and Management*, 13(2), 193–220. <https://ideas.repec.org/a/jec/journl/v13y2017i2p193-220.html>
- Coley, A., & Burgess, B. (2003). Gender Differences in Cognitive and Affective Impulse Buying. *Journal of Fashion Marketing and Management: An International Journal*, 7(3), 282-295.
- Dabija, D.-C., & Lung, L. (2019). *Millennials Versus Gen Z: Online Shopping Behaviour in an Emerging Market* (pp. 1–18). [https://doi.org/10.1007/978-3-030-17215-2\\_1](https://doi.org/10.1007/978-3-030-17215-2_1)



- Dewey, J. (1910). *How we think*. D C Heath. <https://doi.org/10.1037/10903-000>
- Dyer, J. S. (2005). MAUT - Multiattribute Utility Theory. *International Series in Operations Research and Management Science*, 78, 265–295. [https://doi.org/10.1007/0-387-23081-5\\_7/COVER](https://doi.org/10.1007/0-387-23081-5_7/COVER)
- Edwards, W., & Newman, J. R. (1982). *Multiattribute Evaluation*. SAGE Publications.
- Eze, U. C., Tan, C.-B., & Yeo, A. L.-Y. (2012). Purchasing Cosmetic Products: A Preliminary Perspective of Gen-Y. *Contemporary Management Research*, 8(1). <https://doi.org/10.7903/cmr.10149>
- Finneman, B., Spagnuolo, E., & Rahilly, L. (2020). *Meet Generation Z: Shaping the future of shopping*.
- Francis, T., & Hoefel, F. (2018). “True Gen”: Generation Z and its implications for companies.
- Gan, C., & Wang, W. (2017). The influence of perceived value on purchase intention in social commerce context. *Internet Research*, 27(4), 772–785. <https://doi.org/10.1108/IntR-06-2016-0164>
- Gomes, S. (2021). Korean skin care products [Photograph]. Care to Beauty Blog. <https://blogstatic.beautytocare.com/wp-content/uploads/2021/12/best-korean-skincare-products.png>
- Heda, S., Mewborn, S., & Caine, S. (2017). How Customers Perceive a Price Is as Important as the Price Itself. Harvard Business Review, Harvard Business School.
- Ho, H. C., Chiu, C. L., Mansumitrchai, S., & Quarles, B. J. (2020). Hedonic and Utilitarian Value as a Mediator of Men's Intention to Purchase Cosmetics. *Journal of Global Fashion Marketing*, 11(1), 71-89.
- Hoffman, D. L., & Novak, T. P. (1996). Marketing in Hypermedia Computer-Mediated Environments: Conceptual Foundations. *Journal of Marketing*, 60(3), 50. <https://doi.org/10.2307/1251841>



- Inglehart, R. (1977). *The Silent Revolution: Changing Values and Political Styles Among Western Publics.* Princeton University Press.  
<https://www.jstor.org/stable/j.ctt13x18ck>
- Jaiyeoba, H. B., Abdullah, M. A., & Dzuljastri, A. R. (2020). Halal certification mark, brand quality, and awareness: Do they influence buying decisions of Nigerian consumers?. *Journal of Islamic Marketing*, 11(6), 1657-1670.
- Jiang, H., Yao, J., Cheng, P., & Hou, S. (2021). Nostalgia-Driven Design and Digitalization of Brand Spokes-Characters for Generation Z. *E3S Web of Conferences*, 236, 05063.  
<https://doi.org/10.1051/e3sconf/202123605063>
- Lee, J. E., Goh, M. L., & Mohd Noor, M. N. Bin. (2019). Understanding purchase intention of university students towards skin care products. *PSU Research Review*, 3(3), 161–178.Lim, C. S., Loo, J. L., Wong, S. C., & Hong, K. T. 2020. Purchase Intention of Korean Beauty Products among Undergradauate Students. *Journal of Management Research*, 12(3), 19–40.
- Mohamed, N. B. A., Medina, I. G., & Romo, Z. G. (2018). The effect of cosmetics packaging design on consumers' purchase decisions. *Indian Journal of Marketing*, 48(12), 50–61.
- Moon, M. A., Khalid, M. J., Awan, H. M., Attiq, S., Rasool, H., & Kiran, M. (2017). Consumer's perceptions of website's utilitarian and hedonic attributes and online purchase intentions: A cognitive-affective attitude approach. *Spanish Journal of Marketing - ESIC*, 21(2), 73–88.  
<https://doi.org/10.1016/J.SJME.2017.07.001>
- Mulyani, Aryanto, R., & Chang, A. (2019). Understanding digital consumer: Generation z online shopping prefences. *International Journal of Recent Technology and Engineering*, 8(2), 925–929.  
<https://doi.org/10.35940/ijrte.B1721.078219>



- Nitesh, C., Himanshu, V., & Roshan, D. (2021). *Cosmetics Market Size, Share, Industry Trends & Analysis 2021-2027*. <https://www.alliedmarketresearch.com/cosmetics-market>
- Othman, A. S., Abd Rahman, I., Teoh, N., Che Omar, A. R., & Hakim Osman, L. (2022). An Empirical Study on the Factors Influencing Consumers' Purchase Intention of Cosmetic Products. *Malaysian Journal of Social Sciences and Humanities (MJSSH)*, 7(6), e001512. <https://doi.org/10.47405/mjssh.v7i6.1512>
- Pennning, A. (2014). Engaging Innovation in Beauty Packaging. Global Cosmetic Industry. <https://www.gcimagazine.com/>
- Rana, S., & Tirthani, J. (2012). Effect Of Education, Income and Gender on Impulsive Buying Among Indian Consumer an Empirical Study Of Readymade Garment Customers. Management, 1(12), 145-146.
- Sahu, M., & Karnuta, K. (2022). Digital Marketing in the Makeup Industry - Attraction and Retention of Generation Z. *Journal of Student Research*, 11(4). <https://doi.org/10.47611/jsrhs.v11i4.3204>
- Sherina, S., & Selamat, F. (2023). The Impact of Consumer Ethnocentrism , Perceived Quality , and Emotional Value on Purchase Intention of Local Brand Streetwear Products in Generation Z in Jakarta. 1(1), 530–538.
- Simangunsong, E. (2018). Generation-Z Buying Behavior in Indonesia: Opportunities for Retail Business. *Jurnal Ilmiah Manajemen*, 8(2), 243. <https://doi.org/10.22441/mix.2018.v8i2.004>
- Statista. (2023). *Skin Care - Worldwide | Statista Market Forecast*. <https://www.statista.com/outlook/cmo/beauty-personal-care/skin-care/worldwide#market-revenue>
- Sudaryanto, S., Hanim, A., Pansiri, J., & Umama, T. L. (2021). Impact of culture, brand image and price on buying decisions: Evidence from East Java, Indonesia. Innovative Marketing, 17(1), 130.
- Syah, L. Y., Rahadi, D. R., & Farid, M. M. (2022). The Generation Z Consumer Behavior Towards Local and Imported Fashion Products.



*Journal of Management and Leadership*, 5(2), 55–65.  
<https://doi.org/10.47970/jml.v5i2.300>

Vudit, G., & Roshan, D. (2022). *Asia-Pacific Skin Care Market Size, Share Forecast To 2030*. <https://www.alliedmarketresearch.com/asia-pacific-skin-care-market-A15888>

Wang, E. S. T. (2010). Internet Usage Purposes and Gender Differences in The Effects Of Perceived Utilitarian and Hedonic Value. *Cyberpsychology, Behavior, and Social Networking*, 13(2), 179-183.

Weinswig, D. (2016). Gen Z: Get ready for the most self-conscious, demanding consumer segment.

Wood, S. (2013). Generation Z as Consumers: Trends and Innovation. *Institute for Emerging Issues: NC State University*, 119(9).