
THE INFLUENCE OF BRAND IMAGE, BRAND TRUST, AND LIFESTYLE ON PURCHASING DECISIONS OF AZARINE SUNSCREEN PRODUCTS IN MOJOKERTO



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Abstract

This study aims to examine the influence of brand image, brand trust, and lifestyle on consumers' purchase decisions of Azarine Sunscreen products in Mojokerto. A recent overclaim controversy surrounding Azarine raised public concerns about the accuracy of product information, prompting the need to reassess consumer perceptions and decision-making processes. Using a quantitative approach, data were collected from 96 respondents through an online Likert-scale questionnaire and analyzed with Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS. The study reveals that brand image, brand trust, and lifestyle all have positive effects on purchase decisions. The findings emphasize the importance of cultivating a trustworthy and emotionally resonant brand while aligning marketing strategies with consumers' lifestyles to foster long-term brand engagement in the skincare industry.

Keywords: Brand Image, Brand Trust, Lifestyle, Purchase Decision

INTRODUCTION

Technological advances have had a significant impact on increasing public awareness in Indonesia about the importance of skin care. This has driven the growth of the local beauty industry, marked by the emergence of various local skincare brands (Ramadhani, 2023). Competition in the beauty industry has become increasingly intense with the presence of various local brands offering product formulations tailored to the needs of Indonesian skin, enabling consumers to make purchasing decisions amidst the abundance of product options available in the market (Dhani & Agustin, 2022). The launch of innovative beauty products by local brands has helped boost Indonesia's beauty industry. Not only are local brands competing in the domestic market, but they are also beginning to rival the presence of international brands that have long dominated the market, such as K-Beauty products from South Korea (Wijayanti, 2023). According to statistical data from Statista Consumer Outlook, in 2024, Indonesia's beauty industry revenue is projected to reach US\$9.07 billion with a growth rate of 5.64%, and is expected to increase to US\$9.58 billion with a projected growth rate of 5.65% in 2025.

One of the local brands that is currently popular in the market is Azarine. The Azarine Hydrasoothe Sunscreen Gel SPF45 PA++++, launched on January 11, 2021, has made the brand popular in the market. This sunscreen is favored by consumers for its lightweight formula, non-greasy texture, and no white cast, earning Azarine various awards such as the Sociolla Beauty Awards 2023 and Indonesia's Best Sunscreen Brand Epic Awards 2025.

Pra Survei Sunscreen Azarine

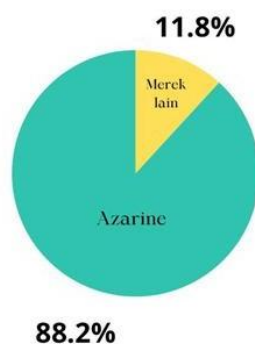


Figure 1.

Results of the Azarine Sunscreen Pre-Survey

Source: Data processed by researchers, 2025.

Researchers conducted a preliminary survey of 34 respondents in the Mojokerto area. Based on the data obtained, the analysis results showed that 30 out of 34 respondents had purchased and used Azarine Sunscreen products. This indicates high consumer demand for Azarine Sunscreen products in Mojokerto. However, recently, the online world has been buzzing about the ingredients in Azarine products, one of which is suspected to be sunscreen that does not match the information on the product label, or what is known as overclaiming. This overclaiming phenomenon can damage a brand that has been built up well.

PENJUALAN PRODUK SUNSCREEN AZARINE

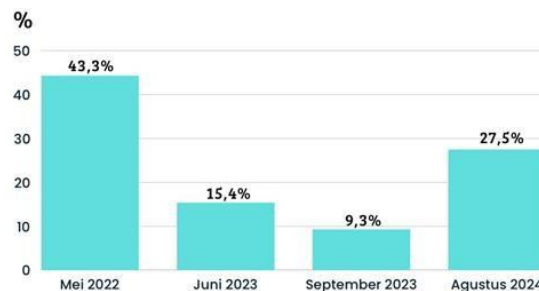


Figure 2.

Azarine Sunscreen Sales Data for 2023-2024.

Source: Data processed by researchers, 2025

Based on Kompas data, Azarine was once the top-selling sunscreen product during the period of May 17–31, 2022, capturing a 43.3% market share. However, sales saw a 9.3% decline in September 2023. This decline is believed to be due to the emergence of overclaim issues, which have increased scrutiny on product testing transparency. In response to these issues, Azarine confirmed through its official Instagram account the results of laboratory tests regarding the SPF content in its sunscreen products. Additionally, the intense competition in the beauty industry, with the emergence of new brands and more diverse product innovations, coupled with consumers becoming increasingly selective in choosing skincare products based on product reviews, has influenced consumers' decisions to purchase Azarine sunscreen products.

According to research conducted by Efendi and Purwanto (2023), brand image generates memories and experiences from users of products or services, thereby influencing purchasing decisions (Efendi & Purwanto, 2023). A positive image will encourage purchases, while a negative image will reduce trust (Ferdiana & Yuwono, 2023). On the other hand, brand trust describes the extent to which customers feel confident that the product can deliver on its claims (Sa'dam & Albari, 2023). Based on the results of research by Sitohang and Pudjoprastyono (2024), it has been proven that brand trust can have a significant positive impact on purchasing decisions. When brand trust is disrupted, customers tend to switch to other products. In addition to these two factors, according to Efendi and Purwanto (2023), lifestyle also plays an important role in purchasing decisions to determine the use of products or services. Lifestyle reflects interests, activities, social interactions, and opinions. The results of Aurelia et al.'s (2024) research show that lifestyle has a significant positive effect on purchasing decisions. However, research by Thania and Anggarini (2021) shows that lifestyle differences have a non-significant negative impact on purchasing decisions.

This research aims to fill this gap and provide a comprehensive understanding of the influence of brand image, brand trust, and lifestyle on consumer purchasing decisions in the beauty industry, particularly in Mojokerto. The results of this research are expected to contribute to the theoretical field of marketing and provide practical input for local brands in developing more effective, transparent marketing strategies that are oriented toward consumer needs and preferences.

REVIEW OF LITERATURE

Brand Image

Brand image refers to customers' evaluations of a brand in terms of the positive or negative impressions that consumers remember. When brand image is perceived positively by consumers, purchasing decisions tend to increase (Saputra et al., 2024). Brand image is the mental association consumers have when considering purchasing a product from a company, and logos and identifying symbols contribute to brand image (Nur Hamidah & Prabowo, 2023). Brand image indicators are formed through brand association strength, brand association superiority, and brand association uniqueness (Zahroh & Dwijayanti, 2020).

Based on research by (Setiyanti & Ansori, 2024), it was found that users of The Originote products perceived that brand image had a positive influence on their decision to purchase The Originote products, meaning that the better the brand image, the higher the purchase decision.

H1: Brand image is suspected to have a positive effect on the decision to buy Azarine sunscreen products in Mojokerto.

Brand Trust

Brand trust is the belief that customers have in a brand to deliver the promised product benefits. Brand trust is built on a good reputation and consistent consumer experiences with the product (Lestari & Wismantoro, 2024). Building trust in a product or brand is important because trust in a brand is a factor for customers in making a purchase (Adrianto & Kurnia, 2021). Brand trust indicators include brand reliability, brand safety, and brand honesty in communicating product information (Fernanda, 2024).

As found in the study (Nastiti et al., 2024), this finding supports the notion that brand trust has a significant positive effect on purchasing decisions, as indicated by consumers' assessment that Y.O.U. cosmetics products have a good reputation. Consumers believe that PT Hebe Beauty has good integrity and that Y.O.U. cosmetics meets consumer expectations and experiences.

H2: Brand trust is suspected to have a positive effect on the decision to buy Azarine sunscreen products in Mojokerto.

Lifestyle

One of the factors that drives human desire to consume is lifestyle. Consumer lifestyle involves spending money or managing time. Consumers interact with products, using them and experiencing the benefits afterward, in accordance with their needs and desires. (Hindyni & Nurhaliza, 2024). Lifestyle plays a role in consumers' purchasing decisions. Changes in lifestyle occur rapidly and can become excessive due to the development of smartphone technology, social media, and e-commerce (Nisak & Sulistyowati, 2022). Lifestyle indicators include consumers' opinions, interests, and activities (Praditha et al., 2022).

Research conducted by (Pamungkas & Wardhani, 2024) shows that lifestyle has a significant and positive influence on purchasing decisions for Skintific Semarang skincare products. Therefore, the higher the level of need driven by lifestyle, the greater the influence on purchasing decisions, as healthy skin is desired by everyone, especially women. Products

that align with consumers' lifestyles are more likely to be accepted and consumed sustainably.
H3: Lifestyle is suspected to have a positive effect on the decision to buy Azarine sunscreen products in Mojokerto.

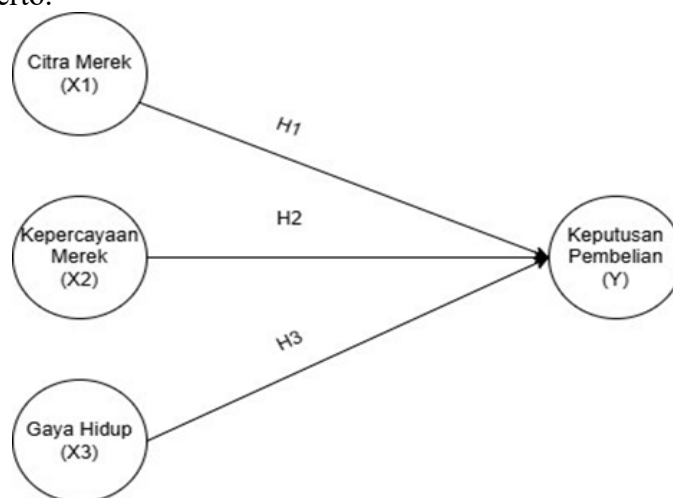


Figure 3.
Conceptual Framework

RESEARCH METHOD

Research utilizing a quantitative approach. The population consists of customers in Mojokerto who have purchased and used Azarine Sunscreen products. The sampling technique utilizes a non-probability sampling method with accidental sampling technique. The sample size is $12 \times 8 = 96$ respondents. The measurement scale used is an ordinal scale with a Likert scale weighing technique, ranging from strongly disagree to strongly agree, with a score range of 1 to 5. The data used comes from two types of data sources: primary data and secondary data. Primary data was collected directly from respondents through an online questionnaire distributed via Google Forms, shared through social media platforms including WhatsApp, Instagram, X (Twitter), and offline distribution in Mojokerto. Secondary data was obtained from books, journal articles, and websites related to the research topic. Data collection was carried out using Google Forms questionnaires distributed to respondents. The data analysis method used was Structural Equation Modeling (SEM) based on Partial Least Square (PLS). Data processing was carried out using SmartPLS 3 software. This research used a reflective model. The reflective indicator model estimates that latent variables influence indicators (Vidiani, 2020).

With this method, researchers can comprehensively analyze the extent to which variables influence purchasing decisions, providing a solid foundation for companies to develop data-driven marketing strategies.

RESULTS AND DISCUSSION

This study examines the impact of brand image, brand trust, and lifestyle on the decision to purchase Azarine sunscreen in Mojokerto. Data was collected from 96 respondents who actively use the product and analyzed using SEM-PLS method.

Outer Model

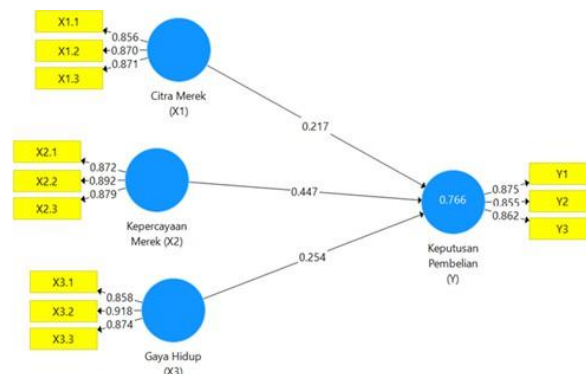


Figure 4.
Outer Model

Based on the PLS output, the measurement model utilizes exogenous reflective indicator variables in the form of Brand Image (X1), Brand Trust (X2), Lifestyle (X3), and endogenous variables in the form of Purchase Decision (Y). The validity of the indicators is assessed based on the outer loading table output, which shows the magnitude of the factor loading values, because all indicators in the modeling are reflective, the table used is the outer loading output.

Table 1.
Composite Reliability

	Composite Reliability
Brand Image (X1)	0,900
Lifestyle (X3)	0,914
Brand Trust (X2)	0,912
Purchase Decisions (Y)	0,898

Source: processed data (SmartPLS), 2025

The results of the data analysis show that the composite reliability values of all variables are > 0.7 , namely Brand Image (X1) 0.900, Brand Trust (X2) 0.912, Lifestyle (X3) 0.914, and Purchase Decision (Y) 0.898. Construct reliability can be assessed using composite reliability. According to Hair et al (2014), a construct is reliable when the composite reliability value is between 0.60 and 0.70. It is concluded that all variables are reliable or

meet the composite reliability criteria.

Average Variance Extracted (AVE)

Table 2.
Average Variance Extracted
Average Variance
Extracted (AVE)

Brand Image (X1)	0,749
Lifestyle (X3)	0,781
Brand Trust (X2)	0,776
Purchase Decisions (Y)	0,747

Source: processed data (SmartPLS), 2025

The results of the data analysis show that the variable (X1) is 0.749, (X2) is 0.776, (X3) is 0.781, and the Purchase Decision variable (Y) is 0.747. All four variables have values greater than 0.5. It can be said that all variables have good validity.

Inner Model

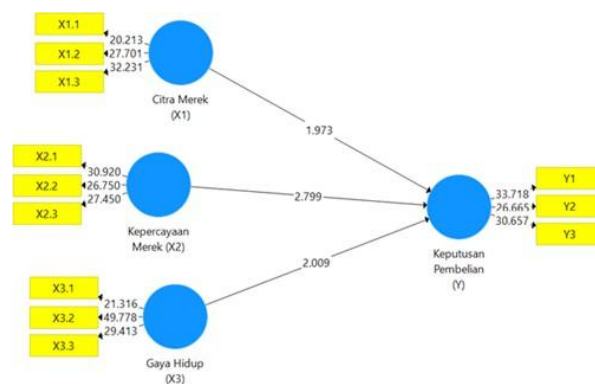


Figure 5.
Inner Model

The R-square value describes the proportion of variation in the dependent variable that can be explained by all independent variables collectively.

Table 3.
R-square

Variabel	R-square
Purchasing Decision	0,766

Source: processed data (SmartPLS), 2025

R2 value = 0.766. Based on the table, the analysis results show that the R-Square value is 76.6%, while the remaining 23.4% is influenced by other variables outside the scope of this study. Next, hypothesis testing was conducted using path coefficients, t-statistics, and p-values for each relationship between variables.

Table 4.
Path Coefficient, t-Statistics and p-value

		Original (O)	sample T Statistics	P Values	
Brand Image	→ Purchase	0,217	1,969	0,025	Accepted
Decisions					
Lifestyle	→ Purchase	0,254	2,004	0,023	Accepted
Decisions					
Brand Trust	→ Purchase	0,447	2,697	0,004	Accepted
Decisions					

Source: processed data (SmartPLS), 2025 The table supports the following hypothesis:
Hypothesis 1: Based on the table above, the results of the data analysis show that Brand Image (X1) has a Path Coefficient value of 0.217, a T Statistic value > 1.96 (1.969), and a P Value < 0.05 (0.025) in relation to Purchase Decision (Y). Therefore, Brand Image can be said to have a positive effect on Purchase Decision, and Hypothesis 1 is accepted.

Hypothesis 2: Based on the table above, the results of the data analysis show that Brand Trust (X2) has a positive effect on Purchase Decision (Y), with a Path Coefficient value of 0.447, a T Statistic value greater than 1.96 (2.697), and a P Value less than 0.05 (0.004). Therefore, Brand Trust can be said to have a positive influence on Purchase Decisions, and Hypothesis 2 is accepted.

Hypothesis 3: Based on the table above, the results of the data analysis show that Lifestyle (X3) has a positive effect on Purchase Decision (Y), with a Path Coefficient value of 0.254, a T Statistic value greater than 1.96 (2.004), and a P Value less than 0.05 (0.023). Therefore, Lifestyle can be said to have a positive effect on Purchase Decisions, so Hypothesis 3 is accepted.

The Effect of Brand Image on Purchase Decisions

The results of the descriptive analysis of the Brand Image variable that has the highest outer loading value is the product uniqueness indicator. Consumers in Mojokerto have a positive perception or positive image of Azarine because Azarine sunscreen products are quickly absorbed and non-sticky on the skin, which is suitable for the tropical climate in Indonesia. This has enabled Azarine to create a sunscreen product that is favored by consumers, earning it various awards. These characteristics have successfully built a strong and positive brand association in consumers' minds toward Azarine's sunscreen product, which has received positive recognition from consumers, thereby driving consumers to make actual purchasing decisions, even amid allegations of overclaiming.

The results of this study align with research conducted by (Ningtias & Surianto, 2024) that Brand Image positively influences Purchase Decisions for Azarine products. This indicates that consumers are more likely to choose to purchase Azarine products if they have a more positive perception of the company's brand. In line with the research by (Salsabila &

Fadhillah, 2023), brand image has a positive influence on the purchase decision of Azarine Cosmetics. This shows that consumers tend to choose Azarine Cosmetics if they have a good impression, thereby creating a positive image of the company. In the competitive beauty industry, a strong brand image is not only an added value but also a key requirement in winning the hearts of consumers.

The Effect of Brand Trust on Purchase Decisions

The results of the descriptive analysis of the Brand Trust variable show that the indicator with the highest outer loading value is product safety. Consumers in Mojokerto use Azarine sunscreen, which is registered with the Indonesian Food and Drug Administration (BPOM), has Halal certification, and has undergone in vivo testing related to the SPF content of Azarine sunscreen products. Consumers believe and choose this product because it provides optimal protection for the skin, is safe to use as it has obtained official approval from the BPOM, Halal certification, and generally communicates information about the product's ingredients and benefits that align with the claims on the packaging. This information is officially communicated through Azarine's Instagram and website. Currently, consumers are more selective in accepting information related to overclaim issues. Azarine is considered to have met legal and transparency requirements, thereby driving the decision to purchase Azarine sunscreen products.

The results of this study align with research conducted by (Ramadhania & Kurniawan, 2024) that Brand Trust positively influences the Purchase Decision for Azarine products. This indicates that consumers are more likely to seek information through reviews, which can help enhance brand trust, leading consumers to decide to purchase. In line with the research by (Nasution & Christaung, 2022), brand trust has a positive influence on purchasing decisions. This shows that brand trust is necessary when consumers are more selective about product information, making them more interested in making purchasing decisions.

The Influence of Lifestyle on Purchase Decisions

The results of the descriptive analysis of the Lifestyle variable with the highest outer loading value are product interest indicators. Consumers in Mojokerto are interested in purchasing the local sunscreen product Azarine, which has sufficient SPF to protect the skin from sun exposure. Consumers tend to choose and purchase sunscreen products not only for skin protection but also due to their preference for locally produced sunscreen products that are affordable and easily accessible, as well as their concern for self-care. This indicates that Azarine is able to create products that align with consumers' skin needs and current trend preferences.

The results of this study align with research conducted by Ningrum et al. (2024), which found that Lifestyle positively influences the Purchase Decision of Somethinc Skincare in Yogyakarta City. This suggests that purchasing Somethinc skincare has become a habit for consumers and aligns with their needs.

CONCLUSION

Based on data analysis using the SEM-PLS method on 96 respondents in Mojokerto, it can be concluded that brand image, brand trust, and lifestyle contribute to the decision to purchase Azarine sunscreen products. This finding demonstrates that within the context of the local beauty industry, particularly for skincare products like sunscreen, the brand plays a role in shaping purchasing decisions. The brand image of Azarine, known as a popular local brand, contributes to the decision to purchase Azarine Sunscreen products in Mojokerto. The better the brand image established by the company, the higher the likelihood of purchasing Azarine Sunscreen products. Consumers who have positive associations with a product tend to be more confident in purchasing it. Brand trust contributes to the decision to purchase Azarine sunscreen products in Mojokerto. The higher the consumer's trust in reliability, safety, and honesty, the higher the decision to purchase Azarine sunscreen products. Additionally, lifestyle also contributes to the decision to purchase Azarine sunscreen products in Mojokerto. The greater the lifestyle needs for skin care and following trends, the higher the likelihood of consumers making a purchase decision for Azarine Sunscreen products. It is recommended that future research include additional influential elements such as viral marketing, EWOM, or promotions as additional factors that may also influence purchase decisions, and reach a more diverse range of respondents to allow the research findings to be generalized more broadly.

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