

## **ABSTRACT**

*The beauty and personal care industry in Indonesia is rapidly developing, and the competition requires the right marketing strategy, including product characteristics, affordable prices, easy access to products, and price promotions. Implementing the right marketing mix can lead to a superior position in the industry.*

*This study aims to investigate the influence of Somethinc on consumer purchasing decisions through a marketing mix and to test the moderating effects of age, income, and culture on the relationship between purchase intention and purchasing decisions.*

*The study surveyed 275 Somethinc consumers in Indonesia using the Likert scale and applied partial least square structural equation modeling with SmartPLS software for data analysis.*

*The results show that product characteristics, affordable prices, easy access to products, and price promotions have a positive and significant effect on purchasing decisions for Somethinc products. The study also found moderating effects of age, income, and culture on purchase intention and purchasing decisions. Suggestions for Somethinc include improving the strategy for offering price promotions, focusing on PRACE as the customer life cycle framework, increasing affordability, encouraging consumer interaction, and rewarding consumers. Additionally, Somethinc is advised to target young female consumers to increase sales.*

**Keywords:** *Affordable Prices, Easy Access to Products, Marketing Mix, Marketing Strategy, Price Promotions, Product Characteristics, Purchase Decision, Purchase Intention*