



## THE INFLUENCE OF SOCIAL MEDIA MARKETING AND BRAND IMAGE TO PURCHASE INTENTION THROUGH BOYCOTT PARTICIPATION AS MODERATION VARIABLE ON ROSE ALL DAY COSMETICS's BRAND

### PENGARUH PEMASARAN MEDIA SOSIAL DAN CITRA MEREK TERHADAP NIAT BELI, DIMODERASI OLEH PARTISIPASI DALAM BOIKOT, PADA ROSE ALL DAY COSMETICS

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#### Abstract

This study examines the influence of social media marketing and brand image on purchase intention, with consumer boycott participation incorporated as a moderating variable, using Rosé All Day Cosmetics as the empirical context. Grounded in the Stimulus–Organism–Response (S-O-R) framework, a quantitative approach was employed by collecting survey data from 385 consumers in Jabodetabek and Bandung City areas, which were analyzed using PLS-SEM. The results reveal that both social media marketing and brand image have positive and significant effects on purchase intention. However, boycott participation does not moderate the relationship between social media marketing and purchase intention, while it exerts a significant negative moderating effect on the relationship between brand image and purchase intention. These findings suggest that although digital marketing and brand image remain key drivers of consumer purchase intention, moral and social considerations reflected in boycott participation can weaken the effectiveness of brand image in influencing consumer decisions. This study contributes to the literature by highlighting the contextual role of consumer boycotting in shaping marketing effectiveness within the digital beauty industry in emerging markets.

**Keywords :** Social Media Marketing, Brand Image, Boycott Participation, Purchase Intention, Beauty Product Industry.

#### Abstrak

Studi ini meneliti pengaruh pemasaran media sosial dan citra merek terhadap niat pembelian, dengan partisipasi boikot konsumen dimasukkan sebagai variabel moderasi, menggunakan Rosé All Day Cosmetics sebagai konteks empiris. Berdasarkan kerangka Stimulus–Organism–Response (S-O-R), pendekatan kuantitatif digunakan dengan mengumpulkan data survei dari 385 konsumen di daerah Jabodetabek dan Kota Bandung, yang dianalisis menggunakan PLS-SEM. Hasil penelitian menunjukkan bahwa pemasaran media sosial dan citra merek memiliki pengaruh positif dan signifikan terhadap niat pembelian. Namun, partisipasi boikot tidak memoderasi hubungan antara pemasaran



media sosial dan niat pembelian, sementara itu memberikan pengaruh moderasi negatif yang signifikan pada hubungan antara citra merek dan niat pembelian. Temuan ini menunjukkan bahwa meskipun pemasaran digital dan citra merek tetap menjadi pendorong utama niat pembelian konsumen, pertimbangan moral dan sosial yang tercermin dalam partisipasi boikot dapat melemahkan efektivitas citra merek dalam memengaruhi keputusan konsumen. Studi ini berkontribusi pada literatur dengan menyoroti peran kontekstual boikot konsumen dalam membentuk efektivitas pemasaran dalam industri kecantikan digital di pasar negara berkembang.

**Kata Kunci :** Pemasaran Media Sosial, Citra Merek, Partisipasi Boikot, Niat Beli, Industri Produk Kecantikan.

## 1. INTRODUCTION

The beauty industry in Indonesia has experienced rapid growth in recent years, supported by increasing consumer purchasing power and strong demand for personal care and cosmetic products. Market reports indicate that Indonesia has become one of the most dynamic beauty markets in Southeast Asia, with local brands gaining increasing attention alongside global competitors (Euromonitor, 2024). This growth reflects not only economic expansion, but also a transformation in consumer preferences and purchasing behavior, particularly among young and digitally active consumers. The rise of digital platforms has significantly reshaped how consumers interact with beauty brands (Amir et al., 2024). Social media has become a dominant channel for information search, brand communication, and consumer engagement, enabling brands to reach audiences more efficiently and interactively. Survey evidence in Indonesia shows that a large proportion of consumers rely on social media as a primary source of product information and brand evaluation, especially in the beauty category (Jakpat, 2022; Jakpat, 2024)

Within this digital environment, social media marketing plays a crucial role in shaping consumer perceptions and influencing purchase intention. Through brand-owned content, influencer collaborations, and interactive features, social media marketing allows brands to build visibility, credibility, and emotional connections with consumers. Bird (2019) emphasizes that social media marketing functions not only as a promotional tool but also as a strategic mechanism for relationship building, which is particularly relevant in highly competitive consumer markets such as cosmetics. In addition to marketing activities, brand image remains a key determinant of consumer decision-making. Brand image represents consumers' overall perceptions and associations toward a brand, formed through accumulated experiences and communication exposure. Prior studies indicate that a positive brand image strengthens consumer trust and increases the likelihood of purchase, especially for products that involve personal use and self-expression, such as cosmetics (Nuramelia, 2023; Nurcahyani & Ishak, 2023). Recent trends also show a noticeable shift in Indonesian consumers' preferences toward local beauty brands. Local brands are increasingly perceived as more relatable, culturally relevant, and responsive to consumer needs. This perception enhances the importance of brand image and digital communication strategies for local beauty brands seeking to sustain competitiveness in the domestic market (Oktariani & Aulia, 2024).



However, the digital environment that enhances marketing effectiveness also exposes brands to reputational risks. Social media has become a space where consumers actively express opinions, values, and moral judgments toward brands. As a result, issues related to ethics, social responsibility, and brand alignment with consumer values can quickly escalate into public controversies (Avci, 2024). One manifestation of this dynamic is consumer boycott participation. Boycott participation reflects consumers' willingness to refrain from purchasing products as a form of protest against brands perceived to act inconsistently with social or moral expectations. Research suggests that boycott participation can significantly influence consumer attitudes and reduce purchase intention, even when product quality and brand familiarity remain favorable (Ali & Naushad, 2023). In Indonesia, boycott participation is particularly salient due to the strong role of social values and collective norms in shaping consumer behavior. Social media accelerates the diffusion of boycott-related narratives, amplifying their potential impact on brand perception and consumer decision-making. This condition creates a complex environment in which marketing efforts and brand image may not always translate directly into purchase intention (Fajriyani, 2025).

Rosé All Day Cosmetics is a local Indonesian beauty brand with a strong social media presence that has actively leveraged digital marketing to build a modern and inclusive brand image. However, the brand became affected by the expansion of consumer boycott movements related to perceived support for Israel amid the Israel–Palestine conflict, which initially targeted global brands but later extended to local brands when affiliated public figures were perceived to express supportive signals, reflecting public solidarity with Palestine (Deswana, 2024). In late 2023, Rosé All Day Cosmetics faced public backlash after one of its founders was reported to have interacted with social media content posted by Gal Gadot, triggering negative electronic word-of-mouth and calls for boycott (Nuramelia, 2023). Although the brand issued a public clarification affirming its humanitarian stance and donated IDR 500 million through BAZNAS, the boycott continued to exert a substantial impact on brand image and sales performance, particularly in predominantly Muslim regions. Social media analytics further indicated a sharp decline in Instagram followers during November 2023, coinciding with peak boycott sentiment, followed by a slower and more volatile recovery that did not return to pre-crisis growth levels (Socialblade.com, 2025). Collectively, these conditions position Rosé All Day Cosmetics as a relevant empirical context for examining how social media marketing and brand image interact with boycott participation in shaping purchase intention in Indonesia's digital beauty market.

Prior studies indicate that social media marketing positively influences purchase intention by enabling two-way communication, information exchange, and consumer engagement, which encourage consumers to seek product information and strengthen buying interest (Aji et al., 2020; Oktariani & Aulia, 2024; Salhab et al., 2023; Nurcahyani & Ishak, 2023). Brand image likewise plays a central role in purchase decisions, as favorable cognitive, effective, and evaluative perceptions enhance credibility, trust, and online purchase intention (Ali & Naushad, 2023; Salhab et al., 2023; Nuseir, 2020; Leong et al., 2019), although



inconsistent findings suggest that its effect may not always be significant (Tsabitah & Anggraeni, 2021). Recent research further shows that these positive relationships are context-dependent, as social media also facilitates the spread of boycott narratives that can weaken or reverse marketing effectiveness; exposure to boycott content strengthens boycott attitudes through social pressure and perceived behavioral control, thereby reducing purchase intention despite prior interest (Moslehpour et al., 2020; Mady et al., 2025; Syarif & Herman, 2024; Chih-Chin & Bo-Wei, 2024). Similarly, boycott participation can erode brand image and loyalty, diminishing purchase intention even for brands with strong prior reputations, particularly when moral or geopolitical value incongruence is perceived (Abosag & Farah, 2014; Wang et al., 2021).

Accordingly, this study seeks to provide a comprehensive understanding of consumer purchase intention in the digital beauty market by examining the roles of social media marketing and brand image, while explicitly incorporating boycott participation as a moderating factor. By situating the analysis within the context of Rosé All Day Cosmetics, this research not only addresses an important gap in the existing literature but also offers contextual insights into how moral discourse and digital activism reshape the effectiveness of marketing strategies and brand perceptions in emerging markets such as Indonesia.

## 2. RESEARCH METHOD

This study employed a quantitative research design grounded in the positivist paradigm to examine the causal relationships among social media marketing, brand image, boycott participation, and purchase intention (Nugraha, 2025). A causal-descriptive approach was adopted to explain both the cause-effect relationships between variables and the characteristics of the phenomenon under investigation. Data was collected using a structured questionnaire with Likert-scale items, enabling objective measurement of latent constructions and statistical testing of the proposed hypotheses. The analytical framework focused on assessing direct effects as well as moderation effects within a single integrated model.

The population of this study consisted of individuals residing in Java Island who were familiar with and had previously purchased Rosé All Day Cosmetics products. Given the absence of an exact population size, a non-probability sampling technique was applied using specific inclusion criteria to ensure respondent relevance. The minimum sample size was determined using Cochran's formula, resulting in a target of 385 respondents, which also satisfied the recommended sample size requirements for PLS-SEM analysis. Data collection was conducted in two stages, including a pilot test ( $n = 30$ ) to assess initial validity and reliability, followed by the main survey administered online via Google Forms.

Data analysis was performed using Partial Least Squares-Structural Equation Modeling (PLS-SEM), which was selected due to its suitability for complex models involving moderation effects and non-normal Likert-scale data. The evaluation process included assessment of the measurement model (convergent validity, discriminant validity, and composite reliability) and the structural model (path coefficients,  $R^2$ ,  $F^2$ , and  $Q^2$ ). Hypothesis testing was conducted using



a bootstrapping procedure with 5,000 resamples to obtain robust estimates of standard errors, t-statistics, and p-values, ensuring reliable inference without relying on distributional assumptions.

### 3. RESULT AND DISCUSSION

#### a. Respondent Profile

Most respondents are female (99%), indicating that the sample strongly represents the primary consumer segment of skincare and cosmetics products. In terms of age, most respondents fall within the 19-22 years old category (46.6%) and 21–25 years old category (40.2%), reflecting the dominance of Gen Z consumers who are highly engaged with social media and digital brand interactions. Regarding consumption behavior, the largest proportion of respondents reported monthly beauty product expenditures in the moderate to high range (IDR 300,000–500,000), accounting for 63.5%. This spending pattern reflects consistent consumption behavior and stable purchasing capacity. Overall, this respondent composition confirms the suitability of the sample for examining the relationships between social media marketing, brand image, boycott participation, and purchase intention in the Indonesian local beauty industry context.

#### b. Descriptive Analysis

**Table 1. Descriptive Analysis Results**

Variable	Average	Notes
Social Media Marketing	83.74%	Good
Brand Image	82.56%	Good
Purchase Intention	79.62%	Good
Boycott Participation	73.84%	Good

Based on the descriptive analysis of all research variables on Table 1, the results indicate that Social Media Marketing achieved the highest mean score (83.74%), classified as good, suggesting that Rosé All Day Cosmetics' social media activities are perceived as effective by respondents. Brand Image also recorded a good category with a mean value of 82.56%, reflecting positive consumer perceptions regarding brand credibility and innovativeness. Furthermore, Purchase Intention obtained a mean score of 79.62%, indicating a relatively strong tendency among respondents to purchase the brand's products, while Boycott Participation showed a mean value of 73.84%, still within the good category, suggesting a moderate inclination toward boycott behavior.

#### c. Measurement Model

##### 1) Convergent Validity

**Table 2. Outer Loading Results**

	Social Media Marketing	Brand Image	Boycott Participation	Purchase Intention
M1			0.889	
M2			0.877	
M3			0.870	



X1.1	0.803			
X1.2	0.791			
X1.3	0.789			
X1.4	0.768			
X1.5	0.799			
X1.6	0.796			
X1.7	0.787			
X1.8	0.797			
X1.9	0.804			
X2.1		0.826		
X2.2		0.809		
X2.3		0.825		
X2.4		0.797		
X2.5		0.792		
X2.6		0.828		
X2.7		0.820		
X2.8		0.837		
Y1				0.838
Y2				0.817
Y3				0.813
Y4				0.831
Y5				0.810
Y6				0.848
Y7				0.842

Based on Table 2 all indicators in the variables Social Media Marketing, Brand Image, Boycott Participation, and Purchase Intention have outer loading values above 0.70. This indicates that all indicators have met the convergent validity criteria and are suitable for measuring each construct in this study.

## 2) Discriminant Validity

**Table 3 Heterotrait-Monotrait Ratio (HTMT) Results**

	Boycott Participation	Purchase Intention	Social Media Marketing	Brand Image	Boycott Participation x Social Media Marketing	Boycott Participation x Brand Image
<b>Boycott Participation</b>						
<b>Purchase Intention</b>	0.459					
<b>Social Media Marketing</b>	0.450	0.702				
<b>Brand Image</b>	0.586	0.810	0.784			
<b>Boycott Participation x Social Media Marketing</b>	0.263	0.613	0.731	0.644		
<b>Boycott Participation x Brand Image</b>	0.350	0.730	0.634	0.819	0.786	





All HTMT values in this model are below 0.90, thus concluding that discriminant validity between all constructs in the model has been met. Thus, each construct in this study can be said to be empirically distinct, and there is no overlap between the latent variables measured.

### 3) Composite Reliability

**Tabel 4. Composite Reliability Results**

	<i>Cronbach's alpha</i>	<i>Composite reliability (rho_a)</i>	<i>Composite reliability (rho_c)</i>
<b>Boycott Participation</b>	0.852	0.854	0.910
<b>Purchase Intention</b>	0.924	0.924	0.939
<b>Social Media Marketing</b>	0.926	0.926	0.938
<b>Brand Image</b>	0.929	0.929	0.941

Based on Table 4, all research variables had Cronbach's Alpha and Composite Reliability values above 0.70. This indicates that each construct has good internal reliability and is consistent in measuring the intended variable. Therefore, all variables are deemed reliable and suitable for use in further analysis.

### 4) Structural Model

**Table 5. Structural Model Results**

Structural Path	R <sup>2</sup>	R <sup>2</sup> adjusted	F <sup>2</sup>	F effect size	Q <sup>2</sup>
<b>Social Media Marketing -&gt; Purchase Intention</b>	0.616	0.611	0.037	Small	0.593
<b>Brand Image -&gt; Purchase Intention</b>			0.072	Small	
<b>Boycott Participation x Social Media Marketing -&gt; Purchase Intention</b>			0.000	No effect	
<b>Boycott Participation x Brand Image -&gt; Purchase Intention</b>			0.049	Small	

The structural model results indicate that the R<sup>2</sup> value of 0.616 (adjusted R<sup>2</sup> = 0.611) demonstrates that Social Media Marketing, Brand Image, and Boycott Participation (including their interaction effects) collectively explain approximately 61% of the variance in Purchase Intention, suggesting substantial explanatory power. Furthermore, the Q<sup>2</sup> value of 0.593 confirms strong predictive relevance, indicating that the model has good capability in predicting consumers' purchase intention.

In terms of effect size (f<sup>2</sup>), the direct effects of Social Media Marketing → Purchase Intention (0.037) and Brand Image → Purchase Intention (0.072) are classified as small effects, implying meaningful but limited contributions to purchase intention. The interaction effect of Boycott Participation × Social Media Marketing → Purchase Intention shows no effect (f<sup>2</sup> = 0.000), indicating that boycott participation does not moderate this relationship. Conversely, the interaction between Boycott Participation × Brand Image → Purchase Intention (f<sup>2</sup> = 0.049)



exhibits a small moderating effect, suggesting that boycott participation weakly influences the relationship between brand image and purchase intention. Overall, the findings highlight that purchase intention is primarily driven by marketing and brand-related factors, while the moderating role of boycott participation remains relatively limited.

### 5) Path Coefficients

**Table 6. Hypothesis Results**

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics ( O/STDEV )</i>	<i>P Values</i>	<b>Ket.</b>
<b>Social Media Marketing → Purchase Intention</b>	0.206	0.211	0.051	4.019	0.000	Supported
<b>Brand Image → Purchase Intention</b>	0.353	0.361	0.070	5.033	0.000	Supported
<b>Boycott Participation x Social Media Marketing → Purchase Intention</b>	0.015	0.014	0.048	0.315	0.753	Not Supported
<b>Boycott Participation x Brand Image → Purchase Intention</b>	-0.216	-0.207	0.059	3.656	0.000	Supported

#### **H1: Social Media Marketing → Purchase Intention**

The results indicate that Social Media Marketing has a positive and significant effect on Purchase Intention ( $\beta = 0.206$ ;  $t = 4.019$ ;  $p < 0.001$ ). This finding suggests that more effective social media marketing activities increase consumers' intention to purchase, supporting the view that engaging and informative digital content plays an important role in shaping buying decisions. Therefore, H1 is supported.

#### **H2: Brand Image → Purchase Intention**

Brand Image demonstrates a positive and significant influence on Purchase Intention ( $\beta = 0.353$ ;  $t = 5.033$ ;  $p < 0.001$ ). This result implies that favorable brand perceptions—such as credibility, memorability, and innovation—strengthen consumers' willingness to purchase. Hence, a strong brand image remains a key driver of purchase intention, and H2 is supported.

#### **H3: Boycott Participation × Social Media Marketing → Purchase Intention**

The interaction effect between Boycott Participation and Social Media Marketing on Purchase Intention is not significant ( $\beta = 0.015$ ;  $t = 0.315$ ;  $p = 0.753$ ). This indicates that boycott participation does not alter the relationship between social media marketing and purchase intention. As a result, the effectiveness of social media marketing appears to be relatively independent of consumers' boycott tendencies, and H3 is not supported.

#### **H4: Boycott Participation × Brand Image → Purchase Intention**

The moderating effect of Boycott Participation on the relationship between Brand Image and Purchase Intention is significant and negative ( $\beta = -0.216$ ;  $t = 3.656$ ;  $p < 0.001$ ). This finding suggests that higher levels of boycott participation weaken the positive impact of brand





image on purchase intention. Thus, although brand image positively influences purchase intention, its effect diminishes when consumers are more inclined to participate in boycott actions. Accordingly, H4 is supported.

#### 4. CONCLUSION

This study concludes that social media marketing and brand image play significant roles in shaping purchase intention in the Indonesian digital beauty market. The findings confirm that both variables have a positive and significant direct effect on consumers' purchase intention towards Rosé All Day Cosmetics. However, the moderating role of consumer boycott participation reveals a nuanced effect: while boycott participation does not weaken the influence of social media marketing, it significantly weakens the effect of brand image on purchase intention. These results indicate that marketing communication through social media remains relatively resilient, whereas brand image is more vulnerable to moral and social pressures arising from boycott sentiment. Overall, the study extends the S-O-R framework by demonstrating that consumer responses to marketing stimuli are contingent on broader socio-moral contexts within emerging markets.

From a practical perspective, the findings suggest that beauty brands should continue investing in interactive and engaging social media marketing strategies, as these remain effective even amid boycott-related sentiment. However, firms must be more proactive in managing brand image during socio-political controversies, emphasizing transparency, ethical positioning, and value alignment with consumers. Clear crisis communication, consistent brand values, and responsive engagement are essential to mitigate the negative impact of boycott participation on brand perceptions. For future research, studies may consider incorporating additional psychological variables—such as brand trust or consumer identification—and expanding the scope to other industries or cultural contexts to further explore the conditional nature of marketing effectiveness under boycott conditions.

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