

The Effect of @Sociolla Reels on Purchase Intention of Carasun through Brand Trust Mediation

Pengaruh Reels @Sociolla terhadap Minat Beli Carasun melalui Mediasi Brand Trust

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Article Info

Article history:

Submitted

April 12, 2026

Revised

June 30, 2026

Accepted

June 30, 2026

Abstract

The development of social media encourages companies to maximize their content marketing strategies to influence consumer behaviour. However, not all content can effectively attract attention, build trust, or stimulate purchase intention. In marketing Carasun products through Instagram Reels on @sociolla, several issues remain, including consumers' limited understanding of product information, insufficient emotional appeal after viewing the content, and the suboptimal role of brand trust in influencing purchasing decisions. These conditions indicate the need for an in-depth analysis of how content marketing works and the extent to which brand trust contributes to the process. This study aims to analyze the influence of content marketing on consumers' purchase intention and examine the mediating role of brand trust. The research employs an explanatory quantitative approach by surveying 400 respondents from Generation Z who follow the Instagram account @sociolla and have viewed its Carasun marketing reels. The data were analyzed using Structural Equation Modelling with the Partial Least Squares method. The study adopts the Cognitive Response Theory to explain how informative, engaging, and relevant content can trigger positive cognitive responses, which, in turn, build brand trust and ultimately increase purchase intention. The findings indicate that content marketing has a direct effect on both brand trust and purchase intention, and brand trust significantly mediates the relationship between the two.

Keywords: Brand Trust, Cognitive Response Theory, Content Marketing, Instagram Reels, Purchase Intention

Abstrak

Perkembangan media sosial mendorong perusahaan untuk memaksimalkan strategi konten marketing guna memengaruhi perilaku konsumen. Namun, tidak semua konten mampu menarik perhatian, membangun kepercayaan, atau mendorong minat beli secara efektif. Pada kasus pemasaran produk Carasun melalui Instagram reels @sociolla, masih ditemui masalah berupa rendahnya pemahaman konsumen terhadap informasi produk, kurangnya dorongan emosional setelah melihat konten, serta belum optimalnya kepercayaan merek dalam memengaruhi keputusan pembelian. Kondisi ini menunjukkan perlu analisis mendalam mengenai bagaimana konten marketing bekerja dan sejauh mana kepercayaan merek berperan dalam proses tersebut. Penelitian ini bertujuan untuk menganalisis pengaruh konten marketing terhadap minat beli konsumen, serta menguji peran *brand trust* sebagai variabel mediasi. Pendekatan yang digunakan adalah kuantitatif eksplanatif dengan melakukan survei terhadap 400 responden yang

merupakan Gen Z pengikut akun Instagram @sociolla dan pernah melihat konten marketing Instagram reels @sociolla. Analisis dilakukan menggunakan metode *Structural Equation Modeling* berbasis *Partial Least Square*. Penelitian ini menggunakan metode *cognitive response theory* untuk menjelaskan bagaimana konten yang informatif, menarik, dan relevan dapat memicu respons kognitif positif yang kemudian membentuk kepercayaan merek dan akhirnya meningkatkan minat beli konsumen. Hasil penelitian menunjukkan bahwa konten marketing berpengaruh langsung terhadap *brand trust* dan minat beli, serta *brand trust* terbukti memediasi hubungan tersebut.

Kata Kunci: Konten Marketing, *Brand Trust*, Minat Beli, Instagram Reels, Teori Respon Kognitif

INTRODUCTION

Marketing communications encompass a company's efforts to inform, persuade, and remind potential consumers about a product, either directly or indirectly (Syarifudin & Dharmawan, 2025). Currently, the development of digital technology has shifted marketing communications practices toward digital marketing, which utilizes social media as the primary channel. (Mere et al., 2024), assert that social media facilitates interactions that foster engagement and the development of long-term relationships, which can enhance brand loyalty. Instagram is a dominant platform in digital marketing, emphasizing visual content and necessitating high-quality images and videos to capture audience attention (Irsandi & Sulthon, 2024). (Ramadhan & Aristianingrum, 2024) found that Instagram users demonstrate high levels of brand engagement, as evidenced by likes, comments, shares, and saves, which in turn increase consumer purchasing interest.

Indonesians spend an average of 3.5 hours daily on social media, with beauty and lifestyle content ranking among the most popular categories (Data Reportal, 2025). The Instagram account @sociolla represents one of Indonesia's largest beauty e-commerce platforms, functioning as both a promotional channel and a curator of beauty education. Sociolla's dominance in the beauty e-commerce industry is supported by a survey (Jakpat, 2022) which showed Sociolla ranked first as the favorite beauty e-commerce platform with a percentage of 57.8%, far surpassing competitors such as Sephora (18.7%) and Beauty Haul (16.9%). This achievement is closely linked to Sociolla's consistent content marketing strategy on Instagram, utilizing both feeds and Reels to prioritize educational and inspirational content.

Content marketing on social media involves a strategic process of creating and distributing valuable, relevant, and consistent content to attract and retain a targeted audience (Pinaria & Sumartini, 2023). (Athoillah & Arifianto, 2023) emphasize that effective content should foster meaningful conversations and relationships, rather than merely delivering sales messages. Additionally, social media marketing content plays a critical role in enhancing consumer trust and perceived reliability (Purba et al., 2025). These points highlight the importance of a well-designed content marketing strategy in shaping consumer behavior and trust.

In the context of social media, content serves as a new currency for building trust and authority, where the value provided to the audience is a prerequisite for building long-term loyalty. The relevant, educational, and engaging content presented by @sociolla to its audience has the potential to positively impact trust in the Carasun brand, thereby facilitating purchasing decisions among Generation Z

followers. Generation Z, who grew up in the digital era, tends to assess the authenticity and credibility of content through visual and emotional experiences (Rianti dkk., 2025). Research (Parasari et al., 2023) confirms that consumer trust is built through transparency, education, and empowerment of product information being sold. Relevant, informative, and credible content has the potential to shape positive perceptions and strengthen brand trust, which is essential for fostering consumer confidence and encouraging purchase decisions.

Conceptually, this research is based on Cognitive Response Theory, which explains that individuals process marketing messages through cognitive evaluation before forming attitudes and behavioral intentions. Cognitive response focuses on understanding the responses elicited by an advertising message, brand, and even purchase intention (Mirawati, 2021). Instagram Reels marketing content acts as a stimulus that influences consumers' cognitive processes, which subsequently forms brand trust and has implications for purchase intention. Purchase intention represents an individual's subjective likelihood of purchasing a product or service, which is formed through a psychological evaluation process (Suharyat, 2019). (Mawardi et al., 2022) further define purchase intention as a deliberate behavioral plan to make a purchase within a specific timeframe, resulting from complex cognitive and affective processes.

Brand trust acts as a mediating variable, bridging the relationship between marketing communication stimuli and consumer behavioral responses. Brand trust plays a key role in motivating consumers to make purchases, particularly in the context of local products, which often require community support to develop (Odou et al., 2023). In this case, brand trust is an individual's tendency to rely on a relationship based on belief (Gogoi & Shillong, 2021), such as the brand of a product to be consumed.

Previous studies have explored the relationships among social media marketing, brand trust, and purchase intention. (Kusherawati et al., 2023) found that social media marketing has a positive effect on purchase intention, with brand trust acting as a moderator. Research (Febiola & Nugroho, 2023) also showed that brand trust acts as a mediator between social media marketing and purchase intention for Garnier products. (Ramli et al., 2025) also confirmed that brand trust is a stronger mediator than brand image in influencing purchase intention for cosmetic products.

While digital marketing and visual content on Instagram have proven effective in building engagement, local brands face unique hurdles when their reputation is compromised. Carasun, a prominent local sunscreen brand, experienced a significant reputational crisis in 2022 due to allegations of utilizing 'buzzers' to disparage competitors (Halidi, 2022). This incident creates a specific research gap: how can a brand recover consumer trust after a public crisis when traditional self-promotion might be met with skepticism?

In these circumstances, a credible third-party curator such as @sociolla, which commands a 57.8% market share in beauty e-commerce, assumes the role of a critical trust-broker. This study aims to address the literature gap on post-crisis trust recovery for local brands by examining the impact of third-party multimodal content, specifically Instagram Reels. The primary objective is to determine whether content marketing on @sociolla's Instagram Reels influences Generation Z's purchase intention for Carasun products through the mediating effect of brand trust. The central research question is: 'Does content marketing via @sociolla Instagram Reels increase Generation Z's purchase intention for Carasun by strengthening brand trust following a reputational crisis?' The hypotheses for this investigation

are presented below:

1. According to Cognitive Response Theory (CRT), informative and educational content triggers positive cognitive evaluations, which reduce perceived risk and build belief in a brand's competence. **H1: Content marketing on @sociolla's Instagram Reels has a significant positive effect on Brand Trust.**
2. Visually aesthetic and relevant content stimulates cognitive and affective responses that lead to a deliberate behavioral plan to purchase. **H2: Content marketing on @sociolla's Instagram Reels has a significant positive effect on Purchase Intention.**
3. Trust serves as a psychological predisposition that facilitates purchasing decisions, especially for local products that require community validation. **H3: Brand Trust has a significant positive effect on Purchase Intention.**
4. CRT suggests that marketing stimuli must first be processed and accepted (forming trust) before they translate into a final behavioral intention. **H4: Brand Trust significantly mediates the relationship between Content Marketing and Purchase Intention.**

The results of this study are expected to provide theoretical contributions in the development of digital marketing communication studies and practical contributions to brand marketing strategies through social media.

METHOD

This research is based on a quantitative, explanatory approach using a survey method. Quantitative research is a structured scientific method that aims to examine the relationships between parts of the phenomenon being studied. This type of research is explanatory in nature, testing the cause and effect between two or more variables and explaining how one variable influence another. Data collection was conducted through an online questionnaire, which was then processed using Partial Least Squares (PLS)-based Structural Equation Modelling (SEM) with the aid of SmartPLS software (Hair et al., 2013).

Mediation testing was conducted through indirect effect analysis on bootstrapping results to determine the role of Brand Trust in mediating the relationship between Content Marketing and Purchase Intention. The study population was @sociolla followers, members of Generation Z (born 1997–2012). The sample size was determined using the Taro Yamane formula from a population of approximately 1,000,000 followers, resulting in 400 respondents using a purposive sampling technique. Respondents were analyzed based on characteristics such as gender, age, and having seen one of @sociolla's Instagram reels marketing content.

Table 1. Respondent characteristic description

Characteristic	Category	Total	Percentage
Sex	Man	72	18%
	Woman	328	82%
Age	13-18	43	10,8%
	19-21	221	55,3%
	22-28	136	34%

Content Viewed		211	30,35%
		152	21,87%
		165	23,74%
		167	24,02%

Source: Data Processing With PLS, 2025

Table 1 presents a summary of respondent characteristics based on gender, age, and exposure to @sociolla Instagram Reels content featuring Carasun products. Based on gender, the majority of respondents were female (328), while 72 were male, or 18% of the total respondents, indicating a female preponderance in this study. Based on age, the majority of respondents were in the 19–21 age range, with 221 respondents, or 55.3%, reflecting the dominance of early adulthood Generation Z with high levels of social media activity.

Furthermore, all respondents had exposure to @sociolla Reels content, with the most viewed Reels featuring the full range of Carasun products, followed by sunscreen and lip balm content, indicating that visual content featuring comprehensive product displays and relevant to Gen Z skincare needs is more engaging and memorable for respondents.

RESULTS AND DISCUSSION

Result

Based on Table 2, the grand mean score for the marketing content variable is 2.87, which falls into the good category, indicating that @sociolla's Instagram Reels content is considered quite informative, engaging, and relevant to the Gen Z audience. However, there are still aspects that could be improved. The dimensions with the highest scores are reader cognition and persuasion (mean 2.90 each), indicating that the content is easy to understand, able to help the audience remember information, and is quite convincing in building trust in Carasun products. Meanwhile, the starting motivation dimension has the lowest score (mean 2.83), indicating that the content's initial appeal still needs to be strengthened, followed by life factors (mean 2.85), indicating that the emotional relevance to the audience's lives is not yet fully optimal. For the brand trust variable, the grand mean score of 2.86 is also in the good category, with the brand competence and brand credibility dimensions having the highest scores (mean 2.87), reflecting that Carasun is perceived as a competent, high-quality, and trustworthy brand after viewing @sociolla's Reels content.

Table 2. Description of Research Variables

Variable	Dimention	Dimention Average Score	Category
Marketing Content	<i>Reader Cognition</i>	2,90	Good
	<i>Staring Motivation</i>	2,83	Good
	<i>Persuasion</i>	2.90	Good
	<i>Decision Making</i>	2,89	Good
	<i>Life Factors</i>	2,85	Good
Brand Trust	<i>Brand Credibility</i>	2,87	Good
	<i>Brand Competence</i>	2,87	Good
	<i>Brand Goodness</i>	2,84	Good
	<i>Brand Reputation</i>	2,86	Good
Purchase Intention	<i>Cognitive Purchase Intention</i>	2,85	Good
	<i>Affective Purchase Intention</i>	2,83	Good
	<i>Conative Purchase Intention</i>	2,87	Good

Source: Data Processing With PLS, 2025

However, the brand goodness dimension received the lowest score (mean 2.84), indicating that perceptions of brand concern and goodwill can still be improved. Furthermore, the purchase intention variable had a grand mean value of 2.85, indicating a positive tendency among respondents to purchase Carasun products. The conative purchase intention dimension had the highest score (mean 2.87), followed by cognitive purchase intention (mean 2.85), and affective purchase intention (mean 2.83). Overall, these results indicate that @sociolla's Instagram Reels content has a positive influence on consumer understanding, trust, and purchase intention. However, strengthening the emotional aspects and initial appeal of the content is still needed for a more optimal impact.

The findings reveal that 'Reader Cognition' and 'Persuasion' received the highest scores (2.90), suggesting that Generation Z followers process @sociolla's Reels through a high-involvement cognitive route. This supports CRT's premise that

when content is perceived as educational and easy to understand, it fosters a 'brand competence' perception (2.87). However, the 'Brand Goodness' dimension, which measures perceived benevolence and integrity, received the lowest score (2.84). This is theoretically significant in the context of Carasun's 2022 reputational crisis. It suggests that while @sociolla's curation effectively validates the quality of the product, the moral recovery of a brand's reputation is a slower process that requires more than just informational content. This contributes to digital marketing literature by highlighting that third-party validation is more effective at building competence-based trust than benevolence-based trust in post-crisis scenarios.

Other than that, the PLS analysis results from the outer model test tested convergent validity, discriminant validity, and composite reliability. Table 3 shows that each indicator within each variable met the convergent validity criteria with a value >0.7. Furthermore, the cross-loading factor value of each indicator on its construct was greater than that of the other constructs. The data met the discriminant validity criteria.

Table 3. Convergent Validity and Discriminant Validity

	Brand Trust	Marketing Content	Purchase Intention
M1	0.736		
M1.10	0.786		
M1.11	0.773		
M1.12	0.743		
M1.2	0.773		
M1.3	0.783		
M1.4	0.773		
M1.5	0.732		
M1.6	0.777		
M1.7	0.748		
M1.8	0.796		
M1.9	0.778		
X1.3		0.775	
X1		0.779	
X1.10		0.754	
X1.11		0.777	
X1.12		0.756	
X1.13		0.760	
X1.14		0.754	
X1.15		0.744	
X1.2		0.712	
X1.4		0.773	
X1.5		0.782	
X1.6		0.726	
X1.7		0.755	
X1.8		0.771	
X1.9		0.739	
Y1			0.774
Y1.2			0.793
Y1.3			0.785
Y1.4			0.734
Y1.5			0.741
Y1.6			0.762
Y1.7			0.753
Y1.8			0.715
Y1.9			0.761

Source: Data Processing With PLS, 2025

Based on Table 4 below, the reliability values for all variables are >0.7 . This means that all constructs in this study meet the criteria for good reliability and are suitable for use in the structural model analysis stage (inner model).

Table 4 Reliability

	Cronbach's alpha	Composite reliability (rho_c)
Brand Trust	0.936	0.945
Marketing Content	0.947	0.953
Purchase Intention	0.907	0.924

Source: Data Processing With PLS, 2025

Next, the PLS analysis results from the inner model test were used to analyze the relationships between constructs and assess the significance and strength of the influence within the research model.

Table 5 R-Square score

	R-square
Brand Trust	0.567
Purchase Intention	0.624

Source: Data Processing With PLS, 2025

Based on the R-square test results, the R2 value for the brand trust variable was 0.567. This indicates that 56.7% of the variability in brand trust can be explained by marketing content, while variables outside the model explain the remaining 43.3%. This value falls into the moderate category. Furthermore, the R2 value for purchase intention was 0.624, meaning that 62.4% of the variation in purchase intention can be explained by marketing content and brand trust simultaneously. This value falls into the moderate category, indicating that both variables play a significant role in influencing consumer purchase intention.

Table 6. Collinearity test results

	VIF
Brand Trust -> Purchase Intention	2.311
Marketing Content -> Brand Trust	1.000
Marketing Content -> Purchase Intention	2.311

Source: Data Processing With PLS, 2025

Based on the results of the collinearity test analysis (Table 6), the VIF value for the relationship between Marketing Content $\rightarrow$ Brand Trust was 1,000, Marketing Content $\rightarrow$ Purchase Intention was 2,311, and Brand Trust $\rightarrow$ Purchase Intention was 2,311. All VIF values were below the threshold value of 5, so there were no symptoms of collinearity between the predictor variables in the structural model.

Tabel 7. Q-Square test results

	SSO	SSE	Q ² (=1-SSE/SSO)
Brand Trust	4800.000	3218.099	0.330
Marketing Content	6000.000	6000.000	0.000
Purchase Intention	3600.000	2333.780	0.352

Source: Data Processing With PLS, 2025

Based on the test results using the blindfolding technique on SmartPLS, a construct is said to have good predictive relevance if the Q^2 value is > 0 . The Q^2 value of 0.330 for brand trust and 0.352 for purchase intention indicates that the model has a fairly good (moderate) predictive ability for both endogenous variables. Meanwhile, the Q^2 value for marketing content is 0.000 because this variable acts as an exogenous (independent) variable in the model, so other variables do not predict it. Thus, it can be concluded that the structural model in this study has good predictive power for brand trust and purchase intention variables, so it is suitable for use to explain the influence of marketing content on both variables in the context of Gen Z followers of Instagram @sociolla.

Tabel 8. Effect Size test results

	Brand Trust	Marketing Content	Purchase Intention
Brand Trust			0.238
Marketing Content	1.311		0.174
Purchase Intention			

Source: Data Processing With PLS, 2025

Based on the effect size (F^2) analysis of the structural model, the marketing content variable has the largest contribution to the formation of brand trust, with an F^2 value of 1.311, which falls into the very large category. Furthermore, the relationship between brand trust and purchase intention shows an F^2 value of 0.238, which falls into the moderate category. Meanwhile, the direct effect of marketing content on purchase intention has an F^2 value of 0.174, also in the moderate category. Overall, the effect size results indicate that the research model has good predictive power, with brand trust playing a significant role as a mediating variable that strengthens the relationship between marketing content and purchase intention.

Next, hypothesis testing was conducted to determine (1) the direct effect of the marketing content variable on purchase intention, the direct effect of marketing content on brand trust, and brand trust on purchase intention, and (2) the indirect effect, with mediation by brand trust, on the relationship between marketing content and purchase intention.

1) Results of Direct Influence Test

Table 9. Results of Direct Influence Test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values
Brand Trust -> Purchase Intention	0.455	0.452	0.108	4.240	0.000
Marketing Content -> Brand Trust	0.753	0.752	0.050	15.103	0.000
Marketing Content -> Purchase Intention	0.389	0.392	0.106	3.628	0.000

Source: Data Processing With PLS, 2025

Based on Table 9, the results of the direct influence test are as follows: (1) the Marketing Content variable on Brand Trust shows a path coefficient of 0.753 with a positive relationship; (2) the Marketing Content variable on Purchase Intention shows a path coefficient of 0.389 with a positive relationship; and (3) the Marketing Content variable on Purchase Intention shows a path coefficient of 0.389 with a positive relationship. All three calculated t-values are greater than the t-table (1.960) and have a p-value of 0.000, which is below the 0.05 significance level.

Therefore, it can be stated that (1) Marketing Content has a direct and significant effect on Brand Trust; (2) Marketing Content has a direct and significant effect on Purchase Intention; and (3) Brand Trust has a direct and significant effect on Purchase Intention. This means that the findings for all three hypotheses are accepted.

2) Results of Indirect Influence Test

Table 10. Results of Direct Influence Test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values
Marketing Content -> Brand Trust -> Purchase Intention	0.343	0.340	0.085	4.053	0.000

Source: Data Processing With PLS, 2025

Based on Table 10, the results of the fourth hypothesis test indicate that the relationship between marketing content variables and purchase intention through brand trust shows an indirect path coefficient value of 0.343 with a t-statistic value of 4.053. This calculated t-value is greater than the t-table (1.960) and has a p-value of 0.000, which is below the significance limit of 0.05. This means that Brand Trust has a significant influence on mediating Marketing Content on Purchase Intention.

Discussion

Based on the results of the first hypothesis test, there is a significant positive effect between marketing content variables on brand trust. This means that the better the quality of marketing content presented through @sociolla's Instagram Reels, the higher the level of consumer trust in the Carasun brand. Therefore, Carasun needs to maintain and optimize its content marketing strategy to be informative, credible, and relevant to the needs of its Gen Z audience. Content that displays clear information, powerful visuals, product reviews, and product use in everyday life can build positive perceptions of brand quality, competence, and credibility, resulting in greater consumer confidence and trust. These test results align with research (Ramli et al., 2025) which states that social media marketing activities have a positive effect on brand trust. Therefore, it can be concluded that the better the marketing content presented through @sociolla's Instagram Reels, the higher consumer brand trust in Carasun.

Based on the results of the second hypothesis test, there is a positive and significant effect of marketing content variables on Carasun product purchase intention. This indicates that the more engaging, informative, and relevant the

marketing content presented through @sociolla's Instagram Reels, the higher the likelihood that Generation Z will have the intention to purchase Carasun products. Therefore, Carasun needs to maintain and develop a marketing content strategy that emphasizes visual power, information clarity, and relevance to the audience's skincare needs. Reels content presented in an educational, aesthetic, and easy-to-understand manner has been proven to attract attention, shape positive perceptions, and encourage cognitive and affective responses in consumers, leading to increased purchase intention. These research findings align with those of (Febiola & Nugroho, 2023) , who found that social media marketing has a positive effect on purchase intention. Therefore, high-quality marketing content on social media plays a crucial role in increasing consumer purchase intention for beauty products.

Based on the results of the third hypothesis test, there is a positive and significant influence between brand trust and purchase intention for Carasun products. This indicates that the higher the level of consumer trust in the Carasun brand, the greater the consumer's tendency to have the intention to purchase the product. Therefore, Carasun needs to maintain and strengthen brand trust through consistent product quality, safe use, and a credible brand reputation. The trust formed can drive consumers' cognitive and conative responses, thus influencing not only perceptions and beliefs but also actual purchasing decisions. The results of this study align with findings (Kusherawati et al., 2023) that state that brand trust has a positive effect on purchase intention. Therefore, brand trust is a key factor in driving consumer purchasing decisions, particularly in the beauty industry.

The results of the indirect effect test demonstrate that brand trust acts as a significant mediating variable in the relationship between marketing content and purchase intention for Carasun products. This indicates that marketing content not only directly influences purchase intention but also strengthens this influence by building consumer trust in the brand. Informative, easy-to-understand, and persuasive content can encourage positive consumer cognitive responses, thereby enhancing perceptions of brand credibility, quality, and integrity, ultimately increasing the likelihood of purchase intention. These findings align with Cognitive Response Theory and are supported by research (Febiola & Nugroho, 2023) that states that brand trust mediates the influence of social media marketing on purchase intention. Therefore, brand trust is a key factor in optimizing the effectiveness of marketing content in shaping consumer purchase intention.

CONCLUSION

This research underscores that brand trust serves as the indispensable bridge for local brands to translate social media visibility into tangible sales, a finding that is particularly critical for brands navigating post-crisis reputational recovery. While the study confirms that @sociolla's curated Reels effectively drive purchase intention, the relatively lower mean scores observed in 'brand goodness' and 'starting motivation' suggest that purely technical or informational content is insufficient for complete trust restoration. Therefore, future marketing strategies must evolve beyond cognitive persuasion to prioritize 'life factors', creating deeper emotional resonance and practical relevance to the daily lives of Generation Z. Addressing these emotional and ethical dimensions is essential to fully rehabilitate a brand's moral integrity and secure long-term consumer loyalty in a skeptical digital marketplace. Overall, this study demonstrates that the effectiveness of marketing content is strongly influenced by audience context and platform characteristics, and confirms the relevance of Cognitive Response Theory in

explaining how informative and credible messages can generate positive cognitive responses.

AUTHOR DECLARATION

The author(s) declare that artificial intelligence (AI) tools were used only to support language editing, translation, grammar checking, and sentence clarity improvement in this manuscript. AI tools were not used to generate research data, conduct data analysis, interpret findings, or replace the intellectual contribution of the author(s). All ideas, analysis, findings, and conclusions are the full responsibility of the author(s).

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