

ABSTRACT

In today's digital age, where consumers are increasingly aware of social issues and marketing authenticity, the beauty industry faces mounting pressure to deliver inclusive and credible brand communication. This study examines the influence of inclusive Instagram content on purchase intention, with consumer attitude as a mediating variable, using the Theory of Reasoned Action (TRA) as the theoretical framework. TRA posits that behavior is driven by intention, which in turn is shaped by attitudes and subjective norms. Focusing on Raecca, an Indonesian beauty brand known for its bold stance on inclusivity, this research investigates whether inclusive and diverse content on Instagram translates into favorable consumer behavior. This research uses quantitative methods with the type of explanatory-correlation research. Sampling was carried out using the nonprobability sampling type purposive sampling. The data analysis technique used is descriptive analysis and partial least square-structural equation modeling (PLS-SEM) using SmartPLS 3. The results reveal that inclusive content has a strong positive influence on consumer attitudes (path coefficient = 0.920), inclusive content has moderate positive influence on purchase intention (0.595), and consumer attitude also significantly influences purchase intention (0.340). Furthermore, attitude partially mediates the relationship between inclusive content and purchase intention (indirect effect = 0.313). These results highlight that while inclusivity is impactful, its effectiveness hinges on authenticity. Thus, the study underscores the importance for beauty brands to not only adopt inclusive narratives but to authentically embed these values in their identity and marketing strategies, aligning brand purpose with the expectations of socially conscious consumers.

Keywords: *Social media marketing, inclusive content, consumer attitude, purchase intention, Theory of Reasoned Action*