

# Women Consumer Online Purchase Decision Making on Body Care Products: Analysis of Influencing Factors

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## Abstract

The body care industry is growing along with the increasing need for beauty care and the ease of access and distribution of online marketing. This study aims to determine the factors that influence women's online purchasing decisions for body care products. This research used a single case study on a MILAB of body care startup. This study conducted in-depth interviews with several female consumers and analyzed exploratively. The results showed that the online purchase decision of female consumer body care products was influenced by several factors: efficiency; products; prices; consumer behavior, knowledge and attitudes; people's opinion; and marketing communications.

**Keywords:** Body Care, Consumer Decision Making, Milab, Online Marketing, Purchase, Decision Making .