

Social Media Marketing Activities to Drive Purchase Intention in Local Skincare: A Study of Consumer Engagement Mediation

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ABSTRACT

Inconsistent evidence on how social media marketing (SMM) affects purchase intention for high-involvement products motivates this study of Instagram-based SMM among Generation Z and Millennial consumers of local Indonesian skincare brands. Grounded in the Theory of Planned Behavior, the study tests whether consumer involvement and attitude towards influencer-endorsed products mediate the SMM-purchase intention relationship. Data from 251 respondents were analyzed using PLS-SEM. All five hypotheses were supported: SMM most strongly drives involvement, which shapes attitude and directly raises purchase intention, while attitude towards influencer-endorsed products is the strongest predictor of purchase intention, and involvement significantly mediates the SMM-purchase intention link. The novelty lies in treating involvement as a full mediator rather than a moderator. Managerially, local skincare brands should build engaging, personalized Instagram content to raise involvement, then leverage credible influencers to shape attitude. SMM exposure alone does not directly drive purchase intention; it works through involvement and attitude formation.

INTRODUCTION

Digital marketing has encouraged local skincare brands to utilize Instagram as a Social Media Marketing (SMM) tool to influence consumer purchasing decisions, especially Generation Z and Millennials who dominate the digital ecosystem (Huo & Filieri, 2025; Shojaei & Barbosa, 2026).

Indonesia is currently one of the fastest-growing beauty product markets in Southeast Asia. A 2025 Statista report indicates that the Indonesian skincare market is projected to grow significantly due to increasing consumer awareness of natural ingredients and locally produced products. Various publications place the Indonesian skincare market revenue at billions of US dollars, equivalent to hundreds of trillions of rupiah, making it one of the most promising markets in Southeast Asia. The Indonesian skincare market is estimated to reach US\$3.19 billion by 2026 and is projected to continue growing at a CAGR of 5.76% per year (2026–2031).

Along with the rapid growth of the local *skincare industry* in Indonesia, Instagram has become one of the *digital marketing platforms* widely utilized by various local skincare brands due to its ability to build *brand image*, present product promotions visually, and reach consumers more precisely. We Are Social data in 2025 shows that the number of active Instagram users in Indonesia has exceeded 106 million users, with the dominance of the 18–34 age group representing generation Z and Millennials. The characteristics of these two generations who are very close to social media, actively seeking product information through *influencers* and *content creators*, and having high involvement in digital communities make Instagram a potential medium to influence consumer behavior (Shojaei & Barbosa, 2026).

Although SMM activities have been effective in building brand equity and purchase intention in hedonic product categories such as *fashion* and luxury products, research results in product categories that require higher cognitive involvement have shown inconsistent findings. Huo & Filieri (2025) in their study on WeChat users in China found that social media marketing activities directly negatively influenced purchase intention (H3 rejected, $\beta = -0.312$, $p < 0.01$). This finding indicates that exposure to marketing content on social media alone is not enough to drive purchase decisions directly, but must be mediated by other variables such as *consumer-based brand equity* and readiness to adopt technology. On the other hand, Shojaei & Barbosa (2026) proved that *consumer involvement* has a positive and significant influence on purchase intention (H7 accepted, $\beta = 0.26$, $p < 0.01$) among beauty product consumers, underscoring the importance of consumer involvement as a bridge between marketing content and purchase decisions. This phenomenon is particularly relevant in the context of local *skincare products* in Indonesia, where Generation Z and Millennial consumers are not just passive viewers of Instagram content, but are also actively engaged in communities, reviews, and conversations around the products they are interested in.

The main problem underlying this research lies in the inconsistent influence of SMM activities on *purchase intention*, as shown by the differences in findings of Huo & Filieri (2025) and Shojaei & Barbosa (2026). This condition indicates that consumer purchase intention is not solely formed through exposure to marketing content, but is influenced by more complex psychological processes, namely how attitudes, social norms, and perceived consumer behavioral control are formed and interact with each other. To explain this phenomenon more comprehensively, this study uses *the Theory of Planned Behavior* (TPB) developed by Ajzen (1991) as *an underpinning theory*. TPB explains that behavioral intention, including purchase intention, is determined by three main factors, namely attitude toward *the behavior*, subjective norm, and perceived behavioral control. In the context of this research, SMM activities and *consumer involvement* are seen as triggers that shape consumer attitudes (*attitude toward influencer-endorsed products*), which ultimately influence *the purchase intention* of Generation Z and Millennial consumers towards local *skincare products* in Indonesia.

Previous research on the influence of SMM on *purchase intention* still reveals several gaps that require attention. First, most previous studies focused on social media platforms like Facebook, Twitter, and Instagram, specifically focused on hedonic products from international brands. This situation means that the existing research findings may not be generalizable to local brands in developing countries, including Indonesia. Second, the role of *consumer involvement* in the relationship between SMM activities and *purchase intention* has not been widely studied empirically. Most previous studies have positioned *consumer*

involvement as a moderating variable (Chavadi et al., 2021), so the mechanism by which consumer involvement mediates the influence of marketing content exposure on purchase decisions remains largely unexplained. Third, research specifically examining this relationship among Generation Z and Millennial Instagram users in the context of local *skincare products* in Indonesia is still very limited. Therefore, this study aims to fill this gap by positioning *consumer involvement* as a mediating variable in the relationship between SMM activities and *purchase intention*, while also considering additional variables such as *attitude toward influencer-endorsed products*, which was a strong predictor of purchase intention in the study by Shojaei & Barbosa (2026) ($H9, \beta = 0.58, p < 0.01$). By integrating the perspectives of SMM activities, *consumer involvement*, and attitudes towards products promoted by *influencers* in one research model, this study is expected to contribute, especially in understanding the behavior of Generation Z and Millennial consumers towards local *skincare products* in Indonesia.

This research is based on two main theoretical frameworks most widely used in reference articles. First, the *Social Media Marketing (SMM) Activities Framework* adopted and expanded by Huo & Filieri (2025). This framework views SMM activities as a multidimensional construct consisting of five dimensions: *entertainment, interaction, trendiness, customization, and word-of-mouth (WOM)*. Several studies have shown that this framework has good validity in explaining consumer perceptions of marketing activities on various social media platforms (Huo & Filieri, 2025; Bazi et al., 2023). Second, this research refers to the *Theory of Planned Behavior (TPB)* developed by Ajzen (1991) as the main theoretical basis in explaining the formation of behavioral intentions. TPB explains that behavioral intentions are influenced by attitudes toward behavior, subjective norms, and perceived behavioral control. In the context of this research, TPB is used to explain how *consumer involvement* formed from SMM activities on Instagram influences *attitudes toward influencer-endorsed products*, which in turn shapes consumer *purchase intentions* towards local *skincare products*. *Attitude toward influencer-endorsed products* is seen as a relevant variable to be included in the research model, because a positive attitude toward products promoted by *influencers* is believed to increase consumers' tendency to make purchases, in line with the TPB principle that attitude is one of the main determinants of behavioral intentions.

Based on this background, this study aims to analyze the influence of SMM activities on Instagram on *consumer involvement among local skincare product consumers* from Generation Z and Millennials in Indonesia. In addition, this study also aims to examine the influence of *consumer involvement* on *attitudes toward influencer-endorsed products* and *purchase intention*, as well as analyze the role of *consumer involvement* as a mediating variable in the relationship between SMM activities and *purchase intention*. This study further examines the influence of *attitudes toward influencer-endorsed products* on *purchase intention*. *The results of the study are expected to provide managerial implications for local skincare industry players in designing more effective Instagram content strategies to increase consumer engagement and encourage purchasing interest, especially among Generation Z and Millennials.*

METHODOLOGY

This study uses a quantitative approach with a *cross-sectional explanatory survey design*, as it aims to test causal relationships between variables at a specific point in time and is more efficient in reaching respondents spread across various regions at a relatively lower cost and time. Furthermore, this design has been widely used in digital marketing research (Huo & Filieri, 2025; Shojaei & Barbosa, 2026). The unit of analysis in this study is individual consumers, namely Generation Z and Millennials in Indonesia who are active Instagram users and have been exposed to promotional content for local skincare products.

Hypothesis testing was conducted using *Partial Least Squares Structural Equation Modeling* (PLS-SEM) with the aid of SmartPLS software. The selection of PLS-SEM was based on several methodological considerations (Miyazi et al., 2026). First, PLS-SEM is suitable for predictive research and theory development, as this study positions *consumer involvement* as a mediating variable within the *Theory of Planned Behavior* (TPB) framework. Second, PLS-SEM does not require the assumption of multivariate normality, making it suitable for Likert-scale data, which in practice is often not normally distributed (Hair et al., 2019). Third, PLS-SEM is capable of handling complex structural models with many constructs and reflective indicators while working optimally on small to medium sample sizes. The analysis was conducted in two stages: evaluation of the measurement model (*outer model*) which assesses the validity and reliability of the indicators, and evaluation of the structural model (*inner model*) which assesses the strength of the relationship between latent variables and tests the research hypotheses through a bootstrapping procedure.

The research was conducted in Indonesia, focusing on local skincare product consumers from Generation Z and Millennials who actively use Instagram. Indonesia was chosen based on several considerations, including the continued growth of the beauty industry, the high number of Instagram users, dominated by the 18–34 age group, and the increasing use of Instagram by local skincare brands as a digital marketing tool.

This research was not limited to one specific city or region, but rather conducted nationwide through an online questionnaire. This approach allowed the research to reach respondents from across Indonesia more efficiently and also increased the sample's representativeness of the population of local skincare product consumers active on Instagram.

The sampling technique used was *purposive sampling* combined with *snowball sampling*. *Purposive sampling* was used to ensure respondents met the research inclusion criteria, namely being active Instagram users, having seen or followed promotional content for local skincare products on Instagram, being aged 14–45 years representing Generation Z (14–29 years) and Millennials (30–45 years); and having purchased or being interested in purchasing local Indonesian skincare products. Meanwhile, *snowball sampling* was applied to expand the reach of respondents through recommendations or distribution of questionnaire links by respondents who had participated. The combination of these two techniques is commonly used in digital marketing research targeting specific consumer groups (Shojaei & Barbosa, 2026).

The sample size was determined based on the recommendations of Hair et al. (2019), which is a minimum ratio of 5:1 to 10:1 between the number of respondents and the number of research indicators. As presented in Table 1, this study used 33 indicators, so the minimum required sample size is in the range of 165–330 respondents. The questionnaire was distributed online via Google Forms and shared through various social media channels, and successfully collected data from 251 respondents who had gone through a screening process

based on the inclusion criteria above. Missing data (*missing values*) in several statement items were handled using the *mean value replacement technique*, as is commonly used in PLS-SEM analysis (Hair et al., 2019). Thus, the final sample size of 251 respondents has exceeded the minimum required limit and is considered sufficient to produce stable parameter estimates.

All variables in this study were measured using a 5-point Likert scale with a response range of 1 (Strongly Disagree) to 5 (Strongly Agree). The use of this scale refers to the research of Shojaei and Barbosa (2026), and was chosen because it is easy to understand by respondents and is in accordance with the *Google Form format* used in data collection. This study involved four latent variables, namely *Social Media Marketing (SMM) Activities* as the independent variable; *Consumer Involvement* and *Attitude towards Influencer-Endorsed Products* as mediating variables; and *Purchase Intention* as the dependent variable. Details of the variables, indicators, and statement items used in the questionnaire are presented in Table 1.

Table 1. Measurement

Variables	Indicator	Item
Social Media Marketing (SMM) (Huo & Filieri, 2025)	The content uploaded by local skincare brands on Instagram is fun and entertaining.	SMM1
	The Instagram content of the local skincare brands I follow is interesting and makes me want to keep looking at it.	SMM2
	Local skincare brands' Instagram accounts make it easy for me to discuss and exchange opinions with other users in the comments section.	SMM3
	I can easily convey my questions or opinions through the local skincare brand's Instagram account.	SMM4
	Local skincare brands' Instagram accounts consistently provide the latest product information and updates relevant to current beauty trends.	SMM5
	Following local skincare brands' Instagram accounts keeps me up to date with the latest beauty product trends.	SMM6
	The content on local skincare brands' Instagram feeds resonates with my personal skincare needs and preferences.	SMM7
	Local skincare brands on Instagram provide relevant information tailored to my skin type and condition.	SMM8
	I am willing to share content from local skincare brand Instagram accounts with my friends.	SMM9
	I voluntarily recommend local skincare products that I find on Instagram to people around me.	SMM10
Consumer Involvement (CI) (Shojaei & Barbosa, 2026)	I carefully consider every decision when choosing local skincare products to buy.	CI1
	Choosing the right local skincare products is very important to me so I take the time to evaluate them.	CI2
	Before purchasing local skincare products, I research various information to ensure I make the right choice.	CI3
	The decision to purchase local skincare products is a	CI4

	serious decision and requires a lot of consideration.	
	I am very interested and care about local skincare products and their development.	CI5
	Local skincare products are important to me in my daily life.	CI6
	I always pay attention to the latest information about local skincare products available on the market.	CI7
	Local skincare products are something I think about and talk about with people around me.	CI8
	Using local skincare products is an important part of my daily self-care routine.	CI9
	I feel satisfied and proud when using local Indonesian skincare products.	CI10
	Local skincare products have a significant meaning in my lifestyle and self-concept.	CI11
	Using local skincare products reflects my values and preferences as a consumer.	CI12
Attitude towards Influencer-Endorsed Products (ATI)(Belanche et al., 2021; Shojaei & Barbosa, 2026)	The promotion of local skincare products by influencers on Instagram feels useful and informative to me.	ATI1
	Promotional content for local skincare products by influencers on Instagram is interesting and fun to watch.	ATI2
	I believe that local skincare products recommended by the Instagram influencers I follow are trustworthy.	ATI3
	Overall, I have a positive opinion of local skincare products promoted by influencers on Instagram.	ATI4
	Local skincare products promoted by Instagram influencers seem to suit my skincare needs.	ATI5
	I feel comfortable receiving local skincare product recommendations from the Instagram influencers I follow.	ATI6
Purchase Intention (PI) (Shojaei & Barbosa, 2026)	I intend to purchase local skincare products promoted by influencers on Instagram in the near future (next 6 months).	PI1
	If I need skincare products, I will consider buying local skincare products that I see on Instagram.	PI2
	I planned to try local skincare products recommended by an Instagram influencer I follow.	PI3
	I'm more likely to buy local Indonesian skincare products than foreign brands after seeing their content on Instagram.	PI4
	I will recommend local skincare products that I purchased based on information from Instagram to people around me.	PI5

As presented in Figure 1, the conceptual framework of this study positions *Social Media Marketing (SMM) Activities* as an independent variable influencing *Consumer Involvement* (H1). Furthermore, *Consumer Involvement* is projected to influence *Attitude*

towards *Influencer-Endorsed Products*. (H2) and *Purchase Intention* directly (H3). *Attitude towards Influencer-Endorsed Products* is further projected to influence *Purchase Intention* (H4), while *Consumer Involvement* is also positioned as a variable that mediates the influence of *SMM Activities* on *Purchase Intention* (H5).

RESULTS AND DISCUSSION

Respondent Characteristics

The questionnaire was distributed online via Google Forms and successfully collected data from 251 respondents who met the study's inclusion criteria. Respondent characteristics based on gender, generation, education, occupation, income, and intensity of Instagram use are presented in Table 2.

Table 2. Respondent Profile

Characteristics	Category	Frequency	Percentage
Gender	Man	121	48.2%
	Woman	128	51.0%
Generation	Generation Z (14–29 years)	205	81.7%
	Millennials (30–45 years old)	44	17.5%
Last education	High School/Vocational School/Equivalent	81	32.3%
	Diploma (D1/D2/D3)	15	6.0%
	Bachelor degree	135	53.8%
	Postgraduate (S2/S3)	16	6.4%
Work	Students	126	50.2%
	Private sector employee	55	21.9%
	Civil Servants/State-Owned Enterprises	22	8.8%
	Freelancer	19	7.6%
	Self-employed/Entrepreneur	8	3.2%
	Other	19	7.6%
Income/Pocket Money per Month	< Rp. 5,000,000	174	69.3%
	Rp. 5,000,000 – Rp. 10,000,000	40	15.9%
	Rp. 10,000,000 – Rp. 15,000,000	10	4.0%
	> Rp. 15,000,000	20	8.0%
Instagram Access Frequency per Day	1–2 times a day	56	22.3%
	3–5 times a day	72	28.7%
	More than 5 times a day	81	32.3%
	Almost all the time	38	15.1%

Source: processed data (2026)

As presented in Table 2, the majority of respondents were female (51.0%) and dominated by Generation Z (81.7%), which is in line with the target population of the study. In terms of occupation, half of the respondents were students (50.2%) with the majority of income/pocket money below IDR 5,000,000 per month (69.3%), reflecting the characteristics of young consumers who are the main target market for local *skincare products*. In addition, most respondents accessed Instagram more than five times a day (32.3%) or even almost all

the time (15.1%), which indicates that this study sample is a consumer group with a high level of exposure to Instagram content, making it relevant to test the influence of SMM activities on consumer behavior.

Evaluation of Measurement Model (Outer Model)

The measurement model evaluation aims to assess the validity and reliability of the indicators before further testing the structural model. The results of the measurement model estimation, including the *outer loading values* and coefficient of determination (R^2) for each endogenous construct, are depicted in Figure 2.



Figure 2. Measurement Model and Structural Model (Outer Loading and R^2)

Table 3. Validity and Reliability Test Results

Variable	Item	Validity Test			Reliability Test		Descriptive Statistics	
		Factor Loading	AVE	Decision	Composite Reliability	Decision	Mean	Std. Dev.
Social Media Marketing (SMM)	SMM1	0.707	0.526	Valid	0.917	Reliable	3.7251	0.9060
	SMM2	0.688					3.6135	0.9479
	SMM3	0.709					3.7649	1.0470
	SMM4	0.734					3.7928	1.0044
	SMM5	0.707					4.0558	0.8728
	SMM6	0.753					3.8048	1.0626
	SMM7	0.764					3.8088	1.0076
	SMM8	0.764					3.8805	0.9112
	SMM9	0.676					3.5936	1.0943
	SMM10	0.742					3.7888	1.1002
Consumer Involvement (CI)	CI1	0.640	0.569	Valid	0.940	Reliable	4.3347	0.9317
	CI2	0.718					4.1633	0.9495
	CI3	0.762					4.2988	0.8984
	CI4	0.676					4.1713	0.9481
	CI5	0.748					4.0478	0.9807
	CI6	0.797					3.8406	0.9606
	CI7	0.753					3.8127	1.0221

Variable	Item	Validity Test			Reliability Test		Descriptive Statistics	
		Factor Loading	AVE	Decision	Composite Reliability	Decision	Mean	Std. Dev.
	CI8	0.719					3.6135	1.1458
	CI9	0.829					3.9402	1.0062
	CI10	0.783					4.1434	0.9295
	CI11	0.799					3.7888	0.9815
	CI12	0.806					3.8765	0.9259
Attitude towards Influencer-Endorsed Products (ATI)	ATI1	0.827	0.724	Valid	0.940	Reliable	3.8566	0.9957
	ATI2	0.810					3.7968	0.9502
	ATI3	0.888					3.5339	1.0831
	ATI4	0.887					3.6972	1.0391
	ATI5	0.832					3.5857	1.0234
	ATI6	0.857					3.7012	1.0459
Purchase Intention (PI)	PI1	0.838	0.679	Valid	0.914	Reliable	3.5219	1.0908
	PI2	0.850					3.7769	1.0515
	PI3	0.862					3.5737	1.1030
	PI4	0.786					3.6972	1.0429
	PI5	0.781					3.8645	0.9847

Table 3 presents the combined results of convergent validity (outer loading), reliability (Average Variance Extracted/AVE and Composite Reliability), and descriptive statistics (mean and standard deviation) for all 33 research indicators. All *outer loading values* are in the range of 0.640–0.888, AVE values range from 0.526–0.724 (above the 0.50 threshold), and *Composite Reliability values* between 0.914–0.940 (above the 0.70 threshold), so that the four constructs are declared valid and reliable for use in the structural model testing stage.

In terms of descriptive statistics, the highest mean value was found in the CI1 indicator (“I carefully consider every decision when choosing a local skincare product to buy”) at 4.335, while the lowest mean was found in the PI1 indicator (“intention to buy local skincare products in the near future”) at 3.522. In aggregate, the *Consumer Involvement variable* had the highest mean (± 3.96), followed by *Social Media Marketing* (± 3.78), *Attitude towards Influencer-Endorsed Products* (± 3.70), and *Purchase Intention* which had the lowest mean (± 3.69). This pattern indicates that Generation Z and Millennial consumers have shown quite high psychological involvement with local skincare content and products on Instagram, but actual purchase intentions are still at a moderate to high level, thus opening up strategic opportunities to convert this involvement into real purchase decisions, as further described in the managerial implications section.

Structural Model Evaluation (Inner Model)

Table 4. Coefficient of Determination (R Square)

Endogenous Variables	R Square	R Square Adjusted
Attitude towards Influencer-Endorsed Products	0.315	0.312
Consumer Involvement	0.610	0.608
Purchase Intention	0.702	0.700

The coefficient of determination (R Square) is used to measure the ability of exogenous variables to explain endogenous variables in the structural model. The greater the R Square value, the greater the model's ability to explain the dependent variable. Based on Table 4, the *Attitude towards Influencer-Endorsed Products* variable obtained an R Square value of 0.315 and an Adjusted R Square of 0.312. This indicates that 31.5% of the variation in *Attitude towards Influencer-Endorsed Products* can be explained by the *Consumer Involvement* variable, while the remaining 68.5% is influenced by other factors outside the research model. Based on the criteria of Hair et al. (2019), this value is included in the moderate category. The *Consumer Involvement* variable has an R Square value of 0.610 and an Adjusted R Square of 0.608. This means that 61.0% of the variation in *Consumer Involvement* can be explained by the *Social Media Marketing* variable, while the remaining 39.0% is explained by other factors not included in the model. This value indicates that the model has moderate explanatory power. Meanwhile, the *Purchase Intention* variable obtained an R Square value of 0.702 and an Adjusted R Square of 0.700. This indicates that 70.2% of the variation in *Purchase Intention* can be explained jointly by *Consumer Involvement* and *Attitude towards Influencer-Endorsed Products*, while the remaining 29.8% is influenced by other variables outside the research model. This value is close to the strong category, so the model has high explanatory power for *Purchase Intention*.

Overall, the results of the coefficient of determination test indicate that the structural model has good ability to explain the relationship between variables. The *Purchase Intention* variable has the highest R Square value (0.702), indicating that the research model is the strongest in explaining variation in that variable. Thus, the constructed structural model is considered to have good predictive ability and is worthy of further hypothesis testing.

Table 5. Predictive Relevance (Q²)

	SSO	SSE	Q ² (=1-SSE/SSO)
Attitude towards Influencer-Endorsed Products	1506,000	1170,382	0.223
Consumer Involvement	3012,000	1991.496	0.339
Purchase Intention	1255,000	664,832	0.470
Social Media Marketing	2510,000	2510,000	0.000

The Predictive Relevance (Q²) test aims to determine the model's ability to predict endogenous variables. A Q² value greater than zero indicates that the model has predictive relevance, while a higher Q² value indicates a better predictive ability. Based on Table 5, the *Attitude towards Influencer-Endorsed Products* variable obtained a Q² value of 0.223. This value is greater than zero and is in the moderate category, indicating that the model has fairly good predictive ability for the *Attitude towards Influencer-Endorsed Products* variable.

The *Consumer Involvement* variable has a Q² value of 0.339, which is also greater than zero and falls into the medium category, and is close to the large category. This indicates that the model has good predictive ability in explaining variations in *Consumer Involvement*. Furthermore, the *Purchase Intention* variable obtained a Q² value of 0.470, which is above the 0.35 limit, so it is included in the large category. These results indicate that the model has high predictive ability for *Purchase Intention*. The *Social Media Marketing* variable is an exogenous variable, so it does not have a Q² value. This is because exogenous variables are not predicted by other variables in the structural model.

Hypothesis Testing

Hypothesis testing was conducted through a *bootstrapping procedure* with 500 subsamples to obtain T-Statistics and P-Values for each relationship path. The T-Statistics values for all structural paths are depicted in Figure 3.

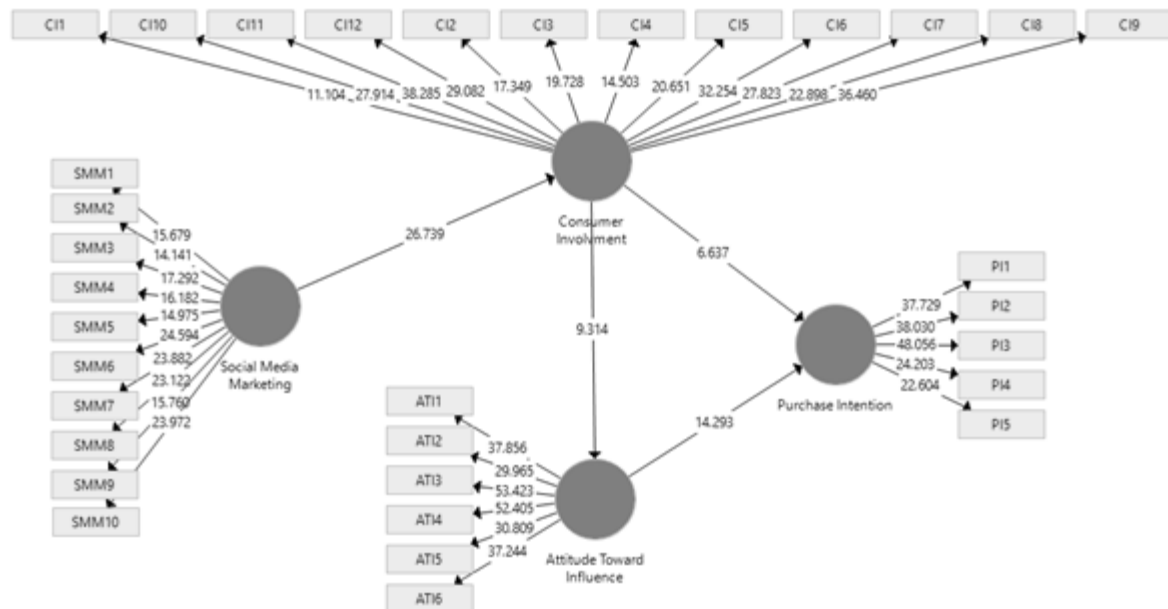


Figure 3. Bootstrapping Results (T Statistics)

Table 6. Results of Direct Effect Hypothesis Testing

Hypothesis	Relationship between variables	Original Sample (β)	T Statistics	P Values	Decision
H1	Social Media Marketing → Consumer Involvement	0.781	26,739	0,000	Supported
H2	Consumer Involvement → Attitude towards Influencer-Endorsed Products	0.561	9,314	0,000	Supported
H3	Consumer Involvement → Purchase Intention	0.309	6,637	0,000	Supported
H4	Attitude towards Influencer-Endorsed Products	0.624	14,293	0,000	Supported

Table 7. Results of Indirect Effect Testing

Hypothesis	Relationship between variables	Original Sample (β)	T Statistics	P Values	Decision
H5	Social Media Marketing → Consumer Involvement → Purchase Intention	0.241	6,363	0,000	Supported

As presented in Tables 6 and 7, all five hypotheses in this study are empirically supported, with all T Statistics values exceeding 1.96 and P Values less than 0.05. The discussion of each hypothesis is outlined as follows.

H1: Social Media Marketing Activities and Consumer Involvement

The test results show that SMM Activities have a positive and significant effect on Consumer Involvement ($\beta = 0.781$; $t = 26.739$; $p = 0.000$), thus H1 is supported. This coefficient is the strongest path in the overall model, indicating that marketing activities through Instagram, whether in terms of entertainment, interaction, contemporary, personalization, or *word-of-mouth*, are the most dominant drivers of consumer involvement in the context of local *skincare products*. This finding is directionally consistent with Shojaei and Barbosa (2026) who found that *influencer credibility* has a positive effect on *consumer involvement* ($\beta = 0.22$), as well as Huo and Filieri (2025) who proved that SMM activities increase *adoption preparedness* ($\beta = 0.836$) as a construct that is conceptually close to consumer involvement. The coefficient value in this study is relatively higher compared to those studies, which is understandable considering the composition of this study's sample is dominated by Generation Z (81.7%) with a fairly high frequency of Instagram access, so the level of exposure and sensitivity to digital marketing content tends to be stronger than that of a more heterogeneous population. Theoretically, this finding is in line with the *Uses and Gratifications Theory* which explains that consumers actively engage with media that can meet their information and entertainment needs. Practically, this finding implies that local *skincare brands* need to prioritize the quality and consistency of Instagram content, for example through interactive educational content, beauty trend updates, and personalized *skincare recommendations* as a key strategy to build consumer engagement.

H2: Consumer Involvement and Attitude towards Influencer-Endorsed Products

Consumer Involvement was shown to have a positive and significant effect on Attitude towards Influencer-Endorsed Products ($\beta = 0.561$; $t = 9.314$; $p = 0.000$), thus H2 was supported. This finding is consistent with Shojaei and Barbosa (2026) who found a positive relationship between *consumer involvement* and attitudes towards products promoted by *influencers* ($\beta = 0.43$), and Abbasi et al. (2023) who proved that consumer involvement increases attitudes and purchase intentions in the context of social media visual content. These results strengthen the *Theory of Planned Behavior proposition that attitudes are formed from the cognitive evaluation process of an object: the higher the consumer involvement in local skincare products, the more intensive the information search and evaluation process is carried out, thus forming a more positive attitude towards products recommended by influencers.*

H3: Consumer Involvement and Purchase Intention

The test results show that Consumer Involvement has a positive and significant direct effect on Purchase Intention ($\beta = 0.309$; $t = 6.637$; $p = 0.000$), thus H3 is supported. This finding is in line with Shojaei and Barbosa (2026) who found a positive effect of *consumer involvement* on *purchase intention* in beauty product consumers ($\beta = 0.26$), as well as with Chang and Chen (2022) and McClure and Seock (2020) who proved that consumer involvement with a product or brand's social media page increases purchase intention. Although significant, the magnitude of this direct effect ($\beta = 0.309$) is much smaller than the effect of *Attitude Toward Influence* on *Purchase Intention* ($\beta = 0.624$ in H4). This pattern indicates that consumer involvement with local *skincare products* channels its influence on

purchase intention more indirectly, namely through the formation of positive attitudes towards products recommended by *influencers*, rather than having a direct effect. This finding enriches the understanding of the mechanism of *the Theory of Planned Behavior* in the context of digital marketing, that consumer cognitive and affective involvement needs to be processed first into a clear attitude before optimally driving purchase intentions.

H4: Attitude towards Influencer-Endorsed Products and Purchase Intention

Attitude towards Influencer-Endorsed Products proved to be the strongest predictor of *Purchase Intention* among the two paths leading to the construct ($\beta = 0.624$; $t = 14.293$; $p = 0.000$), thus H4 was supported. This coefficient value is very close to the findings of Shojaei and Barbosa (2026), who also found that attitude towards *influencer-promoted products* is the strongest predictor of purchase intention ($\beta = 0.58$). The closeness of the coefficient values between these two studies conducted in different country contexts and product categories provides additional evidence regarding the external validity of the central role of attitude in the TPB in the context of influencer marketing. This finding is also consistent with Durau et al. (2022), Ho Nguyen et al. (2022), Magano et al. (2022), and Al Mamun et al. (2023) in the context of eco-friendly *skincare products*, which consistently demonstrated that positive attitudes towards promotional content increase purchase intention. Practically, this finding confirms that efforts to build positive consumer attitudes through selecting credible and congruent *influencers* with the brand image are the most effective *leverage for local skincare brands* to encourage purchase intentions.

H5: The Mediating Role of Consumer Involvement

The results of the indirect effect test indicate that *Consumer Involvement* significantly mediates the effect of SMM Activities on *Purchase Intention* ($\beta = 0.241$; $t = 6.363$; $p = 0.000$), thus H5 is supported. It should be noted that this research model was *a priori* designed without a direct influence path from SMM Activities to *Purchase Intention*, so that the entire influence of SMM on purchase intention is channeled entirely through *Consumer Involvement* and *Attitude Toward Influence*. This model design decision is based on the findings of Huo and Filieri (2025) who actually found a negative direct effect of SMM on *purchase intention* ($\beta = -0.312$) in high-involvement product categories. The results of this study empirically strengthen this argument in the context of local *skincare products* in Indonesia: mere exposure to marketing content on Instagram does not automatically foster purchase intention, but must first be processed through psychological involvement and consumer attitudes. As an additional finding (beyond the formal hypothesis), the Table underlying Figures 2 and 3 also indicates the existence of a serial mediation path *through Consumer Involvement and Attitude Toward Influence* simultaneously, which enriches the picture of how SMM activities ultimately drive purchase intentions through more than one psychological mechanism.

Managerial Implications

This research model confirms the role of *Consumer Involvement as a full mediator between Social Media Marketing (SMM) activities and Purchase Intention* (Adjusted $R^2 = 0.700$; $Q^2 = 0.470$), while also explaining the differences in the findings of Huo and Filieri (2025) with Shojaei and Barbosa (2026): SMM remains important, but its influence on purchase intention works indirectly through consumer engagement and attitudes. Practically, local *skincare brands* need to build consumer engagement through interesting, interactive, and personalized Instagram content, before utilizing credible *influencer collaborations* to

shape positive attitudes; increasing content intensity alone is not enough to drive Purchase Intention.

Interpretation of the mean values in Table 3 refines the strategy into four novel steps. First, because *purchase decision involvement* is already high ($CI1 = 4.335$; $CI3 = 4.299$), brands are advised to present evidence-based content such as active ingredient transparency, BPOM/halal certification, and *before-after documentation*. Second, low willingness to share content ($SMM9 = 3.594$) can be addressed through *referral programs and incentivized user-generated content* campaigns. Third, weak trust in *influencer recommendations* ($ATI3 = 3.534$) requires collaboration with *micro-influencers* or *credentialed content creators who are transparent about their paid partnership status*. Fourth, because *Purchase Intention* remains at its lowest ($PI1 = 3.522$; $PI3 = 3.574$), brands need to introduce short-term conversion mechanisms such as *time-limited live shopping*, *low-cost trial sizes*, and *tiered loyalty programs*.

CONCLUSION

This study aims to analyze the influence of *Social Media Marketing (SMM) Activities* on Instagram on *Purchase Intention* of Generation Z and Millennial consumers towards local *skincare products in Indonesia*, with *Consumer Involvement* and *Attitude towards Influencer-Endorsed Products* as mediating variables within the *Theory of Planned Behavior* framework. The results of PLS-SEM testing on 251 respondents showed that all research hypotheses were empirically supported, with the following conclusions:

1. *Social Media Marketing Activities* have a positive and significant effect on *Consumer Involvement* ($\beta = 0.781$; $p = 0.000$) and are the strongest path in this research model, indicating that SMM activities on Instagram are the main driver of Generation Z and Millennial consumer engagement with local *skincare products*.
2. *Consumer Involvement* has a positive and significant effect on *Attitude towards Influencer-Endorsed Products* ($\beta = 0.561$; $p = 0.000$), indicating that high consumer involvement encourages the formation of positive attitudes towards products recommended by *influencers*.
3. *Consumer Involvement* has a positive and significant direct effect on *Purchase Intention* ($\beta = 0.309$; $p = 0.000$), although the magnitude is smaller than the effect of *Attitude towards Influencer-Endorsed Products*.
4. *Attitude towards Influencer-Endorsed Products* proved to be the strongest predictor of *Purchase Intention* ($\beta = 0.624$; $p = 0.000$), confirming the importance of *influencer credibility and fit with brand image* in driving purchase intention.
5. *Consumer Involvement* is proven to mediate the influence of *Social Media Marketing Activities* on *Purchase Intention* ($\beta = 0.241$; $p = 0.000$), shows that SMM activities do not directly encourage purchase intentions, but rather work through increasing consumer involvement which then forms a positive attitude towards the product.
6. The structural model of this study explains 70.2% of the variance in *Purchase Intention* (Adjusted $R^2 = 0.700$) with a *predictive relevance* of 0.470 (Q^2), indicating strong predictive ability while confirming the accuracy of the *Theory of Planned Behavior* framework that integrates *Consumer Involvement* and *Attitude towards Influencer-Endorsed Products* as mediating variables.

This finding also explains the difference in results between Huo and Filieri (2025) and Shojaei and Barbosa (2026), and serves as a basis for formulating a more effective digital marketing strategy for the local Indonesian *skincare industry*.

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