



Influence of Brand Existence, Credibility, and Content Attractiveness on Purchase Decisions for Avoskin Products

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ABSTRACT

Avoskin is a local Indonesian beauty brand that has developed its products for over a decade, using Instagram as a key marketing communication platform to strengthen consumer engagement and influence purchasing decisions. This research aims to determine the magnitude of the influence of Brand Existence, Credibility, and Content Attractiveness on the Purchase Decision of Avoskin products from the perspective of Uses and Gratifications Theory. The research uses a quantitative approach, with a survey as the data collection method. The findings reveal that Brand Existence has a positive and significant influence, indicating that stronger brand presence enhances consumers' purchasing decisions. Also, Credibility has a positive and significant effect, demonstrating a brand ambassador's trustworthiness, attractiveness, and competence. Likewise, Content Attractiveness significantly influences this intention, suggesting that engaging and relevant Instagram content strengthens consumers' intention to proceed with actual purchases. Simultaneously, those variables jointly have a significant positive effect. The model demonstrates a strong relationship ($R=0.773$) and explains a substantial proportion of the variance in Purchase Decisions, with the overall regression model being statistically significant ($F=15.579$, $p<0.001$). Conclusion: Instagram-based branding strategies that integrate all factors play a crucial role in enhancing consumers' Purchase Decisions.

Keywords: Brand Existence, Credibility, Content Attractiveness, Purchase Decisions, Avoskin

INTRODUCTION

The cosmetics industry in Indonesia continues to show significant development, making it one of the leading sectors in the national economy (Waluyo, 2024). In this era, beauty seems to be determined by the comments of netizens on social media. Especially in this case, Instagram is not just a platform for friendship but also a means of existence, self-actualization, and even promotion (Irwanto & Hariatiningsih, 2020). Instagram can help businesses market and promote products and reach a wider customer base. Consumers use Instagram to find references for various products, including skincare products (Anzaini et al., 2023), and also to increase brand awareness (Larasati et al., 2023).

A lot of businesses spend a lot of money on branding and building brand awareness. Although many products are reasonably priced and of high quality, limited brand recognition results in low consumer awareness and purchase volume. To raise brand awareness, marketing tactics must be taken into account in addition to product quality. This undoubtedly acts as an assessment for the business to boost brand existence by developing a stronger brand image and raising brand recognition (Larasati et al., 2023), (Larasati et al., 2023). Brands with a positive reputation are likely to influence consumers' willingness to make a purchase. Similarly, the existence of skincare products (Naja & Budiarti, 2024).

According to the Zap Beauty Index 2023, 96.8% of Indonesian women have shifted to local skincare products. The Avoskin was introduced in 2014. The Avoskin places a high priority on sustainability. Everybody has a distinct personality and a range of skin tones. In order to assist women in becoming their best selves and boost their confidence, AVO Group introduced Avoskin products (Salsabilatul Munawaroh & Sholehuddin, 2024). The Avoskin uses a visually appealing Instagram feed as a marketing tool. Since there are a lot of Instagram users, Avoskin took advantage of this by promoting its products as much as possible. It was discovered via Instagram that Park Hyung Sik joined PT AVO Innovation & Technology as a brand ambassador to help Avoskin market its goods and grow its company. Avoskin also designated Park Hyung Sik as a brand spokesperson (Nursafitri & Putri, 2024).

Users can easily select information based on their preferences thanks to the presentation of creative content with a variety of themes. Avoskin regularly disseminates information about its products and educates followers about skin health through influencer recommendations, customer testimonials, and review articles. The prevalence of dangerous skincare products is the reason behind this. According to research, purchases are significantly influenced by interesting social media content (Syahreza & Wibisono, 2021). As a component of digital marketing, creative content entails producing and disseminating pertinent branded material to draw in customers and persuade them to make purchases (Naja & Budiarti,

2024).

Avoskin's strong standing in Indonesia's skincare industry can be attributed in part to its effective use of Instagram as an integrated marketing communication tool. Rather than serving purely as a promotional outlet, the brand's official account, @avoskinbeauty, acts as a digital hub where the company builds lasting connections with its audience. By maintaining consistent visual branding, running educational campaigns, encouraging interactive dialogue, and fostering community involvement, the account embodies modern digital marketing trends, where consumers now expect brands to deliver genuine value and information rather than just push products.

The content shared on @avoskinbeauty blends product education, skincare guidance, sustainability initiatives, customer reviews, influencer partnerships, and promotional posts. Rather than concentrating purely on product features, the account regularly breaks down ingredients, explains how products work, outlines proper skincare routines, and addresses common skin issues. This focus on education makes Instagram a valuable resource for consumers who like to research before buying. This approach aligns with the Uses and Gratifications theory, which suggests that audiences intentionally choose media that fulfill their need for information and a sense of personal relevance.

Another key feature of @avoskinbeauty is its focus on two-way engagement. The brand invites followers to interact by commenting on posts, engaging with Instagram Stories, participating in live sessions, sharing their own skincare journeys, and reaching out via direct messages. These interactive elements let consumers do more than just absorb information; they can voice opinions, ask questions, and receive tailored responses. As a result, Instagram becomes a space where consumers help shape the brand's meaning through active participation, rather than simply consuming promotional content.

The account also upholds a visually unified identity through balanced color schemes, polished photography, informative infographics, short educational videos, and well-designed product displays. This visual consistency boosts brand recognition while reinforcing a sense of professionalism and trustworthiness. Altogether, the mix of educational material, appealing visuals, celebrity partnerships, sustainability efforts, and interactive engagement demonstrates how @avoskinbeauty has turned Instagram into a full-fledged branding ecosystem.

Additionally, since Korean musicians are still well-known in Indonesia, the aforementioned phenomenon piqued the researcher's interest in studying Avoskin cosmetics to preserve the company's existence through Instagram feed features and the use of brand ambassador Park Hyung Sik. Delivering original information consistently is essential for influencing consumer decisions. Innovative, well-designed content will boost brand recognition and enhance consumer choices. In

an increasingly cutthroat corporate world, original and creative content is essential to winning over clients.

Therefore, authors employed Uses and Gratifications Theory to analyze the reality, given its relevance for explaining how consumers deliberately select the media they believe can satisfy particular wants (Liestia, 2023). Using this method, researchers found that people use social media, including social media ads, for social contact, amusement, information, and social interaction. These uses, in turn, influence their purchasing decisions. This theory emphasizes that consumers are not passive recipients of information but rather actively choose and seek out media that align with their needs. For example, they search for product information, compare prices, or seek social recognition through other consumers' reviews.

Uses and Gratifications Theory categorizes audience needs into several categories that can be explained through several main dimensions, including the following. First, cognitive needs, in which people use media to learn new things, increase their knowledge, or find information. Secondly, affective needs relate to the emotional aspect of media use, in which media is used to seek entertainment, relaxation, or enjoyment of aesthetic experiences. Media is used to fulfill emotional needs, such as seeking entertainment, relaxation, or aesthetic experiences (Raney & Bryant, 2019). For example, watching movies or listening to music is a way to entertain oneself and experience certain emotions. Thirdly, social needs, where the audiences use media to connect with others, share experiences, communicate, or feel more socially connected. The fourth is personal integrative needs, whereas media is used to strengthen self-identity or improve social status. This could involve attending events or discussions that align with personal values or beliefs, or choosing media that foster appreciation or deeper insights. Lastly, tension release or escapist needs. It means that audiences utilize media to escape the daily grind, reduce stress, or simply have fun.

Brand's existence is the primary criterion used in this article. For businesses functioning in more competitive markets, brand existence has become a crucial factor. Businesses must create and maintain a strong presence in consumers' minds as the number of competing brands continues to rise. Efforts to optimize brand equity through a strategic orientation grounded in brand identity are closely linked to brand existence, which centers on the organizational brand. In this sense, brand existence refers to a brand's overall presence and position as perceived by customers, reflecting how well a brand is identified, linked, acknowledged, and sustained over time.

Unlike brand awareness, which refers only to consumers' ability to recognize or recall a brand, brand existence is a broader construct encompassing multiple dimensions of consumer perceptions and relationships with a brand. Therefore, brand awareness should be understood as one component of brand

existence rather than as an equivalent concept. Through appropriate branding strategies, organizations can strengthen their brand existence and ultimately influence consumers' purchasing decisions (Chen, 2024).

Furthermore, the degree to which a brand remains identifiable, significant, and long-lasting in consumers' minds and in the marketplace is referred to as its existence. The construct captures not just customers' awareness of a brand but also its connotations, identity clarity, and long-term loyalty. As a result, brand existence may be viewed as a higher-order construct encompassing aspects such as brand awareness, brand association, brand identity, and brand loyalty, and indicating the overall strength and continuity of a brand's presence.

As the first variable, namely brand existence, consists of several dimensions, including brand awareness. To increase brand awareness, people need to know about a brand. Brand awareness is a key dimension of brand existence. Next to brand association, in which consumers recognize a product brand within a related product category (Sarwani et al., 2021). Consumers will definitely interpret a product in relation to something, and the meaning of the product for each consumer will certainly be different. This brand's meaning can be positive or negative and will definitely affect sales levels. The following is perceived quality. This is the consumer's assessment of product quality. Consumers have expectations regarding products; the higher the brand's level of existence, the higher the consumer's expectations (Chen, 2024). The final dimension refers to brand loyalty. Here is a customer's commitment to repurchase or use a brand continuously, which can be demonstrated through repeat purchases or positive behavior such as word-of-mouth advocacy.

Drawing on earlier work by Ohanian, 1990 (Dinda Fikadiyanti, 2020), states that the credibility of a brand ambassador is reflected through three dimensions: attractiveness, which refers to the ambassador's appeal in influencing consumers; trustworthiness, which indicates the extent to which the ambassador is perceived as honest and reliable; and expertise, which describes the ambassador's knowledge, experience, and ability to communicate accurate information about the product.

Next, Content Attractiveness sounds out the variable examined in this study. Consumers now choose modern marketing over traditional marketing, and the majority of them will look at social media content before making a purchase. The degree of customer buying decision-making increases with the amount of intriguing content uploaded (Veronika & Aulia, 2022). Content attractiveness is reflected in several characteristics, namely clarity, conciseness, concreteness, correctness, coherence, completeness, and courteous. Those are explained in detail as follows: *Clear*, in which every piece of content uploaded must be clear in conveying its message so that the audience can understand it; *Concise*, in which the

message conveyed in content should be packaged concisely with the simplest words possible; *Concrete*, which means the message must be accurate and clear so that it can build audience trust to purchase the product; *Correct*, when conveying a message in content, the words used must be accurate, and pay attention to grammar, punctuation, and writing format; *Coherent* means that the uploaded content must align with the marketing target. For instance, parents and children certainly differ in how they receive marketing messages, which is why content is created to match the target audience so that the message is delivered effectively; *Complete* means the message conveyed must be made as comprehensive as possible so that consumers understand the content of the information; lastly *Courteous*, which means the message conveyed must be tailored to the emotional and intellectual level of the audience. These characteristics ensure that marketing messages are understandable, relevant to the target audience, informative, and delivered in an appropriate manner.

As the last variable is Purchase Decision. Here, authors will seek the relations among all factors influence to purchase decision. A consumer's decision to buy a product is based on their assessment of the product's value and the knowledge they have received from using it (Rajat Kumar Singh & Mirza Shahab Shah, 2024; Pang & Tarigan, 2023), state that internal elements like needs analysis, information gathering, option comparison before purchase, and post-purchase evaluation are included in the decision-making process.

Based on the explanations, authors root on some previous studies which consistently demonstrated that brand-related variables significantly influence consumer purchasing behavior. (Naja & Budiarti, 2024) emphasized the importance of brand equity dimensions, particularly brand awareness, perceived quality, brand association, and brand loyalty. Further, customer-based brand equity plays a crucial role in strengthening purchase intention across domestic brands (Naja & Budiarti, 2024). Meanwhile, (Naja & Budiarti, 2024) found that perceived quality influences purchase intention indirectly through brand loyalty.

Moreover in study of (Naja & Budiarti, 2024), investigated how four dimensions of their research (brand awareness, brand association, perceived quality, and brand loyalty) contribute to the development of brand equity within zakat institutions, emphasizing brand equity as the primary outcome variable. While their findings demonstrate the importance of these dimensions in strengthening organizational brands, the study was conducted in a non-profit context and did not examine consumers' purchasing decisions or the role of digital communication platforms. Furthermore, the study treated brand awareness, brand association, perceived quality, and brand loyalty as separate antecedents of brand equity.

In contrast, the present study conceptualizes these dimensions as integral components of the broader construct of Brand Existence, which reflects a brand's

overall presence, recognition, and sustainability in consumers' minds. Moreover, this study extends previous research by integrating Credibility and Content Attractiveness within an Instagram-based marketing context to explain consumers' purchase decisions. By combining branding dimensions with digital communication variables under the Uses and Gratifications Theory, this research offers a broader perspective on how consumers actively utilize Instagram to obtain information and ultimately make purchasing decisions.

Lastly, other studies have primarily examined the dimensions of brand equity, such as brand awareness, brand association, and perceived quality, in relation to customer satisfaction and customer loyalty (Naja & Budiarti, 2024). Although these studies have contributed to the understanding of post-purchase consumer behavior, they offer a limited explanation of how digital communication variables influence consumers at the purchase decision stage. Furthermore, the dimensions of brand equity were treated as separate constructs rather than being conceptualized as components of a broader Brand Existence construct. In addition, previous studies did not incorporate Credibility and Content Attractiveness within social media marketing environments, particularly Instagram, which has become one of the primary communication channels for beauty brands. Therefore, this study extends previous research by integrating these variables into a single framework grounded in Uses and Gratifications Theory to explain consumers' purchase decisions.

Elsewhere, in their findings, (Girsang, L.R.M & Situmeang, I.V.O, 2025) demonstrated that variables such as Brand Ambassador, Advertising Attractiveness, and Promotional Messages significantly influenced Purchase Intention among Instagram followers of @traveloka.id, using Elaboration Likelihood Theory. While the study confirmed the persuasive role of Instagram advertising, it primarily focused on advertising-related variables and consumers' purchase intention within the online travel industry. The study did not examine Brand Existence as a broader branding construct, nor did it investigate how Credibility and Content Attractiveness contribute to consumers' actual purchase decisions in the beauty industry. Furthermore, the theoretical perspective was limited to message processing, leaving little explanation of how consumers actively use social media to satisfy their informational needs before making purchasing decisions.

By contrast, the present study extends prior research by integrating the Brand Existence construct into the Uses and Gratifications Theory framework to explain purchase decisions in the context of Instagram-based skincare marketing. With these points, this research builds on the variables: Brand Existence, Credibility, Content Attractiveness, and Purchase Decision as the rationale for this study.

Examining earlier studies, Avoskin's research is important because it makes at least four contributions. First, this research shifts the focus from Purchase Intention to Purchase Decision, thus explaining a more actual stage of consumer behavior. Second, this research introduces Brand Existence as a more comprehensive main construct than just a marketing communication variable. Third, this research replaces the perspective of Elaboration Likelihood Theory with Uses and Gratifications Theory, thereby emphasizing the active behavior of Instagram users in seeking information before making a purchase. Fourth, this research shifts from the context of digital travel services to the skincare industry, which has different characteristics of marketing communication, information evaluation processes, and decision-making. Thus, Avoskin's research can be positioned as a conceptual development (theory extension) of Traveloka's research, rather than a replication.

Relative to (Girsang, L.R.M & Situmeang, I.V.O, 2025) study, this research on Avoskin offers at least four distinct contributions. First, it shifts the focus from Purchase Intention to Purchase Decision, capturing a later, more concrete stage of consumer behavior. Second, it positions Brand Existence as a more comprehensive core construct rather than a narrower marketing communication variable, as two digital marketing communication variables were not analyzed in Fauziah & Irwanto's research. Third, it replaces Elaboration Likelihood Theory with Uses and Gratifications Theory, placing greater weight on how actively Instagram users seek information before making a purchase. Fourth, it moves from the digital travel sector to skincare, an industry with its own distinct patterns of marketing communication, information evaluation, and decision-making. On this basis, the present study can be seen as extending Girsang and Situmeang's work conceptually rather than repeating it.

So, as a whole, the novelty occurs in which this study breaks new ground, gathering three items: it unites three variables under Uses and Gratifications Theory as its overarching framework, treats Brand Existence as a broader concept than Brand Awareness, and directs its analysis toward the purchase decision stage within an Instagram-based skincare marketing setting.

In line with explanations above, this study aims to examine the extent to which Brand Existence affects Purchase Decisions, to investigate the influence of Credibility on Purchase Decisions, to analyze the influence of Content Attractiveness on Purchase Decisions, and finally to determine the simultaneous influence of Brand Existence, Credibility, and Content Attractiveness on Purchase Decisions. In short, this study proposes to examine how all factors affect Decision-making among @avoskinbeauty followers, building on the identified research gaps above, while also examining how these factors jointly contribute to explaining consumer purchasing behavior from the standpoint of Uses and Gratifications Theory.

RESEARCH METHODS

Since the research process, not the individual, determines the outcomes, this study employs a positivist paradigm with a quantitative research technique, which has the principle of objectivity (Kriyantono, 2012). Four variables will be used in the quantitative approach to study social problems. These variables will be measured numerically and statistically analyzed to determine whether the proposed relations between variables in reality are true or not (Sugiyono, 2014). Meanwhile, Creswell (2014) highlights that quantitative research focuses on the deductive application of theory with the goal of testing or validating a theory (Fensi, Fabianus & Christian, 2018).

The research is explanatory in nature and gathers data from a predefined population utilizing a survey method. A survey is research that is carried out on a large or small population in order to obtain sample data for analysis. Sampling is typically used in survey-based research, and the results are subsequently generalized. Samples and hypotheses are used in explanatory quantitative research to determine whether inferential statistics support the hypothesis (Bungin, 2017). Questionnaires were the main method used to collect data, with literature reviews coming in second.

As of 10 September 2025, the @avoskinbeauty Instagram account had approximately 698,000 followers. To estimate the minimum number of respondents required for the survey, Slovin's formula was used as a practical guideline with a margin of error of 10% ($e = 0.10$), resulting in a minimum sample size of approximately 100 respondents. In addition, a pretest was conducted involving 30 respondents.

The study employed purposive sampling, a non-probability sampling technique. Respondents were selected based on the following criteria: (1) being a follower of the @avoskinbeauty Instagram account, and (2) having been exposed to and engaged with @avoskinbeauty Instagram content. Since respondents were selected based on specific eligibility criteria rather than through random selection, the use of Slovin's formula was intended solely to provide a practical estimate of the minimum sample size and not to support probability-based generalization to the entire follower population.

Quantitative data analysis techniques perform pretests using validity and reliability tests, classical assumption testing with linear and multiple correlation tests, multiple regression, and linear hypotheses with T-tests and multiple hypotheses with F-tests. Based on the results of processing the X1 variable data, Brand Existence, using SPSS version 29, there are eight statement items. The validity test results were obtained by comparing the calculated R value with the r-table value of 0.361 at a significance level of 0.05 with 30 respondents. The results show that all statements are declared valid because they have an R value greater

than the *t*-table value (0.361), so those eight statement items can be used and distributed to the sample respondents in this study.

Hence, the research hypotheses are designed as follows: Ha1: There is a significant influence of Brand Existence on Purchasing Decisions; Ho1: There is no influence of Brand Existence on Purchasing Decisions; Ha2: There is a significant influence of Credibility on Purchasing Decisions; Ho2: There is no influence of Credibility on Purchasing Decisions; Ha3: There is an influence of Content Attractiveness on Purchasing Decisions; Ho3: There is no influence of Content Attractiveness on Purchasing Decisions; Ha4: There is a significant influence of Brand Existence, Credibility, and Content Attractiveness on Purchasing Decisions; Ho4: There is a significant influence of Brand Existence, Credibility, and Content Attractiveness on Purchasing Decisions.

RESULTS AND DISCUSSION

Out of the 100 respondents, 21% were men and 79% were women. Most of the respondents were female, as women tend to be more attentive to skin health, which explains their dominance in the sample. In terms of age distribution, 45 respondents (45%) were under 20 years old, 33 (33%) were between 21 and 30 years old, 15 (15%) were aged 31–40 years, and 5 (5%) were over 41 years old. The Kolmogorov-Smirnov test yielded a significance value of 0.000 ($p < 0.05$), indicating that the residuals did not perfectly follow a normal distribution. However, this result should be interpreted cautiously because the Kolmogorov-Smirnov test is highly sensitive to sample size. Given that the study involved 100 respondents, the Central Limit Theorem suggests that parametric statistical procedures remain robust to moderate deviations from normality. Therefore, Pearson correlation analysis, multiple linear regression, *t*-tests, and *F*-tests were retained, as these methods are generally considered appropriate for samples of this size. In addition, residual diagnostics indicated no severe departures from the assumptions required for regression analysis. The discussion that follows is structured around the study's four objectives, beginning with the individual (partial) contributions of Brand Existence, Credibility, and Content Attractiveness to Purchase Decision, and concluding with their combined (simultaneous) effect

Brand Existence and Credibility as Drivers of Consumer Purchase Decisions

Addressing the study's first objective, whether Brand Existence exerts a significant effect on Purchase Decision, the correlation test between Brand Existence (X1) and Purchase Decision (Y) produced a significance value of 0.000, well under the 0.05 cutoff, confirming a meaningful association between the two. The direction of this relationship is positive: as Brand Existence strengthens, so does Purchase Decision. With a Pearson coefficient of 0.803, the two variables

are very strongly correlated. Supporting this, the partial t-test yielded a calculated t-value of 4.239, significant at well under 0.001. Because this significance level is below 0.05 and the t-value exceeds the critical t-value of 1.985, Brand Existence can be considered to exert a significant partial influence on Purchase Decision.

These figures speak directly to the first objective, demonstrating that Brand Existence meaningfully and positively shapes how consumers arrive at their Purchase Decision regarding Avoskin. On the @avoskinbeauty Instagram account, this presence is built through the consistency and visibility of its posts, which keep the brand embedded in followers' everyday feeds. The more visible a brand remains, the more likely consumers are to notice, remember, and factor it into their buying choices (Lee, 2026). This pattern aligns with the Uses and Gratifications view, which holds that audiences deliberately seek out sources of product information they already find familiar and easy to access.

The study's second objective concerns whether Credibility significantly affects purchase decisions. Testing the correlation between Credibility (X2) and Purchase Decision (Y) yields a significance value of 0.000, again comfortably under the 0.05 benchmark, indicating a statistically meaningful link. A Pearson correlation coefficient of 0.85, positive and very strong, indicates that as the brand ambassador's perceived Credibility rises, so too does the tendency to purchase. The partial t-test lends further weight to this: Credibility reported a t-statistic of 2.560 with a significance level under 0.001. Given that this falls below 0.05 and the statistic clears the 1.985 t-table benchmark, Credibility is confirmed as a significant partial predictor of Purchase Decision.

This outcome speaks to the second objective, underscoring the meaningful part the ambassador's Credibility plays in steering consumers' purchase choices. In this study, @avoskinbeauty maintains a dedicated Story Highlight for Park Hyung Sik, giving followers a direct channel to information about him. Enlisting a widely recognized Korean celebrity in this role appears to build consumer trust and draw the attention of Generation Z audiences in particular, feeding into stronger purchase intent and, ultimately, purchase decisions for Avoskin.

Content Attractiveness as a Driver of Consumer Purchase Decisions

The third objective asks whether Content Attractiveness significantly affects Purchase Decision. Correlation testing between Content Attractiveness (X3) and Purchase Decision (Y) again shows statistical significance, with a value of 0.000 (below 0.05). A Pearson coefficient of 0.826 reflects a very strong, positive association between the two. The partial t-test corroborates this outcome: Content Attractiveness registered a t-statistic of 2.874, significant below 0.001; since this significance is under 0.05 and the statistic exceeds the 1.985 t-table

threshold, Content Attractiveness is verified as having a significant partial effect on Purchase Decision.

This finding directly answers the third objective, indicating that the more engaging and appealing the content, the more likely consumers are to reach a favorable purchase decision. It reinforces the idea that well-crafted, informative, and visually engaging Instagram posts function as an effective marketing communication channel (Yang et al., 2025), helping consumers grasp product information more clearly while simultaneously building their confidence and interest in buying Avoskin products. Table 1 outlines the range of Instagram formats @avoskinbeauty relies on to deliver this content.

Tabel 1. Overview of @avoskinbeauty’s Instagram Content Features

Instagram Feature	Content Description
Post	Avoskin promotes its environmental sustainability campaign by encouraging consumers to exchange at least five empty Avoskin packages at Waste4Change collection points. Participants can select rewards such as YSB Shield of Sun Essence, YSB Serum Azelaclair, or YSB Serum Mandelic Acid.
Reels	Avoskin celebrates its 11-year journey by expressing appreciation to its customers and encouraging followers to share their favorite #Glowversary11mpactful moments in the comment section.
Collaborative Post (Collab Post)	A collaborative content post featuring a creator who shares a self-care routine after work using Avoskin skincare products. Followers are invited to share their own self-care experiences in the comments.
Instagram Story (Snapgram)	Promotional content highlighting Avoskin Beauty Showcase events and special giveaways available exclusively during live sessions.
Direct Message (DM)	Followers can communicate privately with the Avoskin Store account through text, photos, and videos, while receiving automated responses and customer support information.
Repost	Avoskin content is frequently reshared by users. Reposted content is organized within a dedicated repost section, allowing broader dissemination of information while maintaining a structured profile appearance.
Story Highlights	Permanent collections of important information stored on the profile, including Glowversary Alert, Avoskin Trail Run, Loyalty Program, LALE, Korea, Pregnancy & Breastfeeding Information, Refal Hady, YSB Sunscreen, Park Hyung Sik, Your Skin Bae, #AskAvoskin, and Layering.

Source: data compilation by the authors

Table 1 illustrates how @avoskinbeauty draws on a mix of formats — spanning posts, Reels, Stories, Direct Messages, and permanent Story Highlights, to keep its content consistently attractive, informative, and interactive for followers, which helps account for the strong link observed above between Content Attractiveness and Purchase Decision.

The Synergistic Role of Brand Existence, Credibility, and Content Attractiveness in Shaping Consumer Purchase Decisions

The fourth and final objective examines whether Brand Existence, Credibility, and Content Attractiveness together influence Purchase Decision. Multiple correlation analysis produced an R value of 0.773, which sits in the 0.60–0.80 band and points to a strong positive relationship between the three predictors, taken together, and Purchase Decision. The corresponding regression equation is $Y = 10.784 + 0.333X_1 + 0.287X_2 + 0.377X_3$, meaning that with all predictors held at zero, Purchase Decision would sit at a baseline of 10.784.

Each additional unit of Brand Existence adds 0.333 units to Purchase Decision, each unit of Credibility adds 0.287, and each unit of Content Attractiveness adds 0.377, holding the remaining predictors constant. Of the three, Content Attractiveness carries the largest coefficient, marking it as the strongest driver of Purchase Decision among the variables studied. The F-test lends additional support: against a critical F-table value of 3.09 ($df = 2, 98$), the computed F-statistic of 15.579 is significant below 0.001. Because the significance level is under 0.05 and the F-statistic clearly exceeds the table value, Brand Existence, Credibility, and Content Attractiveness are confirmed to jointly and significantly shape Purchase Decision.

This outcome resolves the fourth and last objective, showing that Brand Existence, Credibility, and Content Attractiveness do not operate in isolation but combine to shape consumers' Purchase Decisions in a statistically meaningful way. Uses and Gratifications theory offers a useful lens for this combined effect, given its emphasis on how consumers deliberately turn to media to satisfy specific needs and derive satisfaction.

Here, the @avoskinbeauty account serves as a resource followers draw on to meet their informational needs about Avoskin Beauty products, guiding them through subsequent steps of their search before any purchase takes place. Followers actively engage with Instagram's various tools, posts, Reels, Stories, collaborative content, and direct messages, to get to know the brand (Brand Existence), form judgments about its ambassador (Credibility), and respond to its content (Content Attractiveness), with these gratifications eventually feeding into a purchase decision. Rather than treating audiences as passive recipients of media influence, this framework positions them as active agents who select the platforms best suited to their needs; for Avoskin's followers, that selective, purposeful

engagement ultimately culminates in the purchase decision accounted for by the three variables discussed above.

CONCLUSION

Based on the study's findings, the following conclusions can be drawn, namely: The multiple correlation test yielded a correlation value (R) of 0.773, indicating a very significant association between Brand Existence, Credibility, and Content Attractiveness toward Purchase Decisions. Then, the multiple regression test yielded a value of 10.784 units, indicating that Brand Existence, Credibility, and Content Attractiveness had a positive impact on Purchase Decisions. Also, the F-test yielded a value of < 0.001 (Sig) < 0.05 (α) or 15.579 for F-count > 3.09 for F-table, indicating a substantial simultaneous influence of Brand Existence, Credibility, and Content Attractiveness on Purchase Decisions.

Moreover, from a theoretical perspective, the findings support and extend Uses and Gratifications Theory by demonstrating that Instagram followers actively utilize brand-related content to satisfy their informational needs before making purchasing decisions. The results confirm that social media users are active participants in the information-seeking process rather than passive recipients of marketing messages.

However, this study has several limitations. First, it focuses on a single beauty brand, which may limit the generalizability of the findings. Second, the study employed a cross-sectional design and purposive sampling, restricting broader population inference. Third, the analysis was limited to Instagram and did not consider other social media platforms that may influence consumer behavior. Thus, future research is encouraged to examine multiple beauty brands, compare different social media platforms, and incorporate additional variables such as customer engagement, electronic word-of-mouth, brand trust, and purchase intention. Longitudinal studies may also provide deeper insights into changes in consumer behavior over time.

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