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Social Media Marketing, Brand Awareness, and Consumer Reviews in Gen Z Skincare Purchase Decisions

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Abstract



This study aims to analyze the influence of Social Media Marketing, Brand Awareness, and Customer Reviews on Purchase Decisions for local skincare products among Generation Z in the Jabodetabek area. The data collection method was carried out by distributing questionnaires using Google Form media, with a sample size of 301 respondents. The data analysis technique used was multiple linear regression analysis, with the help of SPSS version 25 software. The results of the study showed that Social Media Marketing, Brand Awareness, and Customer Reviews had a positive and significant effect on purchase decisions (Purchase Decision) for local skincare products. This finding indicates that these three variables are important factors that need to be considered by business actors in increasing Gen Z consumers' purchasing decisions for local skincare products.

Keywords: Social Media Marketing, Brand Awareness, Customer Review, Purchase Decision, Local Skincare, Gen Z, Jabodetabek

Introduction

The skincare industry in Indonesia is showing rapid growth. Consumer awareness of the importance of maintaining healthy skin is increasing, which has a direct impact on the growing demand for skincare products, particularly skincare. The beauty industry in Indonesia is experiencing positive annual growth, projected to grow at a CAGR of 5.52% (2026-2031), reaching revenues of US\$10.55 billion by 2026. The cosmetics sector, specifically, is estimated to grow by 6.04% (CAGR 2026-2031), driven by the rise of the middle class and demand for halal products. This business has not only given rise to many new brands but also created intense competition among brands in the beauty industry. Consequently, brands face increasingly challenging obstacles and competition in retaining consumers in their purchasing decisions and expanding their segments, particularly in the skincare market.

Generation Z is highly active on social media, particularly on platforms like TikTok and Instagram. For them, social media not only serves as a means of communication but also serves as a primary source for seeking inspiration, obtaining information, viewing recommendations, and reading reviews of products they plan to purchase (Apriyanti et al., 2024). Generation Z is also known to be skeptical of conventional advertising. They are less trusting of conventional brand promotions and prefer to rely on real-life experiences and testimonials from other consumers as a basis for making purchasing decisions. Therefore, marketing strategies that emphasize authenticity and community involvement are crucial in building trust and effectively reaching this market segment (Rosita, 2023). Furthermore, Gen Z prefers products that are easily accessible digitally. Ease of finding product information,

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including reviews and ratings from other users, as well as clear product descriptions, are important factors in their consideration process before purchasing a product (Listiyani et al., 2023).



Generation Z was chosen as the research population because it represents a significant consumer group in both current and future markets (Mckinsey & Company, 2024). As a generation that grew up in the digital era, their purchasing power continues to increase daily, especially in urban areas like Greater Jakarta (Jakarta, Bogor, Depok, Tangerang, and Bekasi). Population growth and rising incomes among Gen Z make them a potential target market for various industries, including the skincare industry. Brands need to understand Gen Z consumer preferences and behaviors to design effective marketing strategies. This generation tends to have rapidly changing preferences and is influenced by emerging trends in social media and the digital environment. Therefore, brands must be able to adapt quickly to these changes to remain relevant and attractive to Gen Z (Syafika et al., 2025).

Furthermore, Gen Z tends to shop digitally, utilizing e-commerce platforms and social media to research and purchase products. This requires brands to develop innovative digital marketing strategies that are responsive to Gen Z's needs and expectations. By understanding Gen Z's mindset and preferences, brands can be more effective in building strong and sustainable relationships with this market segment. (Nurmalia et al., 2024) Social media marketing has become a highly effective tool for brands to promote products and build direct relationships with consumers. Platforms like Instagram and TikTok provide brands with the opportunity to convey product information, brand values, and product-related education in engaging and easily accessible content.

Skincare brands utilize social media not only as a promotional channel but also as a way to build loyal consumer communities. Social media allows brands to reach a wider audience more cost-effectively than traditional media. Features like "likes," "comments," and "shares" support two-way interactions between brands and consumers, allowing brands to obtain more accurate feedback and build stronger relationships with their consumers. Research shows that consumer interactions through social media can increase brand loyalty and influence purchasing decisions (Aprilia et al., 2023). Therefore, it is crucial for brands to understand the dynamics of social media and consumer behavior in order to design effective marketing strategies and build strong relationships with their audiences. An authentic, community-based approach can strengthen consumer trust and enhance a brand's position in the market. Research also shows that consumer engagement on social media can strengthen brand loyalty and influence purchasing decisions (Nurhadi et al., 2024).

Social media marketing is now one of the most effective strategies used by brands to promote products and establish direct communication with consumers (Kotler et al., 2021). Platforms like Instagram and TikTok provide opportunities for brands to convey product information, brand values, and skincare education in engaging visual content that is easily accessible to target audiences. Social media also serves as an interactive space where consumers can provide feedback, build communities, and strengthen brand loyalty (Sohail Ahmad et al., 2025). Research findings indicate that consumer engagement on social media positively contributes to increased brand loyalty and significantly influences purchasing decisions (Silajadja et al., 2025).

Skincare brands actively utilize social media not only as a promotional tool but also as a platform to build long-term relationships with consumers. The advantage of social media lies in its ability to reach a large audience at a more cost-effective rate than traditional media. Interactive features such as likes, comments, and shares enable effective two-way

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communication between consumers and brands, and provide brands with the opportunity to understand consumer preferences more deeply. Research shows that interactions formed through social media can build emotional closeness and increase consumer loyalty (Dillah et al., 2025).

Within this framework, it is crucial for companies to understand the characteristics of social media and digital user behavior in order to design relevant and impactful marketing strategies. An authentic, community-oriented approach has proven more effective in building trust and strengthening brand position amidst intense market competition. Recent studies also confirm that active consumer engagement on social media plays a crucial role in shaping brand loyalty and directly influencing purchasing decisions (Andirwan et al., 2023). Implementing marketing strategies through social media has proven effective in reaching Gen Z, particularly through promotional content involving influencers and reviews from other consumers. This generation is more likely to trust information deemed authentic and based on the experiences of other users, rather than one-way commercial advertising. Influencers, who are able to forge emotional connections with their followers, are often perceived as relevant sources and have a strong influence on Gen Z's purchasing decisions (Listiyani et al., 2023).

In addition to being a promotional tool, social media also serves as an informative platform that supports the consumer decision-making process. Through social media, consumers can easily access product information, compare various brands, read reviews, and understand a product's advantages before purchasing. This ease of access enables Gen Z to make more informed purchasing decisions. High-quality and consistent interactions between brands and consumers on social media contribute to increased purchase intention and consumer loyalty to the brand. Furthermore, social media also serves as an effective tool for building emotional closeness between consumers and brands. Personal and transparent interactions create a stronger sense of connection, which ultimately increases loyalty and the likelihood of repeat purchases. The emotional connections formed through these interactions on social media play a crucial role in maintaining long-term relationships between consumers and brands (Leonindhira et al., 2024).

Based on the above discussion, this study aims to examine the role of social media marketing, brand awareness, and online customer reviews in influencing Generation Z purchase decisions for local skincare products in Greater Jakarta. Specifically, this research seeks to clarify how digital promotional activities, consumer recognition of local skincare brands, and user-generated review information contribute to the purchasing decision process among young consumers who are highly exposed to social media and digital commerce. The expected contribution of this study is twofold. Practically, the findings are expected to provide useful insights for local skincare brands in designing more relevant digital marketing strategies, strengthening brand visibility, and managing online customer reviews to build consumer trust. Empirically, this study enriches the literature on digital consumer behavior by providing evidence from Generation Z consumers in the local skincare market within the Greater Jakarta context.

According to Macheke et al., (2024) in their Theory of Buying Decisions, a person's purchase decision is also closely related to the Theory of Buyer Behavior or consumer behavior theory. Sheth explains that in the purchasing decision-making process, various factors form the basis for consideration. Furthermore, conflict between groups can arise due to differing goals and differing perceptions of the desired object or outcome. The purchase decision is an evaluation stage, where consumers form preferences among brands in a range of choices and may also have the intention to purchase the most preferred brand (Cholis et al.,

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2023). The purchase decision is a process in which consumers evaluate various product options and then select one product based on these considerations. The purchase decision is an activity undertaken by individuals, groups, or organizations directly involved in the process of determining whether to purchase a product offered by a producer to consumers. In other words, the purchase decision is the decision-making process undertaken by consumers in response to offers of goods or services available in the market (Prabowo et al., 2022). The decision a person makes to purchase a product usually doesn't just happen. It's often influenced by how well a company is able to capture the consumer's attention and interest. Furthermore, various other factors come into play, such as the current situation, personality, psychological state, and social environment. While the steps in the purchasing process are essentially similar across consumers, what makes them different is their individual background such as their age, income, interests, and lifestyle (Vicenovie, 2023).



Moreover, according to Darmawan & Setiawan (2024), social media marketing is defined as the use of social media to promote a process or event commercially with the aim of attracting potential consumers online. Social media marketing is a marketing strategy that utilizes social media platforms to build relationships between brands and consumers through social interactions, as well as providing a personal channel for the purpose of exchanging value (Abdjul et al., 2022). Social media marketing is a marketing activity carried out through social media platforms to build brand awareness and influence consumer behavior (Rimbasari et al., 2023). Social media marketing is a commercial marketing activity that utilizes social media to positively influence consumer purchasing decisions (Upadana & Pramudana, 2020).

Furthermore, according to Aprillia (2024), brand awareness examines the influence of electronic word-of-mouth (eWoM) on brand awareness, brand image, and branding on social media. The study results show that eWoM has a significant influence on both brand awareness and brand image. Brand awareness is a fundamental concept in marketing that describes the extent to which a brand is recognized and remembered by consumers. It is a crucial element in building brand equity and influencing consumer decision-making (Tarigan et al., 2024). Brand awareness can be defined as the development of the level of familiarity and recognition an audience has for a brand (Dwiputri et al., 2024). Brand awareness, as defined by social media, has a strong influence on brand awareness and purchase intention, and brand awareness acts as a mediator in this relationship (Asia, 2023).

Moreover, according to Macheka et al., (2024), customer reviews influence consumer purchasing decisions through information processing. This study used eye-tracking to analyze how visual attention to comments influences purchasing decisions, considering the moderating roles of gender and visual attention to comments. Customer reviews are a strategic tool for e-commerce platforms because they assist consumers in pre-transaction purchasing decisions. This study reviewed the literature to provide a holistic view of the factors influencing the credibility of online reviews (Oetarjo et al., 2023). Customer reviews are a distribution of consumer opinions that tend to be polarized, with the majority of reviews falling on the positive end of the rating scale, a few in the middle, and a few on the negative end (Waluyo, 2022). According to Nur & Dahliana (2023), customer reviews play a crucial role in shaping consumer trust in e-commerce platforms.

The Influence of Social Media Marketing on Purchase Decisions

Marketing through social media has been proven to drive increased consumer purchasing decisions. This is supported by research findings from Rimbasari et al. (2023), which showed that social media marketing has the highest positive and significant influence

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on purchasing decisions. Similar findings were also presented by Darmawan & Setiawan (2024), who stated that social media marketing strategies impact purchasing decisions. Therefore, to drive increased consumer purchasing decisions, companies need to optimize their marketing activities on social media.

H1: Social Media Marketing Influences Purchase Decisions.

The Influence of Brand Awareness on Purchase Decisions.

Brand awareness indicates the extent to which consumers in the market are able to recognize or remember a brand in a particular category. The higher a consumer's level of brand recognition, the greater their awareness of that brand's existence. This can make it easier for potential consumers to make purchasing decisions for that product. This finding was obtained from research conducted by Aprillia (2024). Research conducted by Upadana & Pramudana (2020) stated that brand awareness reflects the existence, commitment, and important elements of a company. When consumer awareness of a brand is high, the brand's presence is more easily perceived by consumers. High brand awareness is usually influenced by several factors, such as extensive advertising intensity, a time-tested brand reputation, extensive distribution coverage, and effective brand management. Therefore, if two brands are of equal quality, brand awareness will be a crucial aspect in influencing consumer purchasing decisions.

H2: Brand Awareness Influences Purchase Decisions.

The Influence of Customer Reviews on Purchase Decisions.

Customer reviews are a form of word-of-mouth communication in the context of online sales, where potential buyers obtain information about a product from consumers who have used it. When potential consumers have difficulty assessing product quality, these reviews become an important reference in the purchasing decision-making process. Consumers tend to seek reliable information before deciding to purchase, and with the increase in internet usage, online reviews have become a primary source of information for consumers in evaluating a product's quality. The quality of information contained in consumer reviews influences the perception and level of credibility of a product. When shopping online, consumers are faced with a variety of product choices, but, on the other hand, they are limited in obtaining direct information because they cannot physically touch or try the product. Research conducted by Oetarjo et al. (2023) states that customer reviews have a significant influence on purchasing decisions.

H3: Customer Reviews Influence Purchase Decisions.

Method

This study aimed to examine the correlation among four variables: Social Media Marketing, Brand Awareness, Consumer Reviews, and Purchase Decision. The study employed a quantitative methodology alongside an associative framework. This methodology was chosen to ascertain the magnitude of the independent variables' influence on the dependent variable. The data collection approach involved disseminating an online questionnaire via Google Forms. A five-point Likert scale was employed in the creation of the questionnaire instrument, which was formulated based on indicators derived from theoretical frameworks and prior research. The assessment of each variable is based on previous research and uses a five-point semantic differential scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Moreover, the participants in this study were members of Generation Z, aged

18 to 27, residing in Jakarta. They had previously used skincare products from a regional company. The employed sampling strategy was non-probability sampling using a purposive approach. This indicates that participants were selected according to specific criteria that matched the focus of the research. The sample size for the SPSS analysis was established using the minimum requirements approach, resulting in a final sample of 301 valid respondents who met the criteria and completed the questionnaire via Google Forms between January 19, 2025, and March 11, 2025.

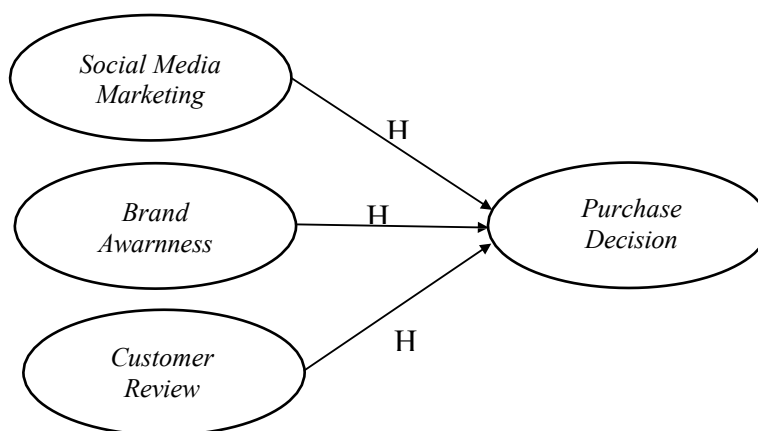




Figure 1. Image of Relationship Between Constructs.

Results and Discussion

The results of the validity test of all statements in the questionnaire showed that r count $>$ r table and significance is $<$ 0.05. Therefore, it can be stated that all statements in the questionnaire are valid.

Table 1. Validity Test Results

Variable	Item	r-count	r-table	Sig.	Result
<i>Social Media Marketing</i>	X1.1	0,607	0,095	0,000	Valid
	X1.2	0,631	0,095	0,000	Valid
	X1.3	0,507	0,095	0,000	Valid
	X1.4	0,554	0,095	0,000	Valid
	X1.5	0,530	0,095	0,000	Valid
	X1.6	0,491	0,095	0,000	Valid
	X1.7	0,643	0,095	0,000	Valid
	X1.8	0,619	0,095	0,000	Valid
	X1.9	0,653	0,095	0,000	Valid
	X1.10	0,674	0,095	0,000	Valid
<i>Customer Review</i>	X2.1	0,570	0,095	0,000	Valid
	X2.2	0,608	0,095	0,000	Valid
	X2.3	0,578	0,095	0,000	Valid
	X2.4	0,619	0,095	0,000	Valid
	X2.5	0,574	0,095	0,000	Valid
	X2.6	0,579	0,095	0,000	Valid

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	X2.7	0,589	0,095	0,000	Valid
	X2.8	0,571	0,095	0,000	Valid
<i>Brand Awareness</i>	X3.1	0,559	0,095	0,000	Valid
	X3.2	0,586	0,095	0,000	Valid
	X3.3	0,621	0,095	0,000	Valid
	X3.4	0,621	0,095	0,000	Valid
	X3.5	0,637	0,095	0,000	Valid
	X3.6	0,683	0,095	0,000	Valid
	X3.7	0,511	0,095	0,000	Valid
	X3.8	0,423	0,095	0,000	Valid
	X3.9	0,501	0,095	0,000	Valid
<i>Purchase Decision</i>	Y.1	0,624	0,095	0,000	Valid
	Y.2	0,455	0,095	0,000	Valid
	Y.3	0,576	0,095	0,000	Valid
	Y.4	0,604	0,095	0,000	Valid
	Y.6	0,584	0,095	0,000	Valid
	Y.7	0,509	0,095	0,000	Valid
	Y.8	0,439	0,095	0,000	Valid
	Y.9	0,392	0,095	0,000	Valid

Source: SPSS 26 output, processed data (2026)

In this study, all questions from each variable were declared reliable because the Cronbach's alpha value was above 0.6. The following are the results of the reliability test:

Table 2 Reliability Test Results



Variable	Cronbach Alpha	Result
<i>Social Media Marketing (X1)</i>	0,746	Reliable
<i>Customer Review (X2)</i>	0,740	Reliable
<i>Brand Awareness (X3)</i>	0,740	Reliable
<i>Purchase Decision (Y)</i>	0,715	Reliable

Source: SPSS 26 output, processed data (2026)

This study used a test with the following stipulation: If the significance value is less than 0.05, H0 is rejected, indicating a non-normal distribution of the data. If the significance value is greater than 0.05, H0 is accepted, indicating a normal distribution of the data. The following are the results of the normality test:

Table 3 Normality Test Results

N		301
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.58252703
Most Extreme Differences	Absolute	.048
	Positive	.048

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Negative	-.041
Test Statistic	.048
Asymp. Sig. (2-tailed)	.091 ^c

Source: SPSS 26 output, processed data (2026)

The multicollinearity test is an analysis used in the context of regression analysis to determine whether there is a strong relationship between two or more independent variables. This study uses the tolerance and variance inflation factor methods for each independent variable relative to the dependent variable. If the VIF value is <10 and the TOL value is >0.1, the model can be said to have no symptoms of multicollinearity, and vice versa. The following are the results of the multicollinearity test:

Table 4 Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
<i>Social Media Marketing</i>	.483	2.070
<i>Brand awareness</i>	.483	2.070
<i>Customer Review</i>	.438	2.282

Source: SPSS 26 output, processed data (2026)

Table shows that social media marketing has a tolerance value of 0.483 with a VIF value of 2.070, brand awareness has a tolerance value of 0.483 with a VIF value of 2.070, and customer reviews have a tolerance value of 0.438 with a VIF value of 2.282. Therefore, it can be concluded that there is no multicollinearity because all tolerance values are > 0.1 and VIF < 10. Multiple regression analysis is a statistical method used to understand the relationship between a dependent variable (the variable to be predicted) and two or more independent variables (the variables used to make the prediction). The following are the results of a multiple regression analysis:



Table 5: Results of Multiple Regression Analysis

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t
	B	Std. Error	Beta	
1 (Constant)	11.162	1.582		7.055
Social Media Marketing	.324	.045	.421	7.195
Brand awareness	.174	.059	.173	2.961
Customer Review	.191	.057	.205	3.333

a. Dependent Variable: Purchase Decision

Source: SPSS 26 output, processed data (2026)

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The multiple regression analysis indicates that social media marketing, brand awareness, and customer reviews positively contribute to purchase decisions for local skincare products. The constant value of 11.162 suggests that when the three independent variables are held constant, the baseline level of purchase decision remains positive. Among the predictors, social media marketing has the strongest contribution, as shown by the highest standardized coefficient value of 0.421 and a t-value of 7.195. This implies that improvements in social media marketing activities, such as attractive content, consumer interaction, influencer-based communication, and product education through digital platforms, are more likely to strengthen Gen Z consumers' purchase decisions.

Customer reviews also show a positive contribution to purchase decisions, with an unstandardized coefficient of 0.191, a standardized coefficient of 0.205, and a t-value of 3.333. This finding suggests that consumer-generated reviews play an important role in helping potential buyers evaluate product quality, reduce uncertainty, and increase confidence before purchasing skincare products. Brand awareness has a positive effect as well, with an unstandardized coefficient of 0.174, a standardized coefficient of 0.173, and a t-value of 2.961. Although its contribution is lower than social media marketing and customer reviews, brand awareness remains meaningful because consumers tend to prefer skincare brands that are familiar, recognizable, and perceived as credible.

Table 6 Partial Test Results
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.162	1.582		7.055	.000
	Social Media Marketing	.324	.045	.421	7.195	.000
	Brand awareness	.174	.059	.173	2.961	.003
	Customer Review	.191	.057	.205	3.333	.001

Source: SPSS 26 output, processed data (2026)



The table shows that social media marketing influences purchase decisions, brand awareness influences purchase decisions, and customer reviews influence purchase decisions.

Table 7. Results of the Coefficient of Determination Test
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.713 ^a	.508	.503	2.596

Source: SPSS 26 output, processed data (2026)

In the table, the coefficient of determination (Adjusted R-Square) was 0.503, or 50.3%. This indicates that the independent variable's ability to explain the variance of the dependent variable is 0.503, or 50.3%, influencing social media marketing, brand awareness, and customer reviews. The remaining 49.7% is explained by other variables or factors outside this study.

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Discussion

Social Media Marketing Influences Purchase Decisions



This shows that the more effective the marketing strategy implemented through social media, the more likely Gen Z is to purchase local skincare products. This also aligns with research conducted by Putri & Wijaya (2022), which found that social media is an effective promotional tool in shaping consumer perceptions. The findings of this study further indicate that social media marketing is the strongest factor influencing Gen Z purchase decisions for local skincare products. This result can be explained by the digital behavior of Gen Z, who are highly exposed to visual content, influencer recommendations, skincare routines, product demonstrations, and user-generated content on platforms such as TikTok, Instagram, and YouTube. In the skincare context, social media does not only function as a promotional channel, but also as an educational and persuasive medium where consumers obtain information about product benefits, ingredients, usage methods, and real consumer experiences. Therefore, effective social media marketing can create stronger engagement, build trust, and accelerate purchase decisions because Gen Z consumers often rely on interactive and authentic digital content before choosing skincare products.

Brand Awareness Influences Purchase Decisions

This means that the higher a consumer's brand awareness, the more likely they are to purchase that brand's products. This aligns with research conducted by Wulandari (2021), which found that consumers prefer products from brands they already know and trust, especially for personal care products. In a market with many local skincare brands, brand awareness remains an important factor because consumers are faced with a wide range of product choices that often appear similar in terms of claims, ingredients, packaging, and promotional messages. For Gen Z consumers, familiarity with a brand helps reduce confusion and makes the purchase decision process easier. A brand that is frequently seen on social media, recognized through influencer content, and remembered through consistent visual identity is more likely to be considered trustworthy. This is particularly relevant in skincare purchases because consumers need confidence before applying a product to their skin. Thus, brand awareness does not only reflect brand recognition, but also supports consumer confidence, perceived credibility, and the likelihood of choosing local skincare products among competing alternatives.

Customer Reviews Influence Purchase Decisions

The analysis shows that customer reviews have a positive and significant influence on purchase decisions. Consumer reviews on e-commerce platforms and social media can shape the perceptions and beliefs of potential buyers. This aligns with research by Susanti & Nugroho (2020), which demonstrated that positive reviews have a significant impact on purchase intention, especially among young people. This finding is particularly important in the skincare industry because skincare products are closely related to personal health, skin compatibility, safety, and trust. Unlike ordinary consumer goods, skincare products may produce different results depending on skin type, sensitivity, and individual skin problems. Therefore, Gen Z consumers tend to search for customer reviews before making a purchase in order to reduce uncertainty and perceived risk. Reviews that contain information about product effectiveness, texture, fragrance, suitability for certain skin types, side effects, and before-after experiences can help potential buyers evaluate whether a product is appropriate for their needs. In this sense, customer reviews serve as social proof that strengthens

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consumer trust and reduces hesitation before purchasing local skincare products. The practical implication is that local skincare brands need to actively manage online reviews, respond to consumer feedback, and encourage satisfied customers to share honest experiences, because credible reviews can become an important source of trust in the digital purchase decision process.

Conclusions

The findings of this study confirm that social media marketing, brand awareness, and customer reviews have a positive and significant influence on Gen Z purchase decisions for local skincare products in Greater Jakarta. Social media marketing emerges as an important driver because Gen Z consumers are highly exposed to digital content, visual storytelling, influencer recommendations, and interactive brand communication on platforms such as TikTok, Instagram, and YouTube. Brand awareness also remains relevant because consumers tend to feel more confident in choosing skincare brands they recognize and remember, particularly in a competitive market where many local skincare products offer similar benefits, ingredients, and claims. In addition, customer reviews play an important role in shaping purchase decisions because skincare products are closely related to personal health, skin compatibility, safety, and trust.



From a managerial perspective, local skincare brands should strengthen their digital marketing strategies by creating authentic, informative, and visually attractive content on TikTok and Instagram. Brands are advised to present content that reflects real consumer needs, such as skincare routines, product education, ingredient explanations, usage tutorials, and honest before-after experiences. Collaboration with credible micro-influencers can also be an effective strategy because Gen Z consumers often perceive micro-influencers as more relatable, authentic, and trustworthy than purely commercial advertisements. Furthermore, companies should encourage verified customer reviews, display genuine consumer testimonials, and respond to negative reviews professionally to demonstrate accountability and care. At the same time, maintaining a consistent brand identity through visual style, tone of communication, packaging, and key messages is essential to strengthen brand recall and consumer trust.

This study has several limitations that should be acknowledged academically. The research focused only on Generation Z consumers in Greater Jakarta and examined three independent variables, namely social media marketing, brand awareness, and customer reviews, so the findings may not fully represent other generations, geographical areas, or broader consumer behavior contexts. Future studies are encouraged to expand the research scope by involving different age groups, wider regions, and comparative analysis across local and international skincare brands. In addition, future research may include other relevant variables such as influencer credibility, electronic word-of-mouth, perceived quality, brand trust, halal awareness, and purchase intention as a mediating variable. The use of mixed methods or longitudinal research designs may also provide deeper insight into how digital marketing exposure, brand perception, and consumer trust develop over time in influencing skincare purchase decisions.

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