

The Influence of Inclusive Instagram Content by Raecca on Followers' Purchase Intention Mediated by Their Attitude

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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.

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

Abstrak

Di era digital saat ini, di mana konsumen semakin sadar akan isu-isu sosial dan keaslian pemasaran, industri kecantikan menghadapi tekanan yang semakin besar untuk memberikan komunikasi merek yang inklusif dan kredibel. Penelitian ini menguji pengaruh konten Instagram yang inklusif terhadap niat beli, dengan sikap konsumen sebagai variabel mediasi, dengan menggunakan Theory of Reasoned Action (TRA) sebagai kerangka teori. TRA menyatakan bahwa perilaku didorong oleh niat, yang pada gilirannya dibentuk oleh sikap dan norma subjektif. Berfokus pada Raecca, sebuah merek kecantikan Indonesia yang dikenal karena sikapnya yang berani dalam hal inklusivitas, penelitian ini menyelidiki apakah konten yang inklusif dan beragam di Instagram diterjemahkan ke dalam perilaku konsumen yang menguntungkan. Penelitian ini menggunakan metode kuantitatif dengan jenis penelitian eksplanatori-korelasi. Pengambilan sampel dilakukan dengan menggunakan nonprobability sampling jenis purposive sampling. Teknik analisis data yang digunakan adalah analisis deskriptif dan partial least square-structural equation modeling (PLS-SEM) dengan menggunakan SmartPLS 3. Hasil penelitian menunjukkan bahwa konten inklusif memiliki pengaruh positif yang kuat terhadap sikap konsumen (koefisien jalur = 0,920), konten inklusif memiliki pengaruh positif yang moderat terhadap niat beli (0,595), dan sikap konsumen juga secara signifikan mempengaruhi niat beli (0,340). Lebih lanjut, sikap secara parsial memediasi hubungan antara konten inklusif dan niat beli (pengaruh tidak langsung = 0,313). Hasil ini menyoroti bahwa meskipun inklusivitas memiliki dampak yang besar, efektivitasnya bergantung pada keaslian. Dengan demikian, penelitian ini menggarisbawahi pentingnya bagi merek kecantikan untuk tidak hanya mengadopsi narasi inklusif tetapi juga secara otentik menanamkan nilai-nilai ini dalam identitas dan strategi pemasaran mereka±200 kata (Times New Roman – 10 pts – spasi 1)

I. BACKGROUND

Instagram's growth as a social media platform and the growth of the beauty industry have had unintended consequences, such as reinforcing unrealistic beauty standards (Henriques & Patnaik, 2020). Numerous research studies have demonstrated the impact of social media's beauty standards on individuals, particularly women. Mañas-Viniegra et al. (2020) discovered that images promoting the slender beauty ideal seen by adolescents cause body dissatisfaction problems due to comparisons to other users' appearances. The beauty industry also promotes idealized beauty standards, which can lead to low self-esteem in women and changes in consumer behavior. This is particularly evident in advertisements featuring models with flawless skin, hairstyles, and perfectly contoured faces that complement the appearance of the advertised product (Veloo & Mustafa, 2023). In addition, social media advertisements frequently present products in an idealized, polished manner, utilizing visual enhancements such as filters and professional editing. Retouched photos are also used in beauty product advertisements to make models appear more flawless (Rohmah & Suhardi, 2020).

That is why beauty brands, as pioneers in shaping beauty perceptions, must raise awareness through the use of social media platforms such as Instagram in order to eradicate existing stigmas about beauty standards (Saraharah & Ningtyas, 2023). According to Utami et al.'s (2023) research, there has been a shift in values and culture toward the beauty standards of Indonesian female students, who have begun to accept that the skin color of Indonesian women does not have to be always bright. As consumer become more aware of the consequences of rigid beauty standards, there is a growing demand for brands to implement inclusive practices that reflect diverse representations of beauty (Tayal, 2023). According to Morley and McMahon (in Basile et al., 2024), inclusivity involves ensuring the brand more accessible and relatable to a wider and more varied audience. Furthermore, inclusive marketing helps eliminate stereotypes and biases, making sure all consumers feel valued and respected (Sahoo et al., 2024).

Still, while people generally support diversity messages, the portrayal of individuals in advertisements and the brand's credibility are critical (Wilkie et al., 2023). Marketers must emphasize authenticity in their advertising movements, as brand authenticity and transparency have received increasing attention in recent years (Papadopoulou et al., 2023). Mirzaei et al. (2022) suggested that a brand committed to addressing social issues is more likely to be perceived as authentic if it remains neutral and inclusive of all target audience groups. A brand's authenticity is more likely to be acknowledged if it adopts a position that appeals to a wide range of audiences and incorporates it into their marketing and advertising. As a result, marketers should align brand values and actions with inclusion messaging to increase credibility in their marketing and advertisements (Pelletier et al., 2020).

Inclusive content that represents diverse identities plays a part in shaping consumer attitudes toward brands. Brands that promote inclusivity in their marketing efforts frequently resonate with consumer who appreciate these values (Wibowo et al., 2021). Also, an inclusive approach to brand communication can influence positive consumer satisfaction and loyalty (Ong et al., 2024). As long as a brand demonstrates its authenticity, takes a stance on an issue, and incorporates it into their marketing strategy, the brand has a good chance of being perceived positively by consumer because it is credible (Confetto et al., 2023). As consumer perceptions of inclusion improve, support from underrepresented consumers and the majority of consumers who share the same principles may influence their choices regarding purchases.



Figure 1 Raecca's Inclusivity and Diversity Content
(Instagram @raeccaid, 2024)

This study investigates Raecca, as an Indonesian beauty brand that advocates for inclusivity. One of Raecca's main approaches is the concept of branding diversity, which aims to break the stigma and encourage women to feel confident with themselves (Sinuhaji, 2024). Recently, Raecca posted a video on Instagram with the hashtag #RaeccaIsForEveryYou, in which Raecca features models with various skin colors, body shapes, hair types, and facial features to encourage audience to accept and appreciate their own uniqueness while advocating for inclusivity. Raecca wishes to demonstrate that different is beautiful and that everyone has the right to be confident in themselves (Persiana, 2024).

The aim of this research topic focuses on whether inclusivity and diversity content as social media marketing affect consumer attitude, which in turn affect purchase intention. This topic is critical for understanding the relationship between social issues and marketing effectiveness, as well as demonstrating whether brands can balance societal expectations with commercial goals. To support the model, The Theory of Reasoned Action is used. The Theory of Reasoned Action (TRA) has been extensively used to study consumer behavior in many kinds of industries, including beauty and cosmetics. The central premise of TRA is that people's actions are motivated by their intentions, which are influenced by two factors: attitudes and perceived norms (Fishbein & Ajzen, 2010). This study will look into how social media marketing uses inclusive and diverse concepts on social media content to drive consumer purchase intention, which is influenced by consumer attitude.

II. LITERATURE REVIEW

A. Theory of Reasoned Action

A strong theoretical basis for understanding consumer behavior is offered by Martin Fishbein and Icek Ajzen's Theory of Reasoned Action (TRA). Human behavior is assumed by Fishbein and Ajzen (2010) to be logically derived from people's knowledge or beliefs about the behavior. According to this theory, people act in a certain way because they choose to, they are capable of doing so, and they are not hindered by anything. This theory is especially useful when examining the connections between social media marketing content that demonstrates inclusivity and diversity, consumer attitudes, and purchase intention. Research by Copeland and Zhao (2020) also confirms that the Theory of Reasoned Action can be helpful in explaining how social media influences purchase intention. According to this theory, there are two types of beliefs: normative beliefs and behavioral beliefs (Ajzen, 2020).

- a. Behavioral Beliefs
A person's views regarding the probable results or consequences of engaging in a particular behavior are known as behavioral beliefs. Intentions are influenced by attitudes toward the behavior, which are shaped by these beliefs (Ajzen, 2020).
- b. Normative Beliefs
Normative beliefs are opinions about whether a person should engage in a behavior based on expectations or social pressure from friends, family, or society (Simamora, 2021). Normative beliefs build the foundation of perceived norms, which influence both intentions and attitudes.

B. Social Media Marketing

Nguyen et al. (2024) defining social media marketing as the application of social media to engage with consumers in order to develop brands and increase sales. Companies that specialize in product marketing and branding frequently use social media because it facilitates communication with consumers (Shien et al., 2023). In the consumer decision-making, social media plays a significant role for companies to expand their market reach and increase consumer purchase interest (Manzoor et al., 2020). This is supported by findings by Salhab et al. (2023), who discovered that social media marketing plays an important role in stimulating consumers' purchasing intentions. In their study of the effects of social media marketing on consumer relationships and purchase intentions, Kim and Ko (in Sadli et al., 2022) classified social media marketing as entertainment, interaction, trend, customization, and word of mouth. In Yadav and Rahman's (in Khan, 2022) study, social media marketing efforts should incorporate interactivity, informativeness, personalization, trendiness, and word of mouth. This recent study will look at social media marketing dimensions including entertainment, interaction, trending, informativeness, customization, and word of mouth.

- a. Entertainment
Entertainment refers to the enjoyment or amusement provided to users through interesting and visually appealing content, such as posts, reels, or stories on Instagram. Social media is used by brands to amuse consumers and fulfill their desire for fun (Cheung et al., 2020).
- b. Interaction
Shien et al. (2023) stated that it is crucial for brands to facilitate communication in the form of interaction with consumers. This dimension strengthens relationships and builds trust by encouraging the exchange of information, opinions, direct feedback, and brand-related discussions. Interaction is a strong motivator for developing relationships and managing content (Techarattanasak & Sinarkorn, 2022).
- c. Trend
According to Liu, X., Shin, H., and Burns, A. C. (in Sadli et al., 2022), trendiness relates to the extent in which a brand disseminates the most recent and trendiest information through social media. Trendiness refers to aligning marketing efforts with popular social phenomena.
- d. Informativeness
Informativeness refers to the extent to which a brand provides useful information on its social media channels. Essentially, it is about keeping consumers informed and educated about the brand's offerings, which include products, services, and promotions (N. R. Utami & Astuti, 2024). Advertising that can convey information to consumers about products or services can be considered informative (Cahyani & Artanti, 2020).
- e. Customization
Godey (in Cheung et al., 2020) defines customization as the extent to which social media channels provide information and services that are tailored to the preferences of their consumers. This personalized approach improves the relevance and effectiveness of marketing efforts.
- f. Word of Mouth
Word of mouth (WOM), particularly in its electronic form (eWOM), refers to the user-generated sharing of brand-related content or opinions on social media platforms. Word of mouth is one of the most effective marketing tools for behavior change, particularly in the search for consumer information, evaluation, and purchasing intention (Dhewi & Kurnianto, 2023).

C. Consumer Attitude

Cahyani and Artanti (2020) stated that consumer will initially develop an attitude toward themselves before forming online buying intentions. In the context of social media marketing, particularly Instagram content that emphasizes inclusivity and diversity, attitudes may play an important role in mediating the effects of such campaigns on purchase intentions. This content contributes to behavioral beliefs about the brand by associating it with positive societal impact, leading to favorable attitudes toward the brand. Favorable attitudes, in turn, enhance the likelihood of purchase intention (Kartawinata et al., 2020).

Mothersbaugh, Hawkins, and Kleiser (2020) described attitudes as multidimensional constructs with these primary components:

1. **Cognitive**
Cognitive refers to beliefs, thoughts, or knowledge regarding an object or behavior. Cognitive influences attitudes through logical reasoning, such as determining whether a brand is consistent with one's personal values or social standards.
2. **Affective**
Affective refers to an individual's emotional or feeling-based reactions to an object or behavior. This includes feelings of liking or disliking, satisfaction, and emotional resonance. Affective responses are often immediate and have a major effect on how people evaluate products or brands (Nzeku & Duffett, 2021).

The role of consumer attitude as a mediator has been demonstrated in a number of earlier studies. Research by Hameed et al. (2023) discovered a mediating impact of attitude between brand awareness and purchase intention, indicates that brand awareness in the context of celebrity endorsement will foster a positive attitude that will influence purchase intention. Additionally, research by Manuella and Sander (2022) shows that the relationship between electronic word-of-mouth and purchase intention is mediated by consumer attitude. By combining these theoretical insights, a solid basis for examining how consumer attitudes can act as a mediator in the relationship between purchase intention and social media marketing is established.

D. Purchase Intention

A successful social media marketing strategy will raise the possibility that consumer will purchase products from the brand (Sadli et al., 2022). One way to measure consumer future contributions to product purchases is by looking at their purchase intentions. Purchase intention reflects how consumers react to brand's social media marketing. According to Wibowo et al. (2021), consumers are typically more drawn to brands that support or align with their values. Consumers typically find these values directly on the brand's social media accounts. Social media marketing, particularly on platforms such as Instagram, has emerged as a significant driver of purchase intention, as a result of potential consumer social media experiences (Susiyanto et al., 2023).

According to Ferdinand (in Nabillah et al., 2023), the key dimensions of purchase intention include the following:

1. **Transactional Intention:** The readiness to purchase a specific product or service. This can be interpreted as the consumer's desire to immediately buy/own a product. It is also the clearest indicator of purchase intention, reflecting the desire to buy a product.
2. **Referential Intention:** The likelihood of recommending the product or service to others. This allows consumers to recommend a product or brand to people around them. This reflects the consumer's trust in a product or brand, which encourages consumers to support it.
3. **Preferential Intention:** The preference to choose a particular product. This shows consumers consistently prefer a particular product or brand over competitors, even when alternatives are available. It also indicates the consumer's loyalty and connection to the brand.
4. **Explorative Intention:** The interest in seeking additional information about the product or service before making decisions. This highlights curiosity and the desire to learn more about the advantages, benefits or reviews of a product (Purbohastuti & Hidayah, 2020).

E. Research Framework

A research framework, according to Mill et al. (in Mnguni, 2021), is a theoretical structure that frames the research by guiding the research plan. This framework serves as a temporary explanation of the problem's object in relation to the variables in research (Hardani et al., 2020). The theory of reasoned action is connected to the ideas that will be

discussed in this study. The central premise of theory of reasoned action is that people's actions are motivated by their intentions, which are influenced by two factors: attitudes and perceived norms (Fishbein & Ajzen, 2010). This study will look into how social media marketing uses inclusive and diverse concepts on social media content to drive consumer purchase intention, which is influenced by consumer attitude.

This study's framework is as follows:

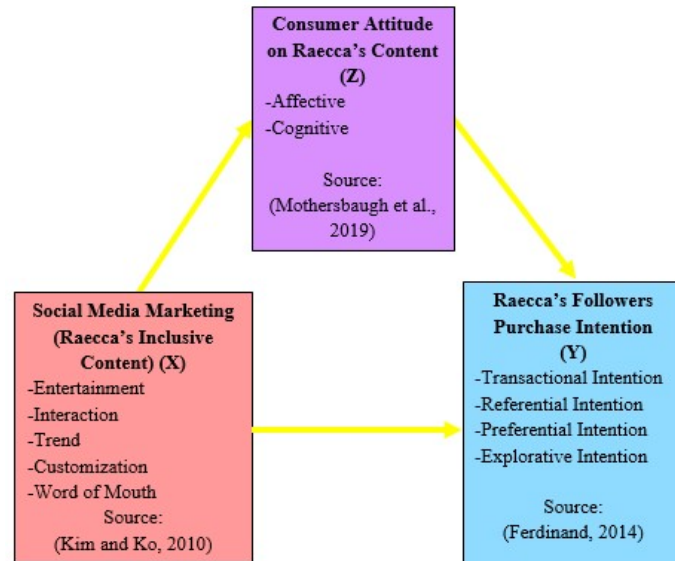


Figure 2 Research Framework
(Research Processed Data 2024)

F. Research Hypothesis

Based on the framework, the hypothesis in this study is as follows:

- H1: Social media marketing (Raecca's inclusive content) has a significant effect on consumer attitude on Raecca's content.
- H2: Social media marketing (Raecca's inclusive content) has a significant effect on Raecca's followers purchase intention.
- H3: Consumer attitude on Raecca's content has a significant effect on Raecca's followers purchase intention.
- H4: Social media marketing (Raecca's inclusive content) has a significant effect on Raecca's followers purchase intention through consumer attitude on Raecca's content.

III. RESEARCH METHOD

This research uses a quantitative approach with an explanatory-correlation type. Creswell and Creswell (2022) define quantitative research as an approach to testing objective theories by analysing the relationship between variables that can be measured. In communication, quantitative research employs important aspects of the scientific method in its investigation of communication-related phenomena. According to its goal, this study falls under the category of explanatory research, which is defined as research conducted to determine the reason behind a situation (Casula et al., 2021). Explanatory research aims to confirm scientific hypotheses about the correlation relationship between variables in a target population. While in terms of type, this study falls into a correlational research design. A correlation is a statistical measure that indicates the degree of relationship between two or more variables (Scharrer & Ramasubramanian, 2021). This method is valuable when the aim is to identify whether and how strongly variables are related.

The primary data was collected by distributing online questionnaires with a total of 421 respondents. The population are Instagram users who follow the @raeccaid account. The respondents were also selected based on some

criteria, which are those who have an interest in beauty, those who are active on social media, and those who have seen Raecca's inclusive content before filling out the questionnaire. In this study, non-probability sampling with purposive sampling type was employed as the sampling technique. The data collection instrument used a five-point Likert scale with alternative answers: "strongly disagree," "slightly disagree," "neutral," "slightly agree," and "strongly agree."

This study employs three variables: social media marketing (Raecca's inclusive content) as an independent variable, Raecca's followers purchase intentions as a dependent variable, and consumer attitudes toward Raecca's content as a mediating variable. Data were analyzed using descriptive analysis and Partial Least Square-Structural Equation Modeling (PLS-SEM), which include validity and reliability test, as well as hypothesis testing.

A. Descriptive Analysis Technique

Descriptive statistics are statistical procedures used to summarize, organize, and communicate the characteristics of data samples. The goal is to make data descriptions and summaries easier to understand. This is demonstrated by using a graphical representation of the data or computing a number to summarise a specific characteristic of a variable or measurement (Cooksey, 2020).

B. Partial Least Square-Structural Equation Modeling (PLS-SEM)

The goal of using PLS-SEM is to examine descriptive data and test hypotheses. One advantage of PLS-SEM is its ability to handle reflective and formative measurement models, allowing it to be used in a wide range of research situations (Hair et al., 2022). The the measurement model and structural model are the two components that make up the PLS path model.

a. Measurement Model

The relationship between constructs and their indicator variables (rectangles) is displayed by the measurement model, which is also referred to as the outer model in PLS-SEM. Which indicators are used to measure a given construct and how they are used are determined by measurement theory (Hair et al., 2022). The assessment of the measurement model was conducted examining indicator reliability, internal consistency reliability, convergent validity, and discriminant validity.

b. Structural Model

The structural model connects constructs (circles or ovals) and depicts the relationship or path between them. In the context of PLS-SEM, the structural model is also known as the inner model. The relationship between the constructs in the structural model is also specified by a structural theory (Hair et al., 2022). According to Hair et al. (2022), several tests are used to evaluate the inner model, including collinearity, the significance and relevance of model relationships, and the model's explanatory power. The hypothesis testing is also analysed in the structural model.

IV. RESULT AND DISCUSSION

The data was collected by distributing online questionnaires to @raeccaid followers with a total of 421 respondents. Result showed that respondents are 75.1% female and 23% male, dominated by ages 8-23 at 56.3% and followed by ages 31-40 at 36.8%. Most of the respondents' educational backgrounds are bachelor's degree at 46.8% and Senior Highschool at 31.6%. Respondents in this study are primarily students (43.2%), followed by private employees (25.7%), civil servants/state owned enterprises at 12.1%, and entrepreneurs at 11.6%. In thia study, the majority of Raecca's followers fall within the lower to mid-income range. This is evidenced by 31.4% of respondents reported a monthly income of less than Rp2.000.000, 28.3% respondents earn between Rp2.000.000 to Rp3.999.999, and 22.8% of respondents earn between Rp4.000.000 to Rp6.999.999.

Accoring to the screening question result, out of a total of 421, 410 (97.4%) respondents have heard or known the terms inclusive and diversity, while the other 11 (2.6%) never heard about it. Based on this data it can be concluded that 410 respondents successfully met the main criteria for respondents needed in this study. Respondents who pass the screening questions will be asked follow-up questions. The first question is "Where did you hear the term inclusive?". Result showed that 57% respondents heard the term inclusive from social media. Apart from social media,

respondents know the term inclusive from books (24.7%), parents (10.9%), and friends (3.8%). The next question was “If you choose social media, name the platform”. Result showed that most respondents find out about inclusive and diversity terms from TikTok (39.7%) and Instagram (37.6%).

A. Data Analysis

a. Measurement Model Assessment (Outer Model)

1. Indicator Reliability

The magnitude of the outer loading is commonly known as indicator reliability. a widely accepted guideline states that standardized outer loadings should be at least 0.708 (Hair et al., 2022).

Table 1 Outer Loading Test

	Social Media Marketing (Raecca's Inclusive Content) (X)	Consumer Attitude on Raecca's Content (Z)	Raecca's Followers Purchase Intention (Y)
SMM1	0,793		
SMM2	0,790		
SMM3	0,811		
SMM4	0,766		
SMM5	0,766		
SMM6	0,758		
SMM7	0,747		
SMM8	0,778		
SMM9	0,830		
SMM10	0,801		
SMM11	0,826		
SMM12	0,776		
SMM13	0,759		
CA14		0,833	
CA15		0,786	
CA16		0,841	
CA17		0,818	
CA18		0,815	
CA19		0,802	
CA20		0,828	
CA21		0,839	
PI22			0,774
PI23			0,820
PI24			0,861
PI25			0,835
PI26			0,824
PI27			0,817
PI28			0,767
PI29			0,758
PI30			0,739

Based on the results of the outer loading test, all constructs in the measurement model (Social Media Marketing, Consumer Attitude, and Purchase Intention) exhibit indicators with values exceeding 0.7, indicating that these indicators are reliable.

2. Internal Consistency Reliability

Cronbach's alpha and composite reliability values are used in this test. Cronbach's alpha shows the correlation between indicators within a construct, whereas Composite reliability looks at the variance in the outer loadings of the indicator variables. The acceptable values for composite reliability and Cronbach's alpha should be greater than 0.6 (Hair et al., 2022).

Table 2 Internal Consistency Reliability Test

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Social Media Marketing (Raecca's Inclusive Content) (X)	0,948	0,949	0,954	0,616
Consumer Attitude on Raecca's Content (Z)	0,931	0,931	0,943	0,673
Raecca's Followers Purchase Intention (Y)	0,929	0,931	0,941	0,641

The results indicate that all latent variables meet the reliability test criteria. The Cronbach's Alpha and Composite Reliability values for each construct exceed 0.6. These findings suggest that the indicators within each construct demonstrate high internal consistency and are reliable for measuring their respective constructs.

3. Convergent Validity

The degree to which a construct measures its related indicators accurately is known as convergent validity. By analysing the Average Variance Extracted (AVE), this validity can be evaluated. The threshold of AVE value should be greater than 0.5 (Hair et al., 2022). The results of the AVE analysis showed that all constructs have AVE values exceeding the 0.5 threshold. The Social Media Marketing construct has an AVE of 0,616, Consumer Attitude 0,673, and Purchase Intention 0,641. All the AVE values demonstrate good convergent validity.

4. Discriminant Validity

There are several techniques to assess discriminant validity, including the Fornell-Larcker criterion, cross-loading analysis, and the heterotrait-monotrait ratio (HTMT).

- Fornell-Larcker criterion

To meet this criterion, the square root of a construct's AVE must be greater than its highest correlation with any other construct (Hair et al., 2022).

Table 3 Fornell-Larcker Criterion

	Consumer Attitude on Raecca's Content	Raecca's Followers Purchase Intention	Social Media Marketing (Raecca's Inclusive Content)
Consumer Attitude on Raecca's Content	0,820		
Raecca's Followers Purchase Intention	0,887	0,800	

Social Media Marketing (Raecca's Inclusive Content)	0,920	0,908	0,785
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The test results show that the square root of the Average Variance Extracted (AVE) for each construct is not greater than the correlation values with other constructs, thereby not meeting the Fornell-Larcker criterion. The square root of the AVE values for Consumer Attitude (0,820), Purchase Intention (0,800), and Social Media Marketing (0,785) are not exceeding the inter-construct correlation values, which are 0,887 (Purchase Intention and Consumer Attitude), 0,920 (Social Media Marketing and Consumer Attitude), and 0,908 (Social Media Marketing and Purchase Intention), respectively. This indicates that the constructs do not exhibit good discriminant validity, meaning each construct is not good enough at explaining the variance of its own indicators compared to the relationship with other constructs (Hair et al., 2022).

- Cross Loadings

This criterion states that an indicator's outer loading on the construct it is associated with should be greater than its cross-loading on any other constructs (Hair et al., 2022).

Table 5 Cross Loading

	Consumer Attitude on Raecca's Content (Z)	Raecca's Followers Purchase Intention (Y)	Social Media Marketing (Raecca's Inclusive Content) (X)
SMM1	0,759	0,700	0,793
SMM2	0,688	0,699	0,790
SMM3	0,717	0,783	0,811
SMM4	0,690	0,697	0,766
SMM5	0,702	0,689	0,766
SMM6	0,720	0,658	0,758
SMM7	0,713	0,669	0,747
SMM8	0,736	0,702	0,778
SMM9	0,776	0,761	0,830
SMM10	0,754	0,733	0,801
SMM11	0,754	0,754	0,826
SMM12	0,717	0,702	0,776
SMM13	0,654	0,710	0,759
CA14	0,833	0,737	0,780
CA15	0,786	0,675	0,715
CA16	0,841	0,769	0,788
CA17	0,818	0,713	0,733
CA18	0,815	0,731	0,748
CA19	0,802	0,703	0,740
CA20	0,828	0,764	0,757
CA21	0,839	0,728	0,772
PI22	0,672	0,774	0,732
PI23	0,723	0,820	0,740
PI24	0,770	0,861	0,775
PI25	0,732	0,835	0,743
PI26	0,740	0,824	0,756
PI27	0,695	0,817	0,723
PI28	0,645	0,767	0,690

PI29	0,709	0,758	0,696
PI30	0,697	0,739	0,677

The result showed that most indicators have higher outer loading values on the related constructs than other constructs, which meets the criteria for discriminant validity.

- Heterotrait monotrait ratio (HTMT)
HTMT represents the average of all relationships between indicators across constructs. According to Hair et al. (2022), the HTMT correlation has a maximum value of 0.9.

Table 6 Heterotrait monotrait ratio (HTMT)

	Consumer Attitude on Raecca's Content	Raecca's Followers Purchase Intention	Social Media Marketing (Raecca's Inclusive Content)
Consumer Attitude on Raecca's Content			
Raecca's Followers Purchase Intention	0,953		
Social Media Marketing (Raecca's Inclusive Content)	0,978	0,967	

The result showed that all of the HTMT correlation values exceed the threshold of 0.9, indicating that the model demonstrates lack of discriminant validity. Goh et al. (2023) in their study also produced high HTMT results, where one of the constructs had a value exceeding 0.9. This indicates a potential problem with discriminant validity, suggesting that certain constructs may not be sufficiently distinct from each other.

At this stage, only the cross-loading criteria meet discriminant validity, while Fornell Larcker and HTMT do not meet discriminant validity. Overall, not all constructs meet all the criteria required for the discriminant validity test. This confirms that it is ineffective to capture phenomenon.

b. Structural Model Measurement (Inner Model)

According to Hair et al. (2022), several tests are used to evaluate the inner model, including collinearity, the significance and relevance of model relationships, and the model's explanatory power

1. Assess the structural model for collinearity issues (VIF)

Collinearity is a condition in which two or more predictor (independent) variables in a model have a strong linear relationship, which means they are highly correlated with one another. Collinearity testing can be performed through analysing the Variance Inflation Factor (VIF) values. According to Hair et al. (2022), the threshold of VIF value is less than 5.

Table 7 Variance Inflation Factor (VIF)

	VIF
SMM1	2,571
SMM2	2,443
SMM3	2,692
SMM4	2,230
SMM5	2,254
SMM6	2,103

SMM7	2,194
SMM8	2,410
SMM9	2,780
SMM10	2,517
SMM11	2,847
SMM12	2,240
SMM13	2,119
CA14	2,673
CA15	2,232
CA16	2,696
CA17	2,575
CA18	2,397
CA19	2,214
CA20	2,775
CA21	2,999
PI22	2,111
PI23	2,524
PI24	3,061
PI25	2,754
PI26	2,638
PI27	2,517
PI28	2,229
PI29	2,053
PI30	1,866

Result showed that VIF values for the research variables meet the test threshold of < 5 . Based on the inner model evaluation, the model is generally considered satisfactory.

2. Assess the significance and relevance of the structural model relationships

This test involves examining the path coefficient and t values to conduct the hypothesis testing. A path coefficient value close to 1 indicates a strong positive relationship, whereas a value closer 0 indicates a weak relationship within the model structure. Meanwhile, the t-value indicates the significance of the relationship between variables at certain error level. In this study, the researcher uses a 5% significance level, which means the t-value must be greater than 1.96 (Hair et al., 2022).

Table 8 Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Consumer Attitude on Raecca's Content (Z) -> Raecca's Followers Purchase Intention (Y)	0,340	0,341	0,084	4,060	0,000
Social Media Marketing (Raecca's Inclusive Content) (X) -> Consumer Attitude	0,920	0,919	0,015	61,921	0,000

on Raecca's Content (Z)					
Social Media Marketing (Raecca's Inclusive Content) (X) -> Raecca's Followers Purchase Intention (Y)	0,595	0,594	0,078	7,607	0,000

The path coefficient for the relationship Consumer Attitude (Z) → Purchase Intention (Y) is 0,340, indicating a moderate positive relationship, which means Ha3 is accepted and Ho3 is rejected. The relationship Social Media Marketing (X) → Consumer Attitude (Z) has the highest path coefficient of 0,920, signifying a strong positive relationship, which means Ha1 is accepted and Ho1 is rejected. Meanwhile, the relationship Social Media Marketing (X) → Purchase Intention (Y) shows the path coefficient at 0,595, reflecting a moderate positive relationship, which means Ha2 is accepted and Ho2 is rejected. All t-statistic values exceed 1.96 (t-values: 4,283, 60,906, and 7,878), indicating that all relationships between variables in the model are significant at a 5% error level (p-values = 0). Thus, it can be concluded that all relationships in the model are statistically significant, supporting the proposed hypotheses.

Table 9 Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Social Media Marketing (Raecca's Inclusive Content) (X) -> Consumer Attitude on Raecca's Content (Z) -> Raecca's Followers Purchase Intention (Y)	0,313	0,313	0,076	4,127	0,000

The analysis results for indirect effects indicate that Social Media Marketing (X) influence Purchase Intention (Y) through Consumer Attitude (Z) with a path coefficient of 0,313, which is statistically significant (t = 4,371, p = 0). This demonstrates a low positive mediation effect within the model, which means Ha4 is accepted and Ho4 is rejected.

3. Assess the Model's Explanatory Power

Assessing the model's explanatory power refers to the model's ability to fit the observed data by assessing the strength of the associations identified by the PLS path model. The coefficient of determination (R^2) is the most widely used metric for assessing the explanatory power of a structural model. The R^2 value evaluates the strength of the structural model. Hair et al. (2022) define R^2 as a value between 0 and 1, with higher levels indicating greater explanatory power.

Table 10 R^2 Values

	R Square	R Square Adjusted
Consumer Attitude on Raecca's Content (Z)	0,846	0,845

Raecca's Followers Purchase Intention (Y)	0,842	0,841
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Result showed that R^2 value for Consumer Attitude (Z) is 0,846, indicating that the model explains approximately 84.6% of the variance in Consumer Attitude (Z). Similarly, the R^2 value for Purchase Intention (Y) is 0,842, suggesting that the model accounts for about 84.2% of the variance in Purchase Intention (Y). The slightly lower adjusted R^2 values for both constructs (0,845 for Consumer Attitude and 0,841 for Purchase Intention) indicate that the model remains robust in explaining the variance, even after considering the number of indicators used. Overall, the R^2 values suggest that the model possesses a high explanatory power.

At the Assess the model's explanatory power stage, the required test is to examine the effect size value, or f^2 . Evaluating effect size involves analysing f^2 values to determine the magnitude of exogenous variables' influence on endogenous variables within a model. According to the guidelines, f^2 values of 0.02, 0.15, and 0.35 represent small, medium, and large effects, respectively (Hair et al., 2022).

Table 11 f^2 Values

	Consumer Attitude on Raecca's Content	Raecca's Followers Purchase Intention	Social Media Marketing (Raecca's Inclusive Content)
Consumer Attitude on Raecca's Content (Z)		0,113	
Raecca's Followers Purchase Intention (Y)			
Social Media Marketing (Raecca's Inclusive Content) (X)	5,481	0,347	

The f^2 values indicate the magnitude of influence exerted by exogenous variables on endogenous variables in the model. For the construct Consumer Attitude on Raecca's Content (Z), the f^2 value for its effect on Raecca's Followers Purchase Intention (Y) is 0,113, indicating a small effect. For the construct Social Media Marketing (Raecca's Inclusive Content) (X), the f^2 value for its effect on Consumer Attitude on Raecca's Content (Z) is 5,481, indicating a large effect. Meanwhile, the f^2 value for Social Media Marketing (Raecca's Inclusive Content) (X) on Raecca's Followers Purchase Intention (Y) is 0,347, signifying a medium effect. Overall, the f^2 values suggest that Social Media Marketing (Raecca's Inclusive Content) (X) have a very strong influence on Consumer Attitude (Z) and a medium influence on Raecca's Followers Purchase Intention (Y).

V. CONCLUSIONS AND SUGGESTIONS

A. Conclusion

Based on the findings of the research titled "The Influence of Inclusive Instagram Content by Raecca on Followers' Purchase Intention Mediated by Their Attitude" the following conclusions were drawn:

- There is a significant influence of inclusive content as social media marketing on consumer attitude. This finding is based on hypothesis testing, which show a path coefficient of 0,920, which means it has

an influence of 92% indicating a strong positive relationship, confirming the acceptance of the hypothesis. The result confirming that inclusive and diversity representation in brand messaging foster highly favorable response.

- b. There is a significant influence of inclusive content as social media marketing on purchase intention. This finding is based on hypothesis testing, which show a path coefficient of 0,595, which means it has an influence of 59.5% indicating a moderate positive relationship, confirming the acceptance of the hypothesis. The outcome demonstrates that inclusive content contributes to purchase intent.
- c. There is a significant influence of consumer attitude on purchase intention. This finding is based on hypothesis testing, which show a path coefficient of 0,340, which means it has an influence of 34% indicating a moderate positive relationship, confirming the acceptance of the hypothesis. The result indicating the importance of evaluative judgment in moving followers from favorable feelings to behavioral intent.
- d. There is an influence of inclusive content as social media marketing on purchase intention through the consumer attitude. This finding is based on hypothesis testing, which shows a path coefficient of 0,313, which means it has an influence of 31.3%. This demonstrates a low positive mediation effect, confirming the acceptance of the hypothesis.

Overall, this study empirically demonstrates that Raecca's inclusive Instagram content exerts a powerful and positive influence on followers' attitudes and, in turn, on their purchase intentions. These findings validate the Theory of Reasoned Action in a modern, social-media context and confirm that strategically crafted inclusive content can build brand reputation while also driving intended consumer behavior.

B. Suggestion

Based on the research findings, discussion, and conclusions from the study "The Influence of Inclusive Instagram Content by Raecca on Followers' Purchase Intention Mediated by Their Attitude", the researcher propose the following recommendations:

a. Theoretical Suggestion

This study approaches the topic through the lens of marketing communication and employs the Theory of Reasoned Action (TRA) to explain how inclusive Instagram content influences purchase intention via consumer attitude. It is recommended that future research expand beyond TRA and consider alternative perspectives within communication studies to capture different dimensions of how consumers process inclusive content. Additionally, future studies might investigate other psychological mediators (for example, trust, self-identification) that could strengthen the implement of positive attitudes into actual purchase behavior. Finally, because this study encountered limitations in establishing discriminant validity among certain constructs, future work should refine or redevelop measurement items to improve construct distinctiveness and ensure that theoretical constructs are empirically separable.

b. Practical Suggestion

Marketers, especially those in the beauty industry, are advised to optimize their social media campaigns. Given the very strong impact of inclusive content on consumer attitude ($\beta = 0.920$), Raecca should continue-and expand-its use of diverse models, consumer spotlights, and multi-ethnic storytelling in its Instagram feed and stories. Highlighting real consumers' voices and experiences will reinforce authenticity and further strengthen positive attitudes. Furthermore, Given the moderate direct effect on purchase intention ($\beta = 0.595$), Raecca is advised to enhance its inclusivity messaging in a clear and compelling manner (e.g., limited-time offers, product demonstrations) so that the positive attitudes generated further increase purchase intent and thus sales.

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