

Self-Concept, Reference Group and Cosmetic Purchase Decision Among Early Adult Man in Yogyakarta

Lia Fajrina Binuril Hidayati¹

¹Department of Psychology,
State Islamic University (UIN) Sunan Kalijaga Yogyakarta, Indonesia
Email: lia.f.jogja@gmail.com

Miftahun Ni'mah Suseno²

²Department of Psychology,
State Islamic University (UIN) Sunan Kalijaga Yogyakarta, Indonesia
Email: miftah.suseno@uin-suka.ac.id

Correspondent

Lia Fajrina Binuril Hidayati

Department of Psychology, State Islamic University (UIN) Sunan Kalijaga Yogyakarta, Indonesia
Email: lia.f.jogja@gmail.com

Abstract

Cosmetics are only for women to use? That's not the era anymore. Cosmetics were originally only used and intended for women. With the development of the times, now men are starting to take care of themselves by using cosmetics. The influence of self-concept on the needs of the body, skin and appearance and reference groups such as friends, family and the internet make them decide to buy and use cosmetics. This study aims to determine the relationship between self-concept and reference groups with the decision to purchase cosmetics in early adult men. The type of research used is quantitative approach. The subjects in this study were 185 early adult male cosmetic users who live in Yogyakarta. The research hypothesis is that there is a positive relationship between self-concept, reference groups and cosmetic purchasing decisions in early adult men. Data were collected using a purchase decision scale developed from the theory of Peter & Olson, a self-concept scale according to the theory of Calhoun and Acocella, and a reference group scale, developed from Setiadi's theory. The results of the regression analysis showed $R = 0.56$ and $F = 5.01$ with a significance of 0.03 ($p < 0.05$). The results showed that there was a positive relationship between self-concept and reference groups with cosmetic purchase decisions for men in Yogyakarta. Self-concept and reference groups make an effective contribution of 31% to purchase decisions with details of reference groups having an effect of 29% and self-concept by 2%. This shows that the reference group has a greater influence than self-concept in shaping cosmetic purchase decisions.

Keyword : Cosmetics Purchase Decision, Early Adult Man, Group Reference, Self Concept

Abstrak

Kosmetik hanya digunakan wanita? Sudah bukan jamannya lagi. Kosmetik pada awalnya hanya digunakan dan ditujukan untuk wanita. Seiring berkembangnya zaman, kini para pria mulai merawat diri dengan menggunakan kosmetik. Pengaruh konsep diri terhadap kebutuhan tubuh, kulit dan penampilan serta referensi kelompok seperti teman, keluarga dan internet membuat mereka memutuskan untuk membeli dan menggunakan kosmetik. Penelitian ini bertujuan untuk mengetahui hubungan antara konsep diri dan kelompok acuan dengan keputusan pembelian kosmetik pada pria dewasa awal. Jenis penelitian yang digunakan adalah pendekatan kuantitatif. Subjek dalam penelitian ini adalah 185 orang pengguna kosmetik pria dewasa awal yang berdomisili di Yogyakarta. Hipotesis penelitian adalah terdapat hubungan positif antara konsep diri, kelompok acuan dengan keputusan pembelian kosmetik pada pria dewasa awal. Pengumpulan data menggunakan skala keputusan pembelian yang dikembangkan dari teori Peter & Olson, skala konsep diri menurut teori Calhoun dan Acocella, dan skala kelompok acuan yang dikembangkan dari teori Setiadi. Hasil analisis regresi menunjukkan $R = 0,56$ dan $F = 5,01$ dengan signifikansi $0,03$ ($p < 0,05$). Hasil penelitian menunjukkan terdapat hubungan positif antara konsep diri dan kelompok acuan dengan keputusan pembelian kosmetik pada pria di Yogyakarta. Konsep diri dan kelompok acuan memiliki sumbangan efektif sebesar 31% terhadap keputusan pembelian dengan rincian kelompok acuan berpengaruh sebesar 29% dan konsep diri sebesar 2%. Hal ini menunjukkan bahwa kelompok referensi mempunyai pengaruh lebih besar daripada konsep diri dalam membentuk keputusan pembelian kosmetik.

Kata Kunci : Kelompok Referensi, Keputusan Pembelian Kosmetik, Konsep Diri, Pria Dewasa Awal.

Copyright (c) 2025 Lia Fajrina Binuril Hidayati, Miftahun Ni'mah Suseno

Received 2024-08-12

Revised 2025-06-26

Accepted 2025-07-27



BACKGROUND

Cosmetic consumption has long been accepted as a special behavior for women. However, changing values and lifestyles have resulted in a new norm for male consumers. While cosmetic users were previously considered feminine, a process that started with *aftershave* and shampoo has resulted in personal care and cosmetic products specifically developed for male consumers (Ersoy et al., 2015). The current use of cosmetics is not only for women, but also for men. Not a few of the men who pay so much attention to their appearance, especially their physical appearance. In the beginning, the entire range of cosmetic products was only focused on women, now it has expanded to men as well. If in the beginning all cosmetic production and marketing were only aimed at and by women, now it applies to men as well (Ajitha & Sivakumar, 2017).

From time-to-time beauty is growing and continues to grow. It has not only become a desire, but has become a necessity which then has an impact on the increasing world cosmetic industry, including Survei (Irawan & Widjaja, 2011). The cosmetic product industry is one sector that is not affected, despite fluctuations in the economy. Sales of cosmetics have maintained a certain volume across their overall product line. These sales can be attributed to the increased and consistent use of the product, especially by men and women (Helm et al., 2016). Nguyen (2020) conducted research on beauty and care products used by consumers based on gender. She said that in her survei, it was stated that 82% of female US consumers responded that they used skin care products at least a few times a week. While 64% of male responses reported the same thing. Here it can be seen that the percentage of men's use of cosmetics is still quite lower than women. In fact, both women and men both need cosmetics so that their skin can be maintained properly.

The purchase decision is an important final stage of various considerations that have been previously made by consumers. They will first consider the important factors that influence the decision-making process. Later these various factors will influence the actual behavior of consumer purchases (Pickett-Baker & Ozaki, 2008). According to Peter and Olson (2010) the purchase decision is a problem-solving process. Purchase decisions are defined as an integration process that combines knowledge to evaluate two or more alternative behaviors and then choose one of them. Schiffman and Kanuk (2010) state that purchase decisions are choosing from two alternative choices or more purchase decisions. Which means that consumers who make decisions must provide several alternative choices. One of the ways to process making decisions is to buy.

Previous research on purchasing cosmetics was conducted by Susanti, Waru, and Janah (2023), the results found that purchasing Natasha Skin Care products were positively and significantly influenced by word of mouth. Meta, Hasanah, and Muthohharoh (2023) also found that that brand image, product quality, and social media significantly influence the purchase decision of Muslim Z generation for cosmetic products without a halal label. Another research by Latief and Ayustira (2020) found that that it is partially proven

that Customer Reviews and Customer Ratings influence the decision to purchase cosmetic products at Sociolla. This research also simultaneously proves attitudes, On-line Customer Reviews and Customer Ratings regarding purchasing decisions for cosmetic products at Sociolla. Online Customer Reviews are the most dominant variable influencing decisions to purchase cosmetic products at Sociolla. No previous research has examined the characteristics of adult Muslim men respondents and looked at self-concept and group reference factors as factors that influence cosmetic purchases. Therefore, this research is important and urgent to do.

According to Peter and Olson (2010), aspects of purchase decisions include: (1) Interpretation. In each environment, consumers must translate or give meaning to every information. The condition of the interpretation process is exposure to information and involves attention and understanding. This process produces knowledge, meanings and beliefs that are exchanged to refer to various types of personal interpretations produced. Furthermore, it will be stored in memory which can later be recalled from memory and used in the integration process; (2) Integration. To evaluate a product, consumers need to combine various kinds of knowledge, objects, and behaviors to make choices from several alternative behaviors. Integration is also used to make choices among other behaviors besides, and (3) Product Knowledge purchases and Engagement. Various types of knowledge, meanings, and beliefs that are recorded in memory are processes for knowing and involving products.

An important psychological factor that influence purchasing decisions is self-concept. According to Calhoun, and Acocella (1990), self-concept is a mental picture of oneself, self-assessment and self-esteem. Aspects of self-concept include: (1) Knowledge. What a person knows about himself or an explanation of who he is. Knowledge gives a picture of himself, which includes everything about himself as a person that is in his mind; (2) Hope. Hope is the aspired self or ideal self (*ideal self*) which consists of hopes, desires, desires and aspirations for a person to become a human being as desired; (3) Evaluation. A person's view of self-worth or self-worth as a person on self-assessment. The results of the assessment form how much the individual likes himself, which is called a sense of self-worth. Meanwhile, according to Potter, et.al., (2013) is a subjective image of self and a complex mixture of feelings, perceptions and attitudes from the subconscious and unconscious, which provides a frame of reference that influences self-management of situations and relationships with others.

Schiffman, and Kanuk (2010) say that as an important process decision-making is influenced by external environmental factors, in the form of the marketing mix (production, promotion, distribution, price) as well as the socio-cultural environment (family, social class, culture, subculture, sources of information, and non-commercial sources). As well as internal environmental factors (psychological factors) in the form of personality, motivation, perception, learning, and attitudes. Psychological factors determine how a person accepts and interacts with his

environment. This is one of the factors that arise from within the consumer, which is very influential in relation to the purchase of a product. The higher the psychological factor of the consumer, the higher the purchase decision (D'Souza et al., 2006). An individual basically takes sides or joins a reference group based on three reasons, namely, to gain rewards, gain valuable knowledge or avoid punishment, and to get the meaning of their personal self-concept by building, modifying or maintaining it. This illustrates the three kinds of influence exerted by reference groups, namely informational, utilitarian, and value expression (Peter & Olson, 2010).

All groups that influence directly (face to face) or indirectly on a person's attitude or behavior are called reference groups (Kotler & Keller, 2016). A reference group according to Setiadi (2019) is a group that is used as a basis for comparison or reference point that involves one or more people in forming cognitive, affective responses and includes one's behavior. Reference groups are used as a reference for someone in considering choosing and sorting the product or service to be purchased. They provide guidelines and solicitations for someone who will choose a particular product.

The aspects of the reference group according to Setiadi (2019) are as follows: (1) Informational Influence. Reference groups send useful information to consumers about themselves, other people, or other aspects of the physical environment such as services, products and stores; (2) Utilitarian Influence. A person usually conforms to the desires of the reference group if the behavior is real or can be known by the group and motivates them to get rewards or avoid punishment. They believe that the reference group has control over important rewards or punishments; (3) Effect of Value Expression. Reference groups have at the same time created cultural meaning as a cultural unit. A person derives some of these meanings and uses them in personal development projects by identifying and associating with certain reference groups that reflect the desired meaning.

The Internet, including websites and social networks, is often used as a source of information about cosmetic treatments, because it is easily accessible and improves communication with other people. Even social media is used as the main source of information about cosmetic dermatology for 90% of men and 83% of women (Girdwachai et al., 2018).

Peer pressure is another factor that more often affects men in seeking cosmetic services than women. For some men, how they are perceived in their workplace (i.e., self-esteem, self-confidence) can be a strong motivator to seek cosmetic treatment (Girdwachai et al., 2018). In one study, family members, including partners, were another important source of cosmetic information for men. Friends are a less important source of information for men. It is possible that men are more comfortable discussing cosmetic problems with family members who are considered close. In addition, it could be that some men feel embarrassed to discuss cosmetic problems with friends (Girdwachai et al., 2018).

According to Rieder et al., (2015) cosmetic treatment among men has received great attention in today's practice, as many men change their interests and habits. With this paradigm shift among those seeking cosmetic treatment, dermatologists must be aware of the biological differences between male and female skin. Therefore, understanding the psychological aspect is also important when treating men cosmetically. In their research, Ersoy et al., (2015) showed that self-esteem, lifestyle, public confidence, self-image are important dimensions that underlie the cosmetic shopping behavior of male consumers. Self-esteem explains self-image in men's cosmetic consumption. In recent decades, individuals have become more conscious about their self-image and appearance. Furthermore, due to changing gender roles, men began to use cosmetic beauty products.

Yang et.al., (2022) say that since cosmetic products specifically for men began to appear on the market in 2013, at the end of 2015 its sales grew by 300%. Its largest markets are in the United States, South Korea, Brazil, Germany, the United Kingdom and India. Even the growth in the value of the *make-up* for men in China every year reaches 20%. The global sales value of men's cosmetics is estimated to reach £14.8 billion (around Rp. 280 trillion). Based on BIZTEKA's observations compared to 2014 which amounted to Rp 12.8 trillion, in 2015 the national cosmetic market is estimated to grow by 8.3% to reach a value of Rp. 13.9 trillion. The cosmetic industry market in Indonesia during 2010-2015 increased by an average of up to 9.67% annually (Utami & Ratna, 2019).

In recent years, the number of cosmetic procedures and skin care products targeting male consumers has increased by 273% since 1997 (Rieder et al., 2015). Now men have become the main consumers for several cosmetic companies. As a result, men's attitudes towards cosmetic products have changed and become a newly defined important consumer for cosmetic products. Although the demand for cosmetic treatments and procedures in men has grown rapidly, data explaining the behavior and attitudes about cosmetic consumption in men are still limited. In several previous studies, most of them were carried out in developed western societies (Ersoy et al., 2015).

Based on the explanation described above, it can be stated that the self-concept and reference group influence purchase decisions. If consumers have a high self-concept along with a very influential reference group, then the decision to buy is also high. Vice versa, if consumers have a low self-concept and a reference group that has no influence, then the decision to buy is also low.

RESEARCH METHODS

The dependent variable in this study is the decision to purchase cosmetics, the independent variables are self-concept and reference groups. This study was conducted on 185 early adult man who buy and use cosmetic products between the ages of 18 and 35 in the Yogyakarta.

This research uses 3 scales for data collection, namely the purchase decision scale, the reference group scale, and the self-concept scale. There are five alternative answers used on this scale, namely strongly agree, agree, disagree, and strongly disagree. The purchasing decision scale is based on the theory of Peter and Olson, with three aspects in it, namely interpretation, integration, knowledge and involvement. Consisting of 21 items and a reliability coefficient Alpha (α) of 0.893 with a discriminating power index ranging from 0.308 to 0.777.

The self-concept scale in this study was made based on the theory of Calhoun and Acocella which consists of three aspects, namely knowledge, expectations, and assessment. It consists of 23 items, and the Alpha reliability coefficient (α) is 0.924 with a discriminating power index ranging from 0.338 to 0.747. The reference group scale in this study was made based on Setiadi, which consists of three aspects, namely informational influence, utilitarian influence, and value expression influence. Consists of 19 items and a reliability coefficient Alpha (α) of 0.867 with a discriminating power index ranging from 0.325 to 0.661. The data analysis used in this study is multiple linear regression.

RESEARCH RESULTS

The description of the research subjects can be seen in Table 1 which shows that the subjects of this research involved 185 early adult males with an age range of 18 - 20 years, 42 people, 21 - 23 years, 93 people, 24 - 26 years, 35 people, 27 - 29 years, 10 people, and 30 - 32 years, 5 people. In terms of domicile, it consists of Bantul area with 27 people, Gunung Kidul with 6 people, Kulonprogo with 4 people, Sleman with 45 people, and Yogyakarta with 103 people.

Table 1. Descriptive Subject Research

Aspect		Total
Usia	18 – 20	42
	21 – 23	93
	24 – 26	35
	27 – 29	10
	30 – 32	5
Domicile	Bantul	27
	Gunungkidul	6
	Kulon Progo	4
	Sleman	45
	Yogyakarta	103

Table 2 shows the subject categorization data on the purchasing decision as follows:

Table 2. Categorization of Purchase Decision

Categorization	Score Range	Total	Percentage
Very Low	$x \leq 52,66$	4	2,2 %
Low	$52,66 < x \leq 59,62$	51	27,6 %
Average	$59,62 < x \leq 66,58$	83	44,9 %
High	$66,58 < x \leq 73,54$	38	20,5 %
Very High	$73,54 < x$	9	4,9 %

Based on the results presented in the table above, it is known that there are five categories of subjects based on the score range, namely: 2.2% in the very low category with a total of 4 subjects, 27.6% in the low category with a total of 51 subjects, 44.9% in the average category with a total of 83 subjects, 20.5% in the high category with a total of 38 subjects, and 4.9% in the very high category with a total of 9 subjects. So, it can be concluded that the level of purchasing decisions for men's cosmetics in Yogyakarta is in the Average category because in the score range of $59.62 < x \leq 66.58$ it has the largest number of subjects compared to the number of subjects in other score ranges, namely 83 people from a total of 185 subjects.

Table 3 shows the subject categorization data on the Self concept as follows:

Table 3. Categorization of Self Concept

Categorization	Score Range	Total	Percentage
Very Low	$x \leq 56,6$	11	5,9 %
Low	$56,6 < x \leq 65,6$	29	15,7 %
Average	$65,6 < x \leq 74,6$	91	49,2 %
High	$74,6 < x \leq 83,6$	47	25,4 %
Very High	$83,6 < x$	7	3,8 %

Based on the results presented in the table above, it is known that there are five categories of subjects based on the score range, namely: 5.9% in the very low category with a total of 11 subjects, 15.7% in the low category with a total of 29 subjects, 49.2% in the average category with a total of 91 subjects, 25.4% in the high category with a total of 47 subjects, and 3.8% in the very high category with a total of 7 subjects. So, it can be concluded that the level of self-concept of men who decide to buy cosmetics in Yogyakarta is in the average category because in the score range of $65.6 < x \leq 74.6$ it has the largest number of subjects compared to the number of subjects in other score ranges, namely 91 people out of a total of 185 subjects.

Table 4 shows the subject categorization data on the reference group as follows:

Table 4. Categorization of Reference Group

Categorization	Score Range	Total	Percentage
Very Low	$x \leq 49,08$	12	6,5 %
Low	$49,08 < x \leq 54,96$	17	9,2 %
Average	$54,96 < x \leq 60,84$	105	56,8 %
High	$60,84 < x \leq 66,72$	46	24,9 %
Very High	$66,72 < x$	5	2,7 %

Based on the results presented in the table above, it is known that there are five categories of subjects based on the score range, namely: 6.5% in the very low category with a total of 12 subjects, 9.2% in the low category with a total of 17 subjects, 56.8% in the average category with a total of 105 subjects, 24.9% in the high category with a total of 46 subjects, and 2.7% in the very high category with a total of 5 subjects. So, it can be concluded that the level of the male reference group who decided to buy cosmetics in Yogyakarta is in the average category because in the score range of 54.96

$< x \leq 60.84$ it has the largest number of subjects compared to the number of subjects in other score ranges, namely 105 people from a total of 185 subjects.

Before testing the hypothesis, the researcher analyzed the normality assumption test, linearity test,

multicollinearity test, and heteroscedasticity test (Suseno, 2012). Table 2 shows the results of the assumption test of research data that have fulfilled all the assumptions test requirements so that it is feasible to proceed with hypothesis testing analysis.

Table 5. Analysis of Assumption Test

Assumption Test	Variable	Value	Sig	Result
Normality	Unstandardized Residual	0,058	0,20	Normal
Linearity	Purchase Decision – Self Concept	45,02	0,00	Linear
	Purchase Decision – Group Reference	87,61	0,00	Linear
Multi-collinearity	Self Concept– Group Reference	Tolerance= 0.85 VIF= 1.17 R= 0.61	0.00	There is no Multicollinearity
Hetero-scedasticity	Self Concept	-0.05	0.55	Homoscedasticity
	Group Reference	-0.02	0.77	Homoscedasticity

Table 6 is the result of the analysis regression, the results of the multiple regression analysis test with total residual regression have a regression coefficient value of $R = 0.56$ and a value of $F = 5.01$ and a sig value = 0.03 ($p < 0.05$). This indicates that the proposed hypothesis is accepted,

meaning that there is a relationship between the self-concept and reference group with cosmetic Purchase decisions for men in Yogyakarta. For the contribution value generated from all predictors, namely R^2 square (R^2) = 0.31.

Table 6. Hypothesis testing with Regression Analysis

Variable	R	R ²	F	Sig
Self-Concept – Reference Group – Purchase Decision	0.56	0.31	5.01	0.03

Table 7 is the result of the *Coefficient* in multiple regression analysis showing the coefficient value of each predictor. To see the direction of the relationship between variables can be seen in column *t*. In the self-concept variable $t = 2.238$ ($p < 0.05$), it means that the self-concept variable and

the Purchase decision have a positive direction. Meanwhile, for the reference group, $t = 6.622$ ($p < 0.05$), it means that the reference group variable and the Purchase decision have a positive direction as well.

Table 7. Coefficients Regression Analysis

Variable	Unstandardized Coefficients B	t	Sig
Constant	23.29	5.22	0.000
Self-Concept	0.12	2.24	0.03
Reference Group	0.54	6.62	0.000

The results of *R square change* indicate the effective contribution of each variable, namely the self-concept variable of 0.02 and the reference group variable of 0.29. This means that the level of effective contribution of the self-concept variable to purchase decisions is 2% and the reference group variable to purchase decisions is 29%. Then the effective contribution of variables 1 and 2 is 0.31 which means 31%. While the remaining 69.1% is determined by other factors that are not disclosed in this study.

In the research, it is known that the regression line equation is ($Y = 23.29 + 0.12X_1 + 0.54X_2$). This equation can be used to predict the level of purchase decisions based on self-concept scores and reference group scores. For example, subject Z has a self-concept score of 50 while the reference

group score is 60, so it can be predicted that subject Z's level of purchase decisions is 61.69.

DISCUSSION

In this study, it appears that the subject is included in the average category for the three variables. Both from the purchase decision variables, self-concept and reference groups. This means that the level of purchase decisions, self-concept and reference groups owned by men who decide to buy cosmetic products in Yogyakarta is in the average category.

Men are becoming increasingly open about using cosmetics. They begin to be confident with the use of cosmetic treatments that are not only done at home. They

also began to visit beauty salons and skin care places without shame. But in some other men, there are still those who do not believe in using treatment. They still don't even open up to themselves, even though their skin needs cosmetic treatment (Tirtayasa, et.al. 2022). Now this does not mean all men are interested in *make-up* decorative *eyeliner*, *eye shadow* or *lipstick* for everyday life. But men now have more solutions to treat common skin problems such as oily skin, acne and dark circles under the eyes (Ersoy et al., 2015).

Self-concept is an important part of seeing oneself. This is explained by Adams and Berzonsky (2006) that usually individuals who have a positive self-concept will view themselves as individuals who are more optimistic, full of hope, not easily angered, not easily offended, and not easily anxious. If individuals have a negative self-concept, they will usually view themselves as individuals who are irritable, hopeless, irritable, and pessimistic. Therefore, individuals who have a positive self-concept will view their condition with a pleasant view, while individuals who have a negative self-concept will view their condition badly.

Individuals with positive self-concepts can control their environment, while individuals with negative self-concepts tend to lack control over their environment, so they only follow the persuasion of friends (Fitriani & Romas, 2014). The existence of a positive self-concept will make individuals have a good view of the physical, psychological, social, and moral conditions that exist within themselves. This is important when individuals make a product purchase. The decisions to be taken will be adjusted to the goals to be achieved, so that the better the individual's self-concept, the better the decisions made (Agung et al., 2016; Helgeson & Supphellen, 2004; Sirgy & Su, 2000; Kressman, 2006).

According to Silvestre and Landa (2016); Hahn & Ma (2011), they result study is that there is a significant positive relationship between self-concept and decision making in purchase cosmetic products. Individuals feel that having a good appearance will be more considerate of a product, whether the product is good or bad for itself, discuss with peers, then carry out the process of deciding on what product to use to make themselves confident in front of many people. Generally, individuals who make purchase decisions can know the feelings they have and use their choices in making decisions.

Research from Haryono (2017); Ding, Lin, and Zhang, (2020) states that there is a significant effect between the reference group and purchase decisions. Generally, someone makes their friends as a reference in making decisions about what they will buy. A person gets informative influence in the form of information related to quality and price by interacting with his friends. The positive opinion of his friends creates a positive perception which then becomes the basis for someone choosing a product. Opinions and suggestions for choosing a product from friends can also be strengthened by getting advice from family that is considered appropriate. This is also in line with the research of Fauziya and Lutfi (2019), which says that there is a significant influence between reference groups and cosmetic purchase decisions. In this study, *beauty bloggers* are quite influential as a

person's reference group in purchasing cosmetic products, namely decorative lip cosmetics.

One of the more effective ways to get men to buy cosmetics is through *vlogging men's makeup*. An ever-growing number of men provide *makeup* for other men (and sometimes women) via YouTube and other *vlogging*. Now vlogs are very popular with younger audiences, with a survey finding that in the past month more than half of 16- to 24-year-olds watched vlogs (Nguyen, 2020). The main reason for men seeking cosmetic treatments is to enhance their appearance. Career advancement is important for men to seek cosmetic treatment. Peer pressure is another important reason to seek cosmetic treatment. The Internet is the most popular source of information today to find information about cosmetic treatments. In addition, men are more likely to get information about cosmetics from close family members or partners (Girdwichai et al., 2018). Based on the description that has been stated above, there are still limitations that this research has. This research has limitations related to data collection because it is done online using *google form*. Therefore, researchers cannot observe directly the state of the subject under study.

CONCLUSION

Based on the results of the research that has been done, it can be concluded that there is a positive relationship between self-concept and reference groups with cosmetic purchase decisions for men in Yogyakarta. The higher the self-concept and reference group, the higher the purchase decision. On the other hand, the lower the self-concept and reference group, the lower the purchase decision.

The effective contribution of self-concept variables and reference groups to cosmetic purchase decisions for men in Yogyakarta is 31%, namely 29% is the influence of the reference group and 2% is self-concept. The other 69% were influenced by other factors not examined in this study.

Future research should consider incorporating other influential factors such as cultural influences, social status, family background, personality traits and psychological aspects, such as perception, motivation, attitude. Considering the rise of digital marketing and social media influencers, further research could examine how online reference groups and digital self-presentation impact male consumers' cosmetic purchasing decisions. Researchers also may broaden the sample beyond men in Yogyakarta to include different regions or compare urban and rural populations. This would enhance the generalizability of the findings.

REFERENCES

- Adams, G.R.; Berzonsky, M. D. (2006). *Blackwell handbook of adolescence*. Blackwell Publishing.
- Agung, S., Handayani, D. P., & Indrawati, K. R. (2016). Peran Konsep Diri dan Konformitas terhadap Keputusan Pembelian Make Up pada Mahasiswa Perempuan. *Jurnal Psikologi Udayana*, 1, 25–34.
- Ajitha, S., & Sivakumar, V. J. (2017). Understanding the effect of personal and social value on attitude and usage behavior of luxury cosmetic brands. *Journal of Retailing and Consumer Services*, 39(June), 103–113. <https://doi.org/10.1016/j.jretconser.2017.07.009>

- Calhoun, J.F.; Acocella, J. R. (1990). *Psychology of adjusment and human relationship* (3rd Editio). Mc Graw Hill.
- Ding, S., Lin, J., & Zhang, Z. (2020). Influences of reference group on users' purchase intentions in network communities: From the perspective of trial purchase and upgrade purchase. *Sustainability* (Switzerland), 12(24), 1–18. <https://doi.org/10.3390/su122410619>.
- D'Souza, C., Taghian, M., & Lamb, P. (2006). An empirical study on the influence of environmental labels on consumers. *Corporate Communications*, 11(2), 162–173. <https://doi.org/10.1108/13563280610661697>
- Ersoy, N. F., Yolal, M., Batmaz, B., Ersoy, N. F., Yolal, M., & Batmaz, B. (2015). Cosmetic Consumption of Metropolitan Males in a Developing Country. *Journal Studia Universitatis Babes-Bolyai Negotia*, 22(January), 5–22. http://econpapers.repec.org/article/bbnjournal/2015_5f3_5f1_5fersoy.htm
- Fauziya, S., & Lutfi, I. (2019). The Influence Of Reference Group And Perceived Quality Toward Purchase Decision Of Decorative Cosmetics For Lips Without The Halal Label. *Tazkiya: Journal of Psychology*, 5(2), 275–287. <https://doi.org/10.15408/tazkiya.v2i2i2.8411>
- Fern, S., Ling, C., Kumar, A., Hua, K., & Kit, J. (2022). *Technological Forecasting & Social Change Investigating the impact of AI-powered technologies on Instagrammers' purchase decisions in digitalization era – A study of the fashion and apparel industry*. 177(October 2021).
- Fitriani, & Romas, M. Z. (2014). Hubungan Konsep Diri dengan Perilaku Konsumtif Pada Remaja Di SMK Kesehatan. In *Junal Psikologi* (Vol. 10, Issue 1, pp. 16–22). <https://ejournal.up45.ac.id/index.php/psikologi/article/download/114/110>
- Ghazali, E., Soon, P. C., Mutum, D. S., & Nguyen, B. (2017). Health and cosmetics: Investigating consumers' values for buying organic personal care products. *Journal of Retailing and Consumer Services*, 39(March), 154–163. <https://doi.org/10.1016/j.jretconser.2017.08.002>
- Girdwichai, N., Chanprapaph, K., & Vachiramon, V. (2018). Behaviors and attitudes toward cosmetic treatments among men. *Journal of Clinical and Aesthetic Dermatology*, 11(3), 42–48.
- Gonzalo Silvestre, T., & Ubillos Landa, S. (2016). Women, Physical Activity, and Quality of Life: Self-concept as a Mediator. *The Spanish Journal of Psychology*, 19(6), 1–9. <https://doi.org/https://doi.org/10.1017/sjp.2016.4>
- Hahn, K.H. & Ma, Y.J. (2011). Self-concept and Decision-making Styles: A Comparison between Young Korean and American Consumers", *Research Journal of Textile and Apparel*, Vol. 15 No. 1, pp. 81-97. <https://doi.org/10.1108/RJTA-15-01-2011-B010>
- Haryono, G. (2017). Pembelian Pada Mahasiswa STIE-SAK Pada Pembelian Samsung. *Jurnal Ekobistek Fakultas Ekonomi*, 6(2), 200–207.
- Helgeson, J.G., & Supphellen, M. (2004). "A conceptual and measurement comparison of self-congruity and brand personality: the impact of socially desirable responding". *International Journal of Market Research*, Vol.46.
- Helm, S. V., Renk, U., & Mishra, A. (2016). Exploring the impact of employees' self-concept, brand identification and brand pride on brand citizenship behaviors. In *European Journal of Marketing* (Vol. 50, Issues 1–2, pp. 58–77). <https://doi.org/10.1108/EJM-03-2014-0162>
- Irawan, V., & Widjaja, A. W. (2011). Pengembangan Model Perilaku Konsumen Pria Dalam Membeli Produk Perawatan Kulit (Skin Care) Di Indonesia. *ULTIMA Management*, 3(1), 16–30. <https://doi.org/10.31937/manajemen.v3i1.173>
- Kotler, P., & Keller, K. . (2016). *Marketing Management* (15th ed.). Pearson Education.
- Nguyen, T. T. N. (2020). Developing and validating five-construct model of customer satisfaction in beauty and cosmetic E-commerce. *Heliyon*, 6(9), e04887. <https://doi.org/10.1016/j.heliyon.2020.e04887>
- Norusis, M. J. (2010). *PASW statistics 18 guide to data analysis*. Prentice Hall Press.
- Peter, P. J., & Olson, J. C. (2010). *Consumer Behavior & Marketing Strategy*. In Mc Graw (9th Ed.). Mc Graw Hill.
- Pickett-Baker, J., & Ozaki, R. (2008). Pro-environmental products: marketing influence on consumer purchase decision. *Journal of Consumer Marketing*, 25(5), 281–293. <https://doi.org/10.1108/07363760810890516>
- Potter, P.A.; Perry, A.G.; Hall, A.; Stockert, P. A. (2013). *Fundamental of Nursing*. In *Ranking File for the Nurses*. Elsevier Mosby. https://doi.org/10.5005/jp/books/12386_1
- Rieder, E. A., Mu, E. W., & Brauer, J. A. (2015). Men and cosmetics: Social and psychological trends of an emerging demographic. In *Journal of Drugs in Dermatology* (Vol. 14, Issue 9, pp. 1023–1026).
- Schiffman, L.G.; Kanuk, L. L. (2010). *Consumer Behavior* (10th Editi). Pearson Prentice Hall.
- Setiadi, N. J. (2019). *Perilaku Konsumen: Perspektif kontemporer pada motif, tujuan dan keinginan konsumen* (3rd ed.). PrenadaMedia Group.
- Suseno, M. N. (2012). *Statistika: Teori dan Aplikasi untuk Penelitian Ilmu Sosial dan Humaniora*. In Ash-Shaff. Ash-Shaff.
- Tirtayasa, I.G., Budiarta, I.N.P., & Ujianti, N. M. P. (2022). *Perlindungan konsumen terhadap peredaran kosmetik yang mengandung zat berbahaya di kota denpasar*. 3(1), 1–5. <https://doi.org/https://doi.org/10.22225/jkh.3.1.4224.1.5>
- Tranggono, R.I.; Latifah, F. (2007). *Buku Pegangan Ilmu Pengetahuan Kosmetik*. PT Gramedia Pustaka Utama.
- Utami, S. A. R., & Ratna, N. W. (2019). Pengaruh brand image dan product quality terhadap purchasing decision produk Lipstik Wardah Di Kota Sukabumi. *Cakrawala*, 2(2), 40–49.
- Yang, L., Xu, M., & Xing, L. (2022). Exploring the core factors of online purchase decisions by building an E-Commerce network evolution model. *Journal of Retailing and Consumer Services*, 64(September 2021), 102784. <https://doi.org/10.1016/j.jretconser.2021.102784>