

# The Influence of Brand Image on Purchase Decisions for OMG Cosmetics Among Millennial Consumers Aged 27-42

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## Abstract

This study analyzes the influence of Brand Image on Purchase Decisions of OMG (Oh My Glam) cosmetics among Millennials. The Indonesian cosmetics industry, which is growing by 21.9%, creates intense competition that requires brands to build a strong image to influence consumer behavior. The main problem studied is how perceptions and associations of the OMG brand drive purchase decisions in the vast digital market. The purpose of this study is to measure the extent to which Brand Image has a significant influence on Purchase Decisions for Millennial consumers. The novelty of this study lies in its focus on challenger brands in the digital era, going beyond previous studies that only measure brand awareness to measure actual purchase actions. This study uses a quantitative approach with deductive reasoning and a foundation of David A. Aaker's Brand Equity Theory. Data were collected through the bold distribution of questionnaires to millennial consumers to test the causal relationship between variables. The results of this study indicate that a positive and strategic brand image significantly improves purchase decisions, as evidenced by the inclusion of OMG in the list of 10 best-selling brands on Shopee and Tokopedia. The conclusion of this study shows that brand image significantly influences the purchasing decisions of OMG (Oh My Glam) cosmetic products among millennial consumers aged 27–42 years. A strong brand image, including perceptions of quality, trustworthiness, and lifestyle suitability, can increase consumer interest and confidence in purchasing the product. Millennial consumers tend to choose OMG because the brand is perceived as relevant, modern, and represents their identity.

## KEYWORDS

brand image; purchasing decision; millennials; cosmetics industry.

## Introduction

The cosmetics industry in Indonesia is one of the sectors showing the most dynamic and resilient growth, both nationally and globally. This sector has transformed from a secondary need into an integral part of modern lifestyles, driven by increasing awareness of self-care and the massive influence of digital media. In Indonesia, the cosmetics market is highly expansive and competitive, with the rapidly growing industry viewing cosmetics as an element of self-expression and confidence. In this intense competition, a brand's ability to build a strong and positive image, or Brand Image, is a key strategic asset. The Millennial generation, known as a savvy, consumption-oriented, brand-conscious, and tech-savvy group, plays a crucial role in determining trends and demand in the cosmetics market.

The ideal environment for a beauty brand targeting young urbanites like OMG (Oh My Glam) centers on a balance between high quality and affordable pricing, known as a value-for-money strategy. Ideally, the brand should consistently deliver products with high quality, color, and performance that align with global beauty trends, yet remain accessible at highly competitive prices. Furthermore, the brand is required to be digitally dominant, with a marketing focus on building an engaging social media presence and leveraging influencers to build trust. Visually, branding should ideally have a strong



**Figure 1.** OMG (Oh My Glam) Cosmetic Products and Displayed Brand Image

Source: OMG (Oh My Glam) Official Promotional Media / Search Engine, 2025

identity, with aesthetically pleasing and contemporary packaging to trigger impulse purchases driven by the emotions and psychology of young consumers (Nurseto, 2025).

In fact, OMG Beauty has implemented most of the ideal conditions above by focusing on market penetration through an aggressive pricing strategy. OMG Beauty has successfully communicated an image as a glamorous, trendy, yet affordable brand with pocket-friendly prices. The most prominent marketing strategy they implemented was price bundling and very aggressive discounts. These promotions were specifically designed to target the emotional and psychological aspects of consumers, triggering impulsive buying behavior, especially during big flash sales moments on e-commerce. Thanks to this intensive digital penetration and strategy, OMG Beauty has factually succeeded in breaking the dominance of big brands and entering the Top 10 best-selling lipstick brands on major e-commerce platforms (Nurseto, 2025).

Figure 1. displays a collection of flagship products from the local cosmetic brand OMG (Oh My Glam), which was founded with a primary focus on targeting the young consumer segment, particularly Millennials and Gen Z. Visually, these products (dominated by lip cream, foundation, or eye makeup) demonstrate several key Brand Image characteristics relevant to this research. Based on information from the Coordinating Ministry for Economic Affairs of the Republic of Indonesia, the number of beauty companies in Indonesia in 2022 increased by 21.9%, namely to 913 companies, and grew to 1,010 companies by mid-2023. In addition, the domestic beauty sector has successfully reached the international market with a total value of USD 770.8 million for cosmetic products, fragrances, and essential oils from January to November 2023 (Kementerian Koordinator Bidang Perekonomian Republik Indonesia, 2024), The ranking of top-selling lipstick brands on Shopee and Tokopedia is presented in Figure 2.

Based on data from Kompas.co.id from August 1-15, 2021, OMG Beauty products entered the top 10 best-selling lipstick brands on e-commerce. This success proves that OMG Beauty has been able to disrupt the dominance of these major brands. In addition to the competitive phenomenon, the halal label is an increasingly important component in influencing consumer decisions. Data from Dinar Standard in 2021 shows that Indonesia is the second-largest consumer of halal beauty products in the world after India. This is influenced by a heightened awareness of product hygiene and spiritual needs.

This research uses the Brand Equity Theory by David A. Aaker. This theory explains that brand image is the release

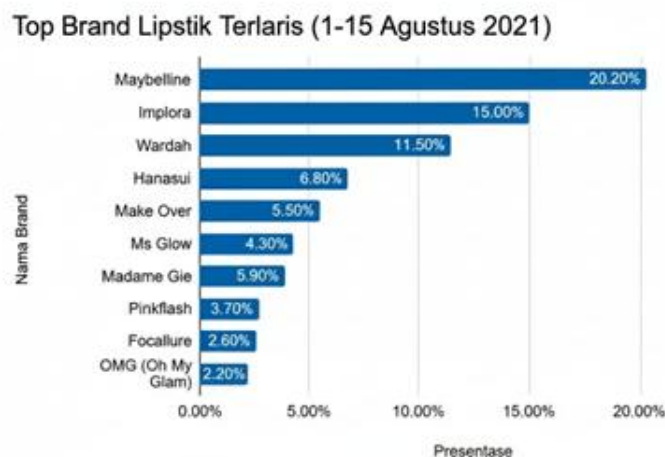
and result of one of the key components of brand equity, namely brand associations. Brand associations are defined as everything associated with a brand in the minds of consumers, such as product attributes, benefits, or product personality. When all these associations are integrated in a positive, strong, and unique way, they form a strong brand image. Thus, a positive Brand Image is a bridge that connects effective Brand Association management with increasing the overall Brand Equity value (Supriyadi et al., 2017).

The main focus of the problem in this research is to conduct a scientific investigation that aims to analyze and empirically test the strength and significance of the causal relationship between the Brand Image attached to OMG cosmetic products with purchasing decisions executed by a very specific and important market segment, namely the millennial generation (Siagian et al., 2024). This research in depth attempts to describe how the overall perception, impression, and cognitive and affective associations that have been formed in the minds of millennial consumers regarding OMG, including aspects of quality, value, packaging design, affordable prices, relevance to the latest beauty trends, to the image of users around them can act as the main driving or inhibiting variables in the process of determining their cosmetic choices. The Millennial generation is a critical, brand-conscious, and tech-savvy consumer group, who consider not only price, but also added value, quality, and the alignment of brand image with their personal values (Kolter, 2018).

In this study, there are two variables: the explanatory variable used is Brand Image, while the variable that is the focus of the observed results or responses is the purchasing decisions made by consumers. Brand Image is a collection of associations that are attached and formed in the minds of consumers, as well as a group of consumer perceptions formed from associations of a brand, product, or service that are attached to the minds of consumers (Rendy, 2016). A purchasing decision is a choice between two or more alternative purchasing decisions. In other words, for someone to make a decision, several alternatives must be available. The decision-making process includes recognizing needs, pre-purchase research, evaluating alternatives, and making a decision (Soepono, 2019).

The research conducted by the researcher is relevant to several previous studies entitled The Influence of Celebrity Endorsers and Brand Image on Purchasing Decisions of Wardah Cosmetic Products Among Students (Rahma & Sudarwanto, 2024). This study focuses on the role of Brand Image in the cosmetics industry. Its novelty lies in shifting the focus from established brands to case studies of new brands (challenger brands) such as OMG, which specifically examines the role of a single brand image in breakthrough efforts in the digital market (Rosita, 2021). The second previous study was entitled "The Impact of Using Influencer Tasya Farasya on TikTok on OMG Cosmetics Brand Awareness." The second reference is Tasya Farasya's study, which proves the success of digital marketing in building a positive brand image for OMG. The difference lies in the focus: the previous study measured brand actions in creating awareness, while this study focuses on consumer actions, namely testing how strongly the positive image encourages them to make purchasing decisions and actual transactions (Mumtaza et al., 2024).

The reason for choosing this topic is due to industry dynamics, interest in the local brand OMG, and the need to fill the research gap to determine the significant influence of Brand Image on Millennial Purchasing Decisions. The reason for choosing this research topic is because the dynamic cosmetics industry demands brands like OMG to build strong differentiation and innovation.



**Figure 2.** 10 Best-Selling Lipstick Brands on Shopee & Tokopedia

The case of OMG (Oh My Glam) allows for theoretical enrichment of brand equity theory by demonstrating how brand equity in Challenger brands is formed not through a long brand history, but through strong and consistent visual associations in the context of the mass-mid cosmetics market. In contrast to established brands, OMG demonstrates that visual components of brand image (logo, color, packaging) can function as evaluative shortcuts for Millennial consumers, thus accelerating the process of brand recognition and evaluation even though brand equity is not yet fully mature. This insight is difficult to obtain from studies of premium brands or global brands that already have a strong reputation.

## Methods

This study uses a quantitative approach with a survey method to examine the statistical relationship between brand image and purchasing decisions for OMG (Oh My Glam) cosmetic products among millennial consumers aged 27–42. The research design used is cross-sectional, where data is collected at a specific point in time to capture respondents' perceptions and behavioral tendencies. Data collection techniques were obtained through the distribution of questionnaires to consumers of OMG cosmetic products, especially among the Millennial generation. The number of respondents in this study was determined based on population criteria relevant to active cosmetic users. The sampling technique used non-probability sampling with a purposive sampling method, where respondents were selected based on the age category of the Millennial generation who have a high awareness of self-care and are active users of OMG lip products (lipstick).

This type of research uses deductive reasoning (general to specific). In addition to using secondary data analysis, this study applies a survey method through data collection from informants using a questionnaire to test the causal relationship between variable X (Brand Image) and variable Y (Purchase Decision). The population in this study are consumers of beauty products who are users or potential users of the OMG brand and uses a sampling technique that focuses on the Millennial Generation in the age range of 27 to 42 years. The selection of this sample is based on the argument that Millennials are the most crucial consumer group in determining current cosmetic market trends. The sample was chosen because of their characteristics as critical, brand-conscious, and technology-savvy consumers.

**Sampling Framework.** This study employed non-probability sampling with a purposive sampling approach. The sampling framework was based on respondent characteristics relevant to the research objectives: millennial consumers with experience purchasing OMG (Oh My Glam) cosmetic products. This approach was chosen due to the lack of an officially registered population sampling framework and to ensure that respondents had sufficient exposure to and experience with the brands studied. Respondent Recruitment Channels, respondent recruitment was conducted through online channels, involving the distribution of questionnaires using the Google Forms platform and dissemination through social media (WhatsApp and Instagram). This channel was chosen because it aligns with the characteristics of millennial consumers who actively use digital media and is efficient in reaching respondents who meet the inclusion criteria.

The research focuses on the digital realm and e-commerce market in Indonesia, specifically the Shopee and Tokopedia platforms, where OMG products have recorded performance as one of the 10 best-selling lipstick brands. The instrument in this study uses a questionnaire processed using SPSS and Excel software as the main instrument to collect primary data. The questions are arranged based on the following dimensions: Variable X (Brand Image): Corporate image, product image, user image, and brand association. Variable Y (Purchase Decision): Need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior.

Data was collected through a questionnaire distributed to Millennial consumers. This procedure was supported by secondary empirical data on the growth of the national cosmetics industry (21.9% in 2022) and data on the export value of the domestic beauty sector to support the validity of the research background.

The data was analyzed through several stages of statistical testing to ensure the accuracy of the research model:

- Validity Test: Each questionnaire item accurately measures the research variables.
- Normality Test: Tests whether the data distribution in the research model is normally distributed, as a parametric requirement.
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## Result and Discussion

This section will outline the research findings related to the dynamics of the relationship between OMG's brand image and

**Table 1.** Recapitulation of Respondents' Responses to Brand Image Variable (X)

No	Indicator	Cumulative Amount	Average Score	Interpretation
1.	<b>Corporate Image</b> This company/brand is known for its good and trustworthy reputation	130	4.19	Good
2.	Oh My Glam (OMG) demonstrates positive social responsibility (e.g., environmental friendliness, good business ethics)	121	3.90	Good
3.	I have the impression that Oh My Glam (OMG) has positive values (e.g., innovation, focus on quality)	126	4.06	Good
<b>Product Image</b>				
1.	OMG (Oh My Glam) products offer unique packaging and benefits that meet my needs	130	4.19	Good
2.	I agree that OMG (Oh My Glam) products offer good value for money	126	4.06	Good
3.	OMG (Oh My Glam) products offer perceived quality, perceived uniqueness, functional benefits, symbolic benefits	130	4.19	Good
<b>Brand Association</b>				
1.	I agree that OMG (Oh My Glam) products offer good value for money	123	3.97	Good
2.	I imagine OMG (Oh My Glam) users are modern and up-to-date with beauty trends	122	3.94	Good
3.	The OMG (Oh My Glam) brand immediately brings to mind a positive attribute (e.g., long-lasting, on-the-go, trendy)	122	4.03	Good
4.	The OMG (Oh My Glam) logo, colors, or packaging are easily recognized and memorable	125	4.23	Very Good

Source: Research Results, 2025

=consumer purchasing behavior. Given the highly competitive cosmetics industry, the results of this analysis will determine whether millennials' positive perceptions of OMG's product identity actually translate into actual purchasing decisions, as formulated in this quantitative research model.

Based on the analysis results of table 1 data on the Brand Image (X) variable, respondents overall gave a very positive assessment of the image of the OMG (Oh My Glam) product where this is evidenced by the average score obtained for each indicator which is in the good to very good category. The most prominent indicator in forming the brand image is the strength of the visual identity which includes the logo, color, and product packaging which is considered very easily recognized and memorable in the minds of consumers with the highest score of 4.23. In addition to the visual aspect, the company's trusted reputation and the unique benefits of the products offered also received high appreciation from respondents with an average score of 4.19 each. This finding is also supported by the perception of respondents who agree that OMG products provide value for money and represent a modern lifestyle that is in line with current beauty trends.

From the technical side of data processing using statistical software, all data collected from 31 respondents were declared valid as a whole with no data being dropped in the cleaning process. The quality of this research instrument is strengthened by the Cronbach's Alpha value of 0.818, which indicates that the Brand Image questionnaire variable has a very high level of reliability. By fulfilling the validity and reliability requirements, this instrument is declared very consistent and suitable for use in testing the hypothesis regarding the influence of Brand Image on Purchasing Decisions in the next analysis stage. Substantively, these descriptive results are in line with the research objective to prove the strength of the OMG brand association in influencing the economic actions of millennial consumers amidst the highly competitive cosmetics industry.

Based on the analysis results of table 2, the Purchase Decision Variable (Y) as a whole shows a very positive trend among millennial respondents with the majority of indicators being in the good to very good category. The most prominent finding is seen in highly selective consumer behavior, where the indicator comparing prices and reviews of OMG products with competing brands obtained the highest average score of 4.42 with a very good interpretation. This indicates that

millennial consumers are a critical group and rely on comparative information before making a transaction. Furthermore, post-purchase loyalty also appears strong, as indicated by respondents' willingness to provide positive reviews boldly with an average score of 4.23 and a sense of satisfaction after using the product with a score of 4.19.

Awareness of cosmetic needs triggered by exposure to OMG products, information seeking activities through social media or friends, and purchasing decisions driven by a positive brand image consistently scored 4.13. Although there were several indicators with relatively lower scores, such as brand position in the top choice list and resilience to external factors, which each scored 3.71, these scores remained in the good category. This strengthens the argument that the brand image that has been built by OMG plays a significant role in influencing the stages of the purchasing decision process, from need recognition to post-purchase evaluation. The regression results show a positive and significant relationship between brand image and purchasing decisions ( $\beta = 0.62$ ;  $R^2 = 0.38$ ;  $p < 0.05$ ; CI 95% [0.48–0.75]), which indicates that brand image is closely related to consumer tendencies in making purchasing decisions for OMG cosmetic products. Technically, the results of data processing using SPSS showed that of the 31 participating respondents, all data were declared valid and could be fully processed, as presented in Table 4. The quality of the research instrument for the Purchase Decision variable has a very special level of clarity, evidenced by the Cronbach's Alpha value of 0.936 for 12 statement items. This very high value (close to 1.00) confirms that all indicators used in measuring variable Y are very consistent and accurate as presented in Figure 3. Thus, this data has a strong statistical basis to be then linked to the Brand Image variable to test the hypothesis of a causal relationship between the two. The validity test results for the Brand Image variable (X) are presented in table 3.

#### Compared with Previous Studies

The findings of this study are consistent with the previous journal entitled The Influence of Social Media on Purchase Interest of Oh My Glam Products Among Generation Z which in depth discusses the dynamics of the relationship between social media usage and Generation Z's purchase interest in Oh My Glam (OMG) brand cosmetic products. This research is motivated by the shift in consumer behavior in the digital era,

**Table 2.** Recapitulation of Respondents' Responses to the Purchasing Decision Variable (Y)

No	Indicator	Cumulative Amount	Average Score	Interpretation
<b>Need Recognition</b>				
1.	I realized my need for cosmetics after seeing OMG (Oh My Glam) products	128	4.13	Good
2.	OMG (Oh My Glam) products are able to fulfill my desires and lifestyle as a millennial	125	4.03	Good
<b>Information Search</b>				
1.	I actively seek information about OMG (Oh My Glam) products (e.g., from beauty vloggers, social media, or friends)	128	4.13	Good
2.	I compared the prices and reviews of OMG (Oh My Glam) products with other cosmetic brands before purchasing.	137	4.42	Very Good
<b>Alternative Evaluation</b>				
1.	I believe that the superiority of the OMG (Oh My Glam) brand image is more convincing than other cosmetic brand choices	118	3.81	Good
2.	OMG (Oh My Glam) is at the top of my list of cosmetic choices to buy	115	3.71	Good
<b>Purchase Decision</b>				
1.	I decided to purchase OMG (Oh My Glam) products because I was influenced by their positive brand image	128	4.13	Good
2.	I would recommend OMG (Oh My Glam) products to my friends or family	128	4.13	Good
3.	No external factors (such as competitor promotions) could change my intention to purchase OMG (Oh My Glam)	115	3.71	Good
<b>Post-Purchase Behavior</b>				
1.	I feel satisfied after using OMG (Oh My Glam) products	130	4.19	Good
2.	I plan to repurchase (repurchase) products from the OMG (Oh My Glam) brand in the future	127	4.10	Good
3.	I will leave a positive review or recommend OMG (Oh My Glam) online to others	131	4.23	Good

Source: Research Results, 2025

where Generation Z is described as a group that is highly critical, technologically literate, but tends to be impulsive and easily distracted by new trends or price indicators. The main focus of the research is students in the Kabanjahe area, Tanah Karo, who are considered a group that is vulnerable to the development of the times and often uses social media as the main reference in searching for product information. In more depth, the relationship between these two studies can be seen from the functional relationship of the variables, where the previous journal proves that social media is a very effective tool for building initial affection or purchase interest (Cahyani & Sutrasmawati, 2023).

This is then sharpened by the second article which explains that from these digital activities, companies must be able to build a strong brand image to encourage consumers to make real purchasing decisions or real transactions. In other words, social media in the previous journal functions as a communication and information channel, while brand image functions as an identity and bridge of trust that ensures consumers actually choose the product among many competitors, both of which acknowledge the characteristics that the main thing that makes this product successful among the younger generation (both Generation Z and Millennials) is the combination of product quality that follows trends and very affordable prices. In the discussion, the researcher highlighted that Oh My Glam has succeeded in utilizing digital platforms effectively so that its products are able to enter the list of the 10 largest-selling cosmetics in Indonesia in 2023, even though the product is relatively new and rarely appears in conventional television advertisements, Oh My Glam (OMG) products have been in the top 10 cosmetic rankings that consumers are interested in. This means that Oh My Glam (OMG) has a significant opportunity for sales growth in the coming year, and could even reach global cosmetic rankings. However, despite Oh My Glam's popularity, it cannot escape the competition from other competitors, particularly in

Indonesia. This is especially true for products targeted at young people or teenagers, which can rival Oh My Glam (OMG). This competition inevitably leads to declining sales. All products ready to be launched and compete will inevitably experience ups and downs in sales, which ultimately impact the company's profits. Therefore, Oh My Glam (OMG) must further enhance its corporate management strategy (Kaban et al., 2025).

This section will explain the analysis of the relationship between brand image research and cosmetic purchasing decisions, using various studies. Various studies have shown that brand image is a key factor in influencing cosmetic purchasing decisions, particularly for facial care and makeup products, which have a high level of consumer involvement. The cosmetics industry demands trust, perceived quality, and symbolic identity, so brand image serves as a primary reference point for consumers in evaluating and selecting products. Nearly all of the studies in this reference list confirm the positive and significant influence of brand image on purchasing decisions (Majeed et al., 2022; Nabila et al., 2024; Trimurti, 2024).

In the context of digital purchasing, brand image becomes increasingly important because consumers cannot physically evaluate products directly. Research on Skintific and Pixy products shows that brand image can reduce the perceived risk of online purchases and strengthen consumer confidence in product quality. This demonstrates that brand image plays a role in representing quality and credibility in the digital space (Jihan Nabila & Dewayani, 2024; Nabila et al., 2024).

Several studies also place brand image in a simultaneous relationship with other marketing variables. Brand image has been shown to work alongside product quality, price, and brand loyalty in influencing cosmetic purchasing decisions (Prissiani Andi Ningrum et al., 2024). These findings confirm that even though consumers consider rational factors such as price, perceived brand image remains the dominant determinant in their final decision-

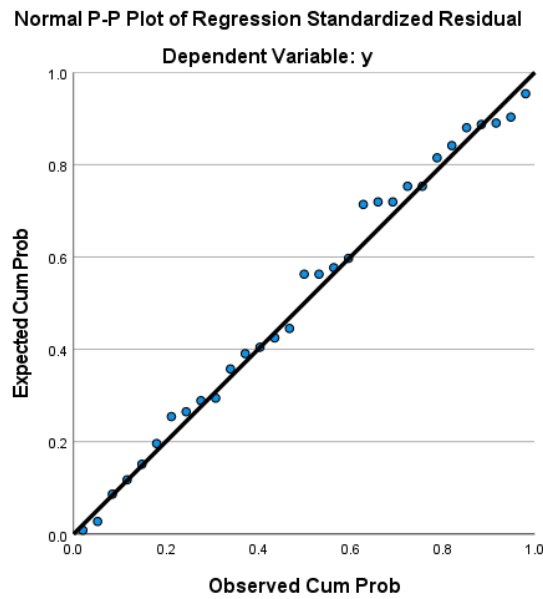


Figure 3. Results of P-P Plot Regression Analysis of Standardized Residuals

Source: Researcher Data Processing Results, 2025

Table 3. Results of the Brand Image Decision Test (X)

Question Item	$t_{hitung}$	$t_{tabel}$	Information
x1	2.148	2.045	Valid
x2	2.285		Valid
x3	2.221		Valid
x4	2.379		Valid
x5	1.539		Valid
x6	2.466		Valid
x7	2.586		Valid
x8	4.123		Valid
x9	2.633		Valid
x10	2.433		Valid

Source: Researcher Data Processing Results, 2025

Table 4. Results of the Purchase Decision Test (Y)

Question Item	$t_{hitung}$	$t_{tabel}$	Information
Y1	3.024	2.045	Valid
Y2	2.324		Valid
Y3	4.058		Valid
Y4	2.934		Valid
Y5	6.240		Valid
Y6	3.815		Valid
Y7	5.207		Valid
Y8	4.450		Valid
Y9	3.708		Valid
Y10	3.727		Valid
Y11	6.267		Valid
Y12	4.421		Valid

Source: Researcher Data Processing Results, 2025

making (Angelica & Hikmah, 2025; Gatri & Waeno, 2024; Hanifah & Prasetyo, 2024). Further research has demonstrated the role of brand image as a mediating variable. Brand image has been shown to mediate the influence of innovation, e-WOM, and product quality on purchasing decisions. This means that the influence of these factors is not always direct, but rather works through the formation of brand image perceptions before influencing consumer decisions (Irawan & Saputra, 2025b; Safitri & Sari, 2025; Saputra et al., 2025).

Purchase intention is also often positioned as an intervening variable in the relationship between brand image and purchase decisions. A positive brand image increases consumer purchase intention, which then drives actual purchase decisions. This finding confirms that brand image plays an affective and cognitive role before purchase behavior occurs (Cahyani et al., 2025, 2025; Y. et al., 2025).

Modern marketing communications also strengthen brand image construction. Influencer marketing, social media marketing, and makeup tutorial video content have proven effective in shaping positive brand perceptions. Consistent and relevant messaging across digital media enhances consumers' emotional connection to the brand, thus impacting cosmetic purchasing decisions (Johassan, 2025; Maura & Samboro, 2025; Wahyu Krisna Yani & Yulianthini, 2024).

Furthermore, rebranding strategies and advertising claims also influence the strength of a brand's image. Consistent rebranding has been shown to strengthen brand image and increase purchasing decisions, while inconsistent advertising claims increase consumer trust. This suggests that brand image must be maintained through a balance of messaging, identity, and brand values (Hasanah & Rini, 2026; Soedargo & Mulya, 2025).

Research across countries and contexts shows that the influence of brand image is universal. Studies in Pakistan and on local Indonesian cosmetic products show that brand image remains a key predictor of purchasing decisions, even when combined with cultural factors, lifestyle, celebrity endorsers, and country of origin (Anisah et al., 2022; Irawan & Saputra, 2025a; Majeed et al., 2022). Overall, this article demonstrates a consistent pattern of findings that brand image is a central variable in cosmetic purchasing decisions. Brand image not only has a direct influence but also acts as a mediator and reinforcer of the influence of other marketing variables. However, most research still focuses on quantitative approaches and specific brand contexts, opening up opportunities for further research that examines brand image from the perspective of communication, symbolism, and the construction of meaning in digital media.

Limitations and Warnings

While this study provides valuable insights into the role of brand image strategy in influencing millennial consumers' purchasing decisions, several caveats need to be addressed. First, the study's cross-sectional design, conducted over a

single period of time, limits its ability to integrate long-term changes in consumer behavior, a challenge common in quantitative research. Second, the independence of data collection through self-administered questionnaires may introduce subjective bias in respondents' assessments of brand perceptions, such as the potential tendency for respondents to provide normative responses to the OMG product image. Third, the specific focus of the research on the Millennial Generation segment and the limited sample size of 31 respondents in this initial data processing may limit the generalizability of the findings to other age groups, such as Generation Z or Alpha, which have different digital behavior characteristics. Future studies are recommended to use a longitudinal design to examine the consistency of brand loyalty and include a broader and geographically diverse sample beyond the current research area. In addition, future researchers can add moderating variables such as product quality or price to provide more comprehensive insights into the factors that strengthen purchasing decisions in the highly competitive cosmetics industry.

#### Recommendations for Future Research

Future research should focus on addressing the limitations of this study by using a longitudinal design to establish a stronger causal relationship between brand image dynamics and purchase decisions over time, given the highly dynamic trends in the cosmetics industry. Furthermore, examining other moderating variables such as consumer trust (brand trust) and customer satisfaction could provide deeper insights into the mechanisms driving purchase decisions among Millennials. Expanding the research scope to include other demographic groups, such as Generation Z, which is also a key target market for beauty products, would further enhance the applicability and generalizability of the findings. Furthermore, incorporating a mixed-methods approach, such as combining quantitative questionnaires with in-depth interviews or focus group discussions, could offer a more comprehensive understanding of the psychological reasons behind impulsive purchasing behavior during digital promotional periods. The integration of halal product awareness variables more specifically is also recommended to refine its influence on brand loyalty in the Indonesian market, which is the largest consumer of halal cosmetics.

## Conclusion

The conclusion of this study shows a statistical relationship and influence in the sample between brand image and the purchasing decision of OMG (Oh My Glam) cosmetic products for Millennial consumers. The analysis results show that brand image has a positive and significant relationship in the sample with purchasing decisions, which confirms that consumers' perceptions of brand image are closely related to their tendency to purchase products. The research findings also show that brand visual elements, such as logos, colors, and easily recognized packaging designs, are the most memorable aspects of brand image for respondents

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(score 4.23). In addition, Millennial consumers in the research sample showed a strong tendency to compare prices and read product reviews before making a purchase (score 4.42), which reflects the character of critical consumers in the digital ecosystem. Theoretically, the conclusion of this study confirms the relevance of theory in explaining cosmetic purchasing behavior, by showing that brand associations perceived as trendy yet affordable are related to the likelihood of making a purchase transaction in the sample. However, this finding tends to be an empirical relationship within the sample context, rather than a causal relationship that can be broadly generalized, given the limited number of respondents (31 people) and the use of a cross-sectional research design.

## Author contributions

The research and development of this manuscript aims to provide transparency regarding the author's role in this project. The author is fully responsible for conceptualizing the idea regarding the influence of brand image on purchasing decisions for OMG cosmetics among Millennials. Furthermore, the author independently developed the research methodology, collected data using a questionnaire, and conducted statistical analysis using SPSS and Excel software. The author also drafted the entire background using deductive reasoning, integrated empirical data from various authoritative sources, and visualized supporting data to ensure clarity of the research process for readers and reviewer

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## Conflict of interest

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