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ADOLESCENT EMOTIONS AND SKINCARE TEXTURE: A MIXED-METHODS EXPLORATORY STUDY

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Abstract
This study explores the effect of skincare product texture on users' emotional responses, especially female adolescents aged 16–21 years. Using a mixed-method, quantitative and qualitative approach, this study was conducted in Jakarta, Tangerang, Bandung, Banyumas, and Yogyakarta. A total of 30 participants in this study follow three stages of product use: First Touch, During Application, and After-Absorption. Participants' emotions are measured using the Self-Assessment Manikin (SAM) for the dimensions of valence, arousal, and dominance, and also the PANAS scale to measure changes in positive and negative emotions before and after using the skincare product. The result shows that at the First Touch stage, there is no significant difference in emotions statistically. However, qualitative data reveal variations in perceptions of sticky or runny texture. During the Application stage, softness shows a significant effect on the sense of control and positive emotions. Meanwhile, at the After-Absorption stage, stickiness, greasiness, and film residue have a significant effect. Product with a soft texture, fast absorption, and no residue (product 2) is the most preferred and shows to significant reduction in negative emotions based on the PANAS scale. This study emphasizes the importance of considering texture in skincare product development, as sensory experiences play a role in shaping user emotions. Further research is recommended to explore ingredients such as humectants and occlusives, as well as using physiological tools such as facial coding or EEG to gain a more objective understanding.
Keywords: Skincare, Texture, Emotion, Adolescents

Abstrak
Penelitian ini mengeksplorasi pengaruh tekstur produk perawatan kulit terhadap respon emosional pengguna, khususnya remaja perempuan berusia 16-21 tahun. Dengan menggunakan metode campuran, pendekatan kuantitatif dan kualitatif, penelitian ini dilakukan di Jakarta, Tangerang, Bandung, Banyumas, dan Yogyakarta. Sebanyak 30 partisipan dalam penelitian ini mengikuti tiga tahap penggunaan produk: Sentuhan Pertama, Saat Penggunaan, dan Setelah Penggunaan. Emosi partisipan diukur dengan menggunakan Self-Assessment Manikin (SAM) untuk dimensi valence, arousal, dan dominance, serta skala PANAS untuk mengukur perubahan emosi positif dan negatif sebelum dan sesudah menggunakan produk perawatan kulit. Hasil penelitian menunjukkan bahwa pada tahap Sentuhan Pertama, tidak ada perbedaan emosi yang signifikan secara statistik. Namun, data kualitatif menunjukkan adanya variasi persepsi mengenai tekstur yang lengket atau encer. Pada tahap During Application, kelembutan

menunjukkan pengaruh yang signifikan terhadap rasa kontrol dan emosi positif. Sementara itu, pada tahap Setelah Penyerapan, kelengketan, sifat berminyak, dan residu film memiliki pengaruh yang signifikan. Produk dengan tekstur yang lembut, penyerapan yang cepat, dan tidak ada residu (produk 2) adalah yang paling disukai dan terbukti secara signifikan mengurangi emosi negatif berdasarkan skala PANAS. Penelitian ini menekankan pentingnya mempertimbangkan tekstur dalam pengembangan produk perawatan kulit, karena pengalaman sensorik berperan dalam membentuk emosi pengguna. Penelitian lebih lanjut disarankan untuk mengeksplorasi bahan-bahan seperti humektan dan oklusif, serta menggunakan alat fisiologis seperti pengkodean wajah atau EEG untuk mendapatkan pemahaman yang lebih objektif.
Kata kunci: *Perawatan Kulit, Tekstur, Emosi, Remaja*

INTRODUCTION

The use of skincare nowadays is no longer just focused on its function, but has evolved into a complex sensory experience and is full of emotional meaning. In this context, emotions play an important role in the process of consumer perception of skincare products. (Habsy et al., 2024; Messaraa & others, 2020). When one or more senses are stimulated either visually, olfactorily, or tactilely, the body receives a sensation that will be interpreted into an overall perception. Research indicates that factors like color, scent, and texture not only influence the perceived efficacy of products but also evoke specific emotional responses, thereby enhancing the overall user experience (Herdyanti & Mansoor, 2020; Kim & Kim, 2018). One aspect that is increasingly receiving attention is the tactile sensation of skincare texture, which can create physical comfort while significantly affecting the emotional state of the user (Spence, 2024). A study by Guest et al., (2013) Highlights that the physical interaction with skincare products can alter sensory functions and perceptions, emphasizing the importance of designing products that deliver desirable skinfeel experiences.

While most previous studies have focused on scent as a primary trigger for emotional responses, it is important to extend attention to other sensory elements, especially texture (such as emollient) and emulsifiers, which are known to play a role in sensory perception (Wojciechowska & others, 2021). Research by Roso et al., (2024) Demonstrated that the texture of a skincare formula can evoke a range of emotions, such as comfort or discomfort, even when the product has no color, scent, or packaging to influence perception. The study found that changing just one functional ingredient, such as an emollient or thickener, can alter the intensity of emotions experienced by users during the use of skincare (Feng et al., 2021). This aspect is very relevant, especially for adolescents who are going through puberty, a period filled with emotional and psychological changes. In adolescents, emotions are contextual and dynamic processes that allow them to assess and respond to changes, both internal and external, that may impact their well-being (Rouzi & Afifah, 2023). The experience of using skincare with a certain texture, such as a gentle facial cleanser or a light moisturizer, not only provides physical satisfaction but also creates a calming sensation and fosters a sense of comfort. This experience can contribute positively to the psychological well-being of adolescents, helping to relieve

stress and supporting self-confidence (Xie, 2024). In contrast, skincare textures that feel unpleasant, such as sticky moisturizers or serums that are too thick, can trigger dissatisfaction and increase anxiety levels. In an experiment conducted by Roso et al.,(2024), formulas with heavy, difficult-to-apply textures elicited slow, pressure-filled hand movements and negative vocal responses from users. This shows that uncomfortable textures can trigger spontaneous negative emotional responses.

Furthermore, skincare texture not only directly affects emotions but also contributes to shaping self-identity. Using a serum with a smooth and fast-absorbing texture, for example, not only provides benefits for the skin but can also provide self-confidence and create a positive self-image in the user's view (Mohammed & others, 2023; Traustason & Jónsson, 2024). Roso et al., (2024) Also found that emulsions with a "bouncy" texture and easy to spread evoke feelings of happiness, energy, and enthusiasm, while gel-in-oil creates a relaxing and comfortable effect. This proves that texture plays a role in shaping the emotional journey during the use of skincare.

In the realm of marketing and product innovation, understanding texture preferences in consumers, especially adolescents, can be key in creating skincare that is not only liked but also provides a lasting positive emotional effect. This strengthens the emotional bond between consumers and products while increasing brand loyalty naturally (Saeedi, 2025). Thus, research on the relationship between skincare texture and consumer emotional responses is not only important for the development of sensory-effective products but also contributes to the psychological well-being of its users (Courrèges et al., 2021). Roso et al., (2024) Concluded that products with pleasant textures can even reduce the release of the neuropeptide CGRP, a compound related to discomfort or pain signals in the skin, which opens up new possibilities that texture experiences also have physiologically calming effects. This study aims to open a new window in understanding the emotional dimensions of skincare, especially those related to texture, and provide a scientific basis for the development of products that are more empathetic and have a positive psychological impact. By exploring these dimensions, it is hoped that a skincare experience will be created that is not only physically enjoyable but also strengthens self-confidence, creates emotional comfort, and supports the formation of a positive self-image.

METHOD

This study uses a mixed-method, quantitative and qualitative approach with an intra-subject experimental design, in which each participant experienced three testing conditions of three different skincare products. The study focuses on analyzing the emotional experience of users, which was divided into three main stages of product use: First Touch, During Application, and After-Absorption. At each stage, researchers measure the dimensions of affective emotions, including valence (level of pleasure), arousal (level of stimulation), and dominance (level of control over sensation). In addition, evaluating changes in positive and negative emotions before and after the use of the product. To strengthen the results of the study, a qualitative approach is carried out

to capture emotional experiences that are not captured through quantitative instruments, through observation of facial expressions and short interviews.

The participants of this study consist of 30 female adolescents aged 16 to 21 years, who were selected using a purposive sampling technique. The study is conducted in Jakarta, Tangerang, Bandung, Banyumas, and Yogyakarta. The participants' criteria include: routinely using skincare products at least once a day, having no history of skin allergies, and being willing to undergo all stages of sensory testing. The three products used in this study are Emina Bright Stuff Face Wash as Product 1, Emina Ms. Pimple Acne Solution Moisturizer Gel as Product 2, and Emina Sun Battle SPF 35 as Product 3. The products are selected based on their daily use by adolescents and their different main emollient content, allowing for evaluation of texture variations and their impact on the perception of sensory aspects such as spreadability, softness, stickiness, greasiness, and film residue. The focus on emollients as the main variable is based on the results of research by Rahmadani & Purwaningtyas, (2025); Roso et al., (2024), which showed that the type of emollient in skincare is the most significant contributor to the emotional response of users compared to other active ingredients such as humectants or surfactants.

The main instrument in this study is the Self-Assessment Manikin (SAM) used to measure valence, arousal, and dominance. The SAM scale consists of non-verbal illustrations in the form of human figures in five levels of emotional intensity, which makes it easy for participants to rate their emotional experience without burdening the interpretation of words. The questionnaire is filled out by participants at each stage of product use and is adjusted for each sensory aspect, such as softness, stickiness, oiliness, and film residue. In addition, the PANAS (Positive and Negative Affect Schedule) questionnaire was used to measure general affective conditions before and after product use. The questionnaire contains 20 items divided into two dimensions: Positive Affect (PA) and Negative Affect (NA), with a 5-point Likert scale. The testing is conducted in a structured manner. Participants fill out the PANAS as a pre-test, then undergo a sensory testing session with the three skincare products. After each stage (First Touch, During Application, After-Absorption), participants fill out the SAM for each emotional dimension they feel. After all products are tried, participants fill out the PANAS again as a post-test. During the testing, observations of non-verbal expressions (such as raised eyebrows, pursed lips, spontaneous smiles) are also conducted to record affective reactions that emerged naturally. In addition, short structured interviews are conducted at each session to explore narratives of emotional experiences that are not recorded in numbers, such as descriptions of uncomfortable sensations, dislike of certain textures, or perceptions of product residue.

Quantitative data in this study are analyzed using SPSS version 25. The Friedman test is used to test for significant differences between products on each SAM dimension. The Wilcoxon Signed Ranks Test is used to compare PANAS scores before and after treatment. Descriptive statistic is used to display the distribution of mean and standard deviation values. Meanwhile, qualitative data from observations and interviews are

analyzed thematically with a manual coding approach, to identify patterns of emotional experiences based on participants' facial expressions and verbal statements.

RESULTS

A. First Touch

At the First Touch stage, which can be seen in the following table, all emotional dimensions show insignificant results. The Chi-Square value for arousal is 0.253 ($p = 0.881$), dominance is 3.675 ($p = 0.159$), and valence is 1.605 ($p = 0.448$). This result indicates that the initial impression when touching the product is not strong enough to create significant emotional differences in terms of excitement, sense of control, or positive emotions. This means that the initial texture of the product has not become a meaningful emotional differentiating factor for participants as users.

Table 1. Result From First Touch Using SAM

Emotional Dimension	Chi-Square	Significance (Sig.)	Note
Arousal	0.253	0.881	Not significant
Dominance	3.675	0.159	Not significant
Valence	1.605	0.448	Not significant

In the First Touch stage, participants' initial impressions of the product texture are heavily influenced by viscosity, slipperiness, and ease of handling. Product 1 elicited negative sentiments in about 50% of participants due to its sticky, thick, or unfamiliar texture, as expressed by LKN, "Sticky, I don't like it," and NS, "Feels weird," with furrowed eyebrows and downturned lips. However, participants such as SRA and S find the texture pleasant, indicating a variation in perception. In contrast, Product 2 elicited positive sentiments from about 80% of participants due to its fluid, light, and easy-to-manage texture, as noted by NS, "Liquid, easy to hold," eliciting enthusiasm and relaxation with a small smile and nod. Product 3 elicited positive sentiments in about 60% of participants due to its soft and easy-to-manage texture, but the slippery texture causes participants such as NSf to say, "Slippery, uncomfortable." Feelings of discomfort are indicated by pursing the lips. Product 2 stands out as the favorite because its consistent fluid texture elicited comfort, while Product 1 is less preferred due to its sticky texture, and Product 3 receives mixed responses due to its slipperiness.

B. During Application

The application stage shows greater influence on user emotions. In the arousal dimension, no significant results are found in all aspects, such as spreadability ($p = 0.988$), softness ($p = 0.538$), and greasiness ($p = 0.516$). However, in the dominance dimension, softness has a significant influence (Chi-Square = 6.500; $p = 0.039$). This indicates that the softness of the product, when used, can increase the user's sense of control over the experience of using the product.

The valence dimension shows a very significant result in the softness aspect (Chi-Square = 29.281; $p = 0.000$), indicating that the softness during application greatly increases the user's positive emotions. Although the spreadability and oiliness are not yet significant,

both are close to the threshold value, so they need to be considered in future product development.

Table 2. Result From During Application Using SAM

Texture Aspects	Emotional Dimension	Chi-Square	Significance (Sig.)	Note
Spread-ability	Arousal	0.024	0.988	Not significant
	Dominance	5.154	0.076	Almost significant
	Valence	4.141	0.126	Not significant
Softness	Arousal	1.241	0.538	Not significant
	Dominance	6.5	0.039	Significant
	Valence	29.281	0	Very significant
Greasiness	Arousal	1.324	0.516	Not significant
	Dominance	4.846	0.089	Almost significant
	Valence	4.447	0.108	Not significant

During the Application stage, highlights the participants' experience of applying the product to the skin, with ease of application and texture sensation as the main factors. Product 1 is dominated by negative sentiments from around 60% of participants due to its sticky and difficult-to-apply texture, as expressed by LKN, "Hard to apply, sticky" and RSI, "Oily, weird", triggering frustration as seen from pressure during application and lips curling down. Product 2 receives positive sentiments from around 80% of participants due to its light, slippery texture with a cooling sensation, and is easy to apply, as noted by RSI, "Light, easy to apply", triggering relaxation and satisfaction with a small smile and calm movements. Product 3 receives positive sentiments from around 60% of participants due to its soft texture and cooling sensation, as expressed by ZRA, "Like it, nice", but participants such as K said, "A bit difficult to apply" noting that application was difficult, resulting in evaluative expressions such as frowning. Product 2 remained superior due to its ease of application and comfortable sensation, while Product 1 is considered disappointing, and Product 3 performs well despite being hampered by its slippery texture.

C. After-Absorption

In the After-Absorption stage, several texture aspects show a significant influence on the emotional dimension. For arousal, only stickiness showed a significant influence (Chi-Square = 6.949; p = 0.031), indicating that the sticky feeling after product absorption affects the level of user excitement or discomfort. In the dominance dimension, softness shows a significant influence again (Chi-Square = 6.659; p = 0.036), which is consistent with the findings in the previous stage. Meanwhile, film residue is almost significant (p = 0.062), indicating that the presence of a remaining layer of product after absorption can reduce the user's sense of control. For valence, two aspects show a significant influence, those are film residue (Chi-Square = 6.200; p = 0.045) and greasiness (Chi-Square =

13.083; p = 0.001). This shows that the oily sensation and the presence of residue can reduce positive emotions after using the product.

Table 3. Result From After-Absorption Using SAM

Texture Aspects	Emotional Dimension	Chi-Square	Significance (Sig.)	Note
Film residue	Arousal	1.344	0.511	Not significant
	Dominance	5.564	0.062	Almost significant
	Valence	6.2	0.045	Significant
Softness	Arousal	0.827	0.661	Not significant
	Dominance	6.659	0.036	Significant
	Valence	2.413	0.299	Not significant
Stickiness	Arousal	6.949	0.031	Significant
	Dominance	3.973	0.137	Not significant
	Valence	1.787	0.409	Not significant
Greasiness	Arousal	1.68	0.432	Not significant
	Dominance	1.675	0.433	Not significant
	Valence	13.083	0.001	Very significant

In the After-Absorption stage, participants evaluate the skin sensation after the products are absorbed, with fast absorption, softness, and minimal oily residue as the main criteria. Product 1 cause negative sentiments in about 60% of participants due to its long absorption and sticky or oily texture, as expressed by LKN, “Long absorption, not good” and K, “Getting stickier”, with expressions of disappointment such as wide eyes and downturned lips, although NS appreciates the softness of the skin. Product 2 dominated with positive sentiments in about 85% of participants because it is fast absorption, not sticky, and left the skin soft, moisturized, and cool, as noted by S, “Soft, cool, I like it”, eliciting satisfaction and relaxation with a big smile and a satisfied nod. Product 3 receives positive sentiments in about 65% of participants due to its fast absorption and softness, as expressed by ZRA, “Fast absorption, soft”, but its light sticky texture in NSf, “Sticky, acceptable”, which resulted in a neutral evaluation with pursed lips. Product 2 is the top choice due to its comfortable and aesthetic finish, while Product 1 is disappointing, and Product 3 performs well but less than optimally due to sticky residue.

In the After-Absorption stage, the texture aspect shows a significant influence on the emotional dimension of the user, underlining the importance of the post-use experience in shaping the overall perception of the skincare product. Stickiness has a significant effect on the arousal dimension, indicating that the sticky sensation after the product is absorbed can trigger anxiety or emotional discomfort. This is in line with the negative expressions that appeared in the participants, such as pursed lips and widened eyes, especially for Product 1. On the other hand, softness again shows a significant effect on dominance, reinforcing previous findings that soft skin gives users a sense of control over the product use experience. In addition, film residue and greasiness show significance on valence, where residue and oily sensation tend to reduce positive emotions after use. Product 2, which is fast-absorbing, non-sticky, and gives a cool and soft sensation,

dominates the preference by creating positive emotions such as satisfaction and relaxation, as seen from smiles and satisfied nods. In contrast, Product 1 triggers disappointment due to the oily sensation and slow absorption, resulting in negative emotional and sensory evaluations. Product 3 is appreciated for its softness, but is slightly hampered by the presence of a mild sticky sensation, which triggers a neutral reaction (Vergilio et al., 2022). Stated that products that have a sticky sensation tend to be disliked, cause rejection when purchased, and are considered inefficient. In addition, products that are soft and do not leave a layer of residue, let alone oily after being absorbed, tend to be preferred because the opposite product can interfere with comfort (Vergilio et al., 2022).

D. Pre & Post

The following is an analysis of the results of the three products using the Wilcoxon Rank Test. Measurements are taken before the three products are given to participants, and given again after all products have been used. The result is presented in the form of positive and negative effects that increase, decrease, or no change.

Table 4. Result From Pre & Post Using PANAS

	Significance (Sig.)		Mean	Effect	Amount	Mean Rank
Positive Affect	0,121	Pre	35,2333	Increase	16	12,75
		Post	35,8667	Decrease	8	12,00
				No change	6	
				Total	30	
Negative Affect	0,016	Pre	16,6333	Increase	5	13,10
		Post	14,3333	Decrease	19	12,34
				No change	6	
				Total	30	

Based on the Wilcoxon Signed-Rank Test table above, the Positive Affect aspect, which reflects positive emotions, shows an average score before using skincare (Pre) of 35.2333, increasing slightly to 35.8667 after use (Post). Of the total 30 participants, 16 of them report an increase in scores with a mean rank of 12.75, indicating that some participants feel an increase in positive emotions. Furthermore, 8 participants experienced a decrease in scores with a mean rank of 12.00, indicating that participants feel a decrease in positive emotions. Then, 6 participants showed no change in positive emotions. However, the significance value (p-value) of 0.121 ($p > 0.05$) indicates that the increase in the Positive Affect score is not statistically significant. This implies that the use of skincare based on texture is not strong enough to consistently increase or decrease positive emotions in participants.

On the other hand, in the Negative Affect aspect, which includes negative emotions, the average score decreases significantly from 16.6333 (Pre) before using the product to 14.3333 (Post) after using the product. Of the 30 participants, 19 experienced a decrease in score, with a mean rank of 12.34, indicating that most of the participants felt a decrease

in negative emotions. Meanwhile, 5 participants experienced an increase in score with a mean rank of 13.10, indicating an increase in negative emotions, and 6 participants showed no change in negative emotions. A significance value of 0.016 ($p < 0.05$) indicates a significant result in changes in negative emotions. This shows that the use of texture-based skin care is effective in reducing negative effects.

DISCUSSION

The findings of this study highlight the importance of sensory experiences, particularly texture, in shaping users' emotional responses toward skincare products. These insights underscore the relevance of considering texture elements in product development to enhance emotional satisfaction and user comfort. During the First Touch phase, it is not enough to create a statistically significant emotional difference. Although the result of the quantitative data is not significant, the qualitative data shows that the First Touch is a crucial stage that needs to be considered in the development of skin care products. This early sensory moment plays a key role in establishing initial preferences and expectations for the product. This aligns with Andrei, (2025), who emphasized that individual sensitivity to texture and prior experiences greatly influence tactile perception. Qualitative data revealed that sensations such as softness, lightness, or smoothness could evoke curiosity and comfort, reinforcing the importance of the initial contact in product perception.

The application stage of a skincare product is a very crucial moment in shaping the user's emotional experience. Quantitative analysis shows that softness increases the user's sense of control and positive emotions. Qualitative data further strengthens this finding, that the softer products trigger positive reactions, while harder and stickier textures cause frustration. Although not statistically significant, the greasiness aspect is almost significant. This shows that this aspect seems to influence the user's experience in making skincare in the future. The softness of the product when felt can increase the impression of the product as a whole. Krishna et al., (2024) Stated that the softness of the product, which shows a significant influence on the user's sense of control (dominance) and positive emotions (valence), is in line with the concept of hedonic touch. Hedonic touch refers to a touch that provides pleasure or emotional satisfaction, which can increase consumer involvement and preference for the product. Furthermore, the sensory experience during product application can shape the consumer's emotional perception and comfort, which in turn affects the overall evaluation of the skincare product.

In the After-Absorption stage, the texture aspect shows a significant influence on the emotional dimension of the user, underlining the importance of the post-use experience in shaping the overall perception of the skincare product. Stickiness has a significant effect on the arousal dimension, indicating that the sticky sensation after the product is absorbed can trigger anxiety or emotional discomfort. This is in line with the negative expressions that appeared in the participants, such as pursed lips and widened eyes, especially for Product 1. On the other hand, softness again shows a significant effect on dominance, reinforcing previous findings that soft skin gives users a sense of control over

the product use experience. In addition, film residue and greasiness show significance on valence, where residue and oily sensation tend to reduce positive emotions after use. Product 2, which is fast-absorbing, non-sticky, and gives a cool and soft sensation, dominates the preference by creating positive emotions such as satisfaction and relaxation, as seen from smiles and satisfied nods. In contrast, Product 1 triggers disappointment due to the oily sensation and slow absorption, resulting in negative emotional and sensory evaluations. Product 3 is appreciated for its softness, but is slightly hampered by the presence of a mild sticky sensation, which triggers a neutral reaction. Vergilio et al., (2022) Stated that products that have a sticky sensation tend to be disliked, cause rejection when purchased, and are considered inefficient. In addition, products that are soft and do not leave a layer of residue, let alone oily after being absorbed, tend to be preferred because the opposite product can interfere with comfort (Chen & Jablonski, 2022; Vergilio et al., 2022).

From the comparison of before and after using the product, the Positive Affect score is not statistically significant. Some participants felt uplifted, but the effect was not uniform or strong enough across the sample. This implies that the use of skincare based on texture is not strong enough to consistently increase or decrease positive emotions in participants. However, qualitative responses revealed that most participants described the skincare as providing a soft, cooling, and comfortable sensation, often associated with feelings of relaxation, freshness, and calmness. These sensations, though not always captured in numerical scales, indicate a mindful and emotionally restorative experience. This aligns with findings by Nguyen, (2024), who emphasizes the role of skincare as a daily self-care ritual that promotes emotional clarity and focus, contributing to overall psychological well-being. Additionally, Roso et al., (2024) used EEG readings to demonstrate that skincare not only induces positive emotional states but also modulates brain activity in areas linked to relaxation and pleasure. Thus, the lack of statistical significance in PA may reflect measurement limitations rather than an absence of effect, highlighting the complementary role of qualitative and physiological data in capturing the nuanced emotional benefits of skincare.

In contrast, Negative Affect showed a statistically significant decrease from before and after using the product. This reduction suggested that skincare application effectively alleviated stress, tension, or emotional discomfort for the majority. This finding is reinforced by multiple studies. Wiranti, (2024) Found that skincare activities, especially when paired with calming textures, can actively reduce negative emotions, such as stress. Similarly, Gabriel et al., (2021) support this by stating that real-time reductions in negative emotions can occur during skincare use, reinforcing the idea that emotional relief may happen in the moment of application, likely due to sensory pleasure and self-soothing behaviors. A soothing extract reported to decrease negative emotions on the skin (contrariness, disinterest, and unpleasantness) using unconscious facial expression analysis. (Meunier & others, 2023). Xie, (2024) Further suggests that such routines lower social stress and anxiety, an aspect relevant for young adults navigating daily

interpersonal pressures. Participants' reports of feeling “cool,” “light,” or “soothed” after product use illustrate these effects. This aligns with mindfulness frameworks, which conceptualize skincare as a ritualistic, sensory form of grounding, promoting emotional regulation and improved mood (Nguyen, 2024).

CONCLUSION

This study shows that although not all emotional dimensions show statistically significant results, the texture of skincare products has an important influence on the user's emotional experience and response. At the First Touch stage, there is no significant emotional dimension, but qualitative data shows differences in perception of textures, such as sticky or runny, which affect the initial impression. During the Application stage, softness is proven to significantly increase the sense of control and positive emotions. Products with a soft and easy-to-apply texture, such as Product 2, Emina Ms. Pimple Acne Solution Moisturizer Gel, tend to elicit better emotional responses than sticky or oily ones. At the After-Absorption stage, stickiness, greasiness, and film residue show an influence on the emotional dimension, especially in reducing comfort and positive emotions after use. The results of the pre- and post-tests on skincare applications also strengthen the finding that skincare can significantly reduce negative emotions. Thus, these findings help us understand that the use of skincare can alleviate mental health issues among adolescents, who often face social stress related to concerns about their appearance. Feelings of distress caused by facial problems can be eased through the gentle and light touch of the right skincare products, helping adolescents feel better and gradually reducing the stress they experience.

Therefore, skincare product development should consider factors such as softness, ease of application, absorption speed, and a clean finish without stickiness or greasiness to create a pleasant experience and strengthen consumers’ emotional attachment to the product. Given the importance of the relationship between skincare texture and emotional responses, it is recommended to conduct further study that expands the variety of products with other types of ingredients such as humectants or occlusives, and consider other factors such as gender, skin type, age, and so on. In addition, the use of physiological measurement tools such as facial coding, skin conductance, or EEG can provide a more objective picture of the emotional responses of users. Further study can also explore the relationship between texture and emotions with a longitudinal approach to monitor changes in emotions over a longer time.

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