



Digital Marketing Activities, Digital Personal Branding, and Purchase Intention for Luxury Makeup: A Mediation Analysis

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Abstract

Background: The rapid development of digital marketing, especially through social media, has changed consumer behavior in seeking information and making purchase decisions. Activities such as influencer marketing engagement, user-generated content (UGC), and viral beauty trends are the main strategies in promoting products, especially in the luxury makeup industry. However, the effectiveness of these activities does not always directly affect purchase intention.

Objective: This study examines how influencer marketing engagement, UGC, and viral beauty trends influence purchase intention for luxury makeup products, with digital personal branding as a mediating variable.

Methods: This study takes a quantitative approach with a causal associative design. This study's data collection methods include a literature review and questionnaires. This study's analysis utilized a Structural Equation Modeling approach based on Partial Least Squares (SEM-PLS).

Results: This study shows that influencer marketing engagement, user-generated content, and viral beauty trends have a positive effect on shaping consumers' digital personal branding on social media. The higher the engagement with influencers, the more content from users, and the stronger the trend develops, the stronger the digital identity of consumers is formed. Digital personal branding has also proven to be the most dominant factor in increasing purchase intention for luxury makeup products. In addition, these three variables affect purchase intention both directly and indirectly, with a stronger indirect effect through digital personal branding.

Conclusion: Thus, digital personal branding plays a key role as a mediator that strengthens the relationship between digital marketing activities and consumer purchase intention.

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INTRODUCTION

In the modern era marked by technological advancements and changes in communication patterns, the business world is undergoing a significant transformation in the way brands interact with their consumers. The existence of social media and various digital platforms has changed the marketing landscape, from previously one-way to interactive and personal relationship-based. Consumers are now looking not only for products that meet functional needs, but also for symbolic value that reflects their identity, lifestyle, and aspirations. This trend is getting stronger especially in industries related to self-image and aesthetics, such as the beauty industry. The global beauty industry is one of the sectors experiencing rapid growth (Choi, 2022; Park & Hong, 2024). The increase in demand is not only influenced by functional factors, but also by aspects of

lifestyle, social identity, and the development of digital technologies that are changing people's consumption patterns (Ningsih & Aestetika, 2024; Uti & Marcella-Hood, 2025). In the cosmetics sector, makeup products in particular are not only used to beautify one's appearance but also to express oneself and serve as a status symbol. Indonesia, as one of the biggest markets in Southeast Asia, also depicts a similar trend. The growth of the middle class and increasing internet penetration, coupled with rising consumer purchasing power, have driven the national beauty industry into increasingly fierce competition (Salsabila & Fitria, 2023; Uyun et al., 2023).

According to Ministry of Industry data, the market value of the national cosmetics industry amounted to USD 1.31 billion in 2021 and subsequently increased to USD 1.94 billion, with a forecasted annual average growth of around USD 2–3 billion (Ministry of Industry, 2024), and is projected to reach USD 9.74 billion, equivalent to Rp157 trillion. This growth was driven by approximately a 5.35% compound annual growth rate (CAGR) and an increase in business actors from 726 to 1,292 actors between 2020 and 2024 (Ministry of Industry, 2024). This data indirectly proves that Indonesia's beauty industry is not only growing from the customer side, but also from producers and entrepreneurs.

The high-end cosmetics industry is highly affected by the transformation of consumer behavior, which is increasingly critical and digitally driven. Today, consumers not only evaluate products by the quality of materials or finishes, but also by brand image and exclusivity, trends, and digital interaction experiences offered by brands. Like fashion items, premium cosmetic products serve as indicators of prestige and aspirational value within that segment, meaning the target market consists of consumers seeking an emotional experience tied to quality. The price range of high-end makeup products popular among consumers reflects the recognition of their positioning and brand value.

Top-tier beauty items feature wide price differences, starting from below IDR 400,000 to over IDR 4,000,000. This multi-layered price difference indicates the varying positioning strategies employed by various brands in targeting specific segments of their market. Price, while an important factor in consumer preference for such products, is certainly not the sole driver of this trend; rather, strong brand image, digital exposure through social media, and recommendations from influencers also play a significant role. This strengthens the view that digital marketing strategies and personal branding help consumers build perceptions and develop purchase interest in high-end makeup products.

In the beauty product category, high-end makeup has experienced a significant increase in demand both nationally and regionally. According to Wilendra et al. (2024), the growth of the cosmetics industry in Indonesia is driven by evolving consumer lifestyles and the rising middle class, which has contributed to a consistent upward trend in cosmetic sales, including the premium segment. Data on the increase in high-end makeup sales in Indonesia and especially in Bali can be seen in Table 1.

Table 1. Data on the Increase in Sales of High-End Makeup in Indonesia & Bali (2021–2024)

Year	Sales of Indonesian High-End Makeup (Rp trillion)	Annual Growth (%)	Bali High-End Makeup Sales (Rp billion)	Annual Growth (%)
2021	25.4	—	1.8	—
2022	30.1	18.5%	2.4	33.3%
2023	36.7	21.9%	3.1	29.2%
2024	44.2	20.4%	4.2	35.5%

Source: Putri, 2024. Laporan Industri Kosmetik Nasional 2024. Jakarta: Kemenperri

This increase shows that both at the national level and in Bali, premium makeup products are experiencing a significant growth trend. This is consistent with Putra & Ni Luh Adisti (2023) findings that Indonesian consumers are increasingly interested in high-quality products due to quality considerations, social image, and lifestyle aspirations.

Products with high-end labels are not only positioned as high-quality cosmetics, but also have a strong symbolic value within the framework of social identity and consumption culture (Björner & Liu, 2023). Consumers who use high-end makeup often associate it with self-image,

confidence, and social status. In addition, this trend is increasingly seen among consumers who make makeup part of their lifestyle as well as a medium to build personal branding on social media (Nina Herlina & Aldy Santo Hegiarto, 2024).

Beauty industry players adopt affordable premium strategies to attract upper-middle-class consumers who have aspirations to consume premium products, but remain price-sensitive. This strategy has proven to be particularly effective in Bali, which is one of the premium lifestyle and tourism hubs in Indonesia, with a wide range of domestic and international consumers showing a high preference for branded beauty products.

The middle to upper class needs to be considered as one of the potential consumer segments that have unique characteristics in beauty product purchasing behavior. This segment shows a strong connection with the digital world and social media, where the formation of self-identity is often done through online interaction and visual representation. In this context, consumer behavior can be differentiated into several sub-segments related to the research variables, namely consumer engagement with influencer marketing, interest in viral beauty trends, and active participation in user-generated content. These three aspects form consumption patterns that are greatly influenced by digital interaction and social perception created in cyberspace.

In line with this, the concept of digital personal branding is very important (Popescu, 2019; Thompson-Whiteside et al., 2018). Digital personal branding is an individual strategy in building, managing, and displaying the desired self-image to the public through social media. Through this process, a person can create a digital representation that reflects their personality, values, and aesthetic preferences. The digital self-image ultimately becomes an important part of the process of forming social perceptions and can influence consumption decisions.

In the context of the beauty industry, high-end makeup products not only serve as cosmetic tools, but also as status symbols and digital self-image shaping instruments. The use of premium-class products can increase confidence, give a professional impression, and strengthen social impressions in digital media and the real environment. Thus, high-end makeup has a dual function, namely as a functional need to support appearance as well as a social investment that affects the way individuals are perceived by their environment (Joy et al., 2022).

This phenomenon is strengthened by the development of influencer marketing engagement, viral beauty trends, and user-generated content (UGC). Beauty influencers have a huge influence on consumer purchasing decisions because they are considered authentic, relatable, and credible in providing recommendations. Meanwhile, viral beauty trends that often appear on TikTok or Instagram create a fear of missing out (FOMO) phenomenon that encourages consumers to immediately try certain products to stay relevant to social trends. In addition, UGC produced by consumers themselves strengthens trust in products, because they are considered more honest, natural, and not just commercial promotions (Meilandini et al., 2025; Sarah Madaniah et al., 2025).

However, there is a paradox in consumer consumption behavior. On the one hand, they support the values of sustainability, inclusivity, and equality. However, on the other hand, they are encouraged to meet social expectations through the consumption of expensive branded products that have the potential to cause excessive consumptive behavior. This phenomenon shows that emotional factors have a great influence on the purchase decision-making process, in addition to rational factors such as product quality and brand.

The consumer paradox is relevant to two key research variables in this study: First, Digital Personal Branding (Mediator): This paradox is mediated by digital personal branding because social media self-presentation creates social pressure to demonstrate both ethical consumption values and aspirational product ownership simultaneously. This paradox is explained by Leary & Kowalski (1990) Impression Management Theory as a self-presentation strategy where consumers manage their digital impression to achieve the social projection of being socially conscientious while also fashion-forward, and premium cosmetics can provide value for this dual signaling. Second, this paradox is triggered by influencer marketing engagement (X1): Beauty influencers often invoke the discourse of "clean beauty" while promoting luxury branded products and draw on content that legitimizes premium consumption as both aspirational and morally sophisticated. Therefore, this paradox is not tangential to the research it is an empirical

manifestation of the impression management dynamics that motivate luxury makeup consumption behavior among Gen Z digital users.

Purchase intention as a consumer's psychological tendency to buy a product is influenced by a combination of rational and emotional factors (Sestino et al., 2025; Visconti et al., 2020). Rational factors include product quality, innovation, and brand image, while emotional factors involve aspects of personal branding, engagement with influencers, viral trends, and digital experiences built through interactions on social media. Therefore, understanding how these variables are interrelated is important for industry players to formulate targeted marketing strategies.

This study focused on the influence of influencer marketing engagement, viral beauty trends, and user-generated content on the purchase intention for high-end makeup, with digital personal branding as a mediating variable. This model is based on Leary and Kowalski's Impression Management Theory, which explains that individuals seek to control their self-image to be socially accepted. In the digital context, this theory is relevant because Generation Z builds self-identity through social media, where digital personal branding is a modern form of impression management (Popescu, 2019; Thompson-Whiteside et al., 2018). Exposure to influencers, viral beauty trends, and user-generated content encourages individuals to form a digital self-image that ultimately influences the purchase intention for premium makeup products (Joy et al., 2022).

Prior applications of Impression Management Theory in digital marketing contexts have focused primarily on brand-level impression management, rather than consumer-level digital personal branding as a mediating mechanism between marketing stimuli and purchase behavior. Previous studies examine only direct effects: Erwin et al. (2023) found influencer credibility affects purchase intention directly; Samosir et al. (2023) found UGC influences brand perception, but none positions digital personal branding as the mediating psychological construct. Moreover, Anastasiei et al. (2025) examined digital consumer identity in general contexts.

Although earlier research has looked into the impact of digital marketing on consumer behavior, there is still a research gap, specifically a dearth of studies that use digital personal branding as a mediating variable in the interaction between digital variables and purchase intention. Furthermore, research on the consumptive behavior of Indonesian Generation Z towards high-end makeup products is still limited; thus, this research is expected to expand the application of Impression Management Theory in the context of digital marketing and make a practical contribution to the beauty industry in the modern era.

Based on the research problem and gaps described above, this study seeks to: (1) Examine the impact of influencer marketing engagement, viral beauty trends, and user-generated content (UGC) on digital personal branding among Generation Z luxury makeup buyers in Bali. (2) Examine the impact of digital personal branding on purchase intention for high-end beauty goods. (3) Examine the direct effects of influencer marketing engagement, viral beauty trends, and user-generated content (UGC) on purchase intention; and (4) Examine the mediating role of digital personal branding in the relationship between digital marketing activities (influencer marketing engagement, viral beauty trends, UGC) and purchase intention for high-end makeup products, using Impression Management Theory.

METHOD

This study takes a quantitative approach with a causal-associative design. A causal-associative design was chosen since the goal of this study is to establish directional links (rather than associations) between digital marketing stimuli (X_1 , X_2 , X_3), the mediating variable of digital personal branding (Z/W), and the outcome of purchase intention (Y). This investigation was conducted in the Bali Province area, which comprises nine districts or cities. Bali was chosen because it is an international tourist destination with the rapid development of the beauty industry, making it a potential market for high-end makeup products. In addition, Generation Z in Bali has high exposure to global trends through tourism and social media, making them a relevant consumer segment to study. Based on BPS Provinsi Bali (2024), Generation Z (born 1997–2012) constitutes approximately 24.3% of Bali's population of 4.36 million, equating to approximately 1.06 million potential Generation Z consumers.

The population in this study comprises all consumers in Indonesia who fall within the middle-to-upper-class category and actively consume digital beauty content through platforms such as Instagram, TikTok, and YouTube. This population was chosen because groups with high purchasing power tend to have an interest in premium beauty products and follow digital trends that influence the purchase of high-end makeup products. The exact size of this population is unknown, as no data specifically records the number of consumers with these characteristics in Indonesia. The sample was drawn from individuals who satisfied the following criteria: (1) belonged to the middle-to-upper class, (2) actively consumed digital beauty content on platforms such as Instagram, TikTok, or YouTube, and (3) had the capability or prior experience of purchasing high-end makeup products. Data collection methods in this study include literature reviews and questionnaires. The analysis employed a Structural Equation Modeling approach based on Partial Least Squares (SEM-PLS). The SEM-PLS analysis examines the relationships between latent variables, encompassing both direct and indirect effects.

RESULTS AND DISCUSSION

Results

This asymmetry indicates that digital marketing activities function primarily as identity-building stimuli rather than direct persuasion tools for luxury purchases—a finding that challenges the conventional direct-effects framework dominant in digital marketing research.

Outer Model

1. Convergent Validity

Convergent validity testing determines how well indicators in one construct represent the same latent variable. This examination was conducted by examining the loading factor and the Average Variance Extracted (AVE). A construct is said to have convergent validity if it has a loading factor value greater than 0.70 and an AVE value greater than 0.5. Table 2 displays the findings of the convergent validity test used in this investigation.

Table 2. Convergent Validity *Test Results*

Variable	<i>Cronbach's Alpha</i>	<i>rho_A</i>	<i>Composite Reliability</i>	<i>Average Variance Extracted (AVE)</i>
<i>Viral Beauty Trends (X2)</i>	0.901	0.907	0.931	0.771
<i>Purchase Intention (Y)</i>	0.896	0.897	0.928	0.763
<i>User Generated Content (X3)</i>	0.887	0.889	0.922	0.747
<i>Digital Personal Branding (W)</i>	0.874	0.876	0.914	0.726
<i>Influencer Marketing Engagement (X1)</i>	0.865	0.868	0.908	0.713

Source: Data processed (2026)

Based on Table 2, all variables in this study have an Average Variance Extracted (AVE) value greater than 0.50. The Viral Beauty Trends (X2) variable has an AVE value of 0.771, the Purchase Intention (Y) variable of 0.763, the User-Generated Content (X3) variable of 0.747, the Digital Personal Branding (Z) variable of 0.726, and the Influencer Marketing Engagement (X1) variable of 0.713. These values indicate that the indicators used can explain the latent variables by more than 50 percent.

2. Composite Reliability

Composite reliability is used to measure the level of internal consistency of indicators in a latent construct. A construct is declared to have good reliability if the composite reliability value is greater than 0.70. In addition, Cronbach's alpha value is also used to strengthen the results of reliability tests with value criteria greater than 0.60.

Table 3. Composite Reliability Value

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Viral Beauty Trends (X2)	0.901	0.907	0.931	0.771
Purchase Intention (Y)	0.896	0.897	0.928	0.763
User Generated Content (X3)	0.887	0.889	0.922	0.747
Digital Personal Branding (W)	0.874	0.876	0.914	0.726
Influencer Marketing Engagement (X1)	0.865	0.868	0.908	0.713

Source: Data processed (2026)

Based on Table 4, all variables in the study have a composite reliability value above 0.70. The Influencer Marketing Engagement variable has a composite reliability value of 0.908, Brand Trust of 0.931, User-Generated Content of 0.922, Purchase Intention of 0.928, and Purchase Decision Behavior of 0.914. In addition, all variables also have Cronbach's Alpha values above 0.60. The results show that all constructs in the study have a good level of reliability. Thus, it can be concluded that the indicators used are able to measure the research variables consistently, so that the research model is declared reliable and feasible to continue to the next stage of analysis.

Inner Model Evaluation

1. R-Square Value

The determination coefficient assesses the ability of independent variables to explain dependent variables in the research model. R² measures how much variance in dependent variables can be explained by the independent variables in the model. Higher R² values indicate that the independent variables can better explain the dependent variable.

Table 4. R Square Value

Variable	R Square	R Square Adjusted
Purchase Intention (Y)	0.733	0.727
Digital Personal Branding (W)	0.688	0.683

Source: Data processed (2026)

Based on Table 4, the R² value in the Purchase Intention variable is 0.733. This shows that the variables Influencer Marketing Engagement, Viral Beauty Trends, and User-Generated Content were able to explain the Purchase Intention variable by 73.3%, while the remaining 26.7% was influenced by other variables outside the research model. Furthermore, the R² value in the Digital Personal Branding variable is 0.688. These results show that the variables Influencer Marketing Engagement, Viral Beauty Trends, and User-Generated Content were able to explain the Digital Personal Branding variable by 68.8%, while the remaining 31.2% was influenced by other variables that were not studied in this study.

2. Path Coefficient

The path coefficient is used to determine the direction and strength of the relationship between latent variables in the research model. A positive path coefficient value indicates a unidirectional relationship, while a negative value indicates an inverse relationship. To test the significance of the influence between variables, t-statistics and p-values obtained through the bootstrapping procedure were used. A relationship between variables is declared significant if the t-value is greater than 1.96 or the p-value is less than 0.05.

Table 5. Path Coefficient Value

X1	X2	X3	Y	Z
X1			0.101	0.393

X2	0.06	0.387
X3	0.028	0.356
Y		
Z	0.738	

Source: Data processed (2026)

Based on Table 5, all relationships between variables have a positive path coefficient value. This shows that an increase in the variables Influencer Marketing Engagement (X1), Viral Beauty Trends (X2), and User-Generated Content (X3) will be followed by an increase in Digital Personal Branding (Z) and Purchase Intention (Y). The largest influence was found in the relationship between Digital Personal Branding (Z) and Purchase Intention (Y), with a coefficient value of 0.738. This shows that the stronger the digital personal branding of consumers, the higher the intention to purchase high-end makeup products. In addition, Influencer Marketing Engagement (X1), Viral Beauty Trends (X2), and User-Generated Content (X3) also had a positive effect on Digital Personal Branding (Z), with values of 0.393, 0.387, and 0.356, respectively. Meanwhile, the direct influence of the three variables on Purchase Intention (Y) is relatively small, at 0.101, 0.060, and 0.028, respectively.

Mediation Test

The mediation test was conducted to determine whether the Digital Personal Branding (Z) variable acts as a mediating variable in the relationship between Influencer Marketing Engagement (X1), Viral Beauty Trends (X2), and User-Generated Content (X3) and Purchase Intention (Y). Mediation testing was carried out using the bootstrapping procedure in PLS-SEM to determine the indirect effects between variables.

Table 6. Mediation Test Results

Variable Relationships	Original Sample (O)	Sample Mean (M)	STDEV	T Statistics	P Values
X1 → Z → Y	0.29	0.289	0.042	6.945	0
X2 → Z → Y	0.286	0.287	0.045	6.303	0
X3 → Z → Y	0.263	0.26	0.041	6.452	0

Source: Data processed (2026)

Based on Table 6, all indirect relationships have a t-value greater than 1.96 and a p-value less than 0.05. This shows that the Digital Personal Branding (Z) variable significantly mediates the relationship between Influencer Marketing Engagement (X1), Viral Beauty Trends (X2), and User-Generated Content (X3) on Purchase Intention (Y).

The largest indirect influence was found in the relationship between Influencer Marketing Engagement (X1) and Purchase Intention (Y) through Digital Personal Branding (Z), with a coefficient value of 0.290. This is followed by Viral Beauty Trends (X2) at 0.286 and User-Generated Content (X3) at 0.263.

These results indicate that Digital Personal Branding plays a key role as a mediator variable in increasing Purchase Intention. Specifically, consumer interactions with influencer-generated content, exposure to viral makeup trends, and user-generated content enhance the formation of digital personal branding, which ultimately drives consumers' purchasing interest in high-end makeup products.

Discussion

The Influence of Influencer Marketing Engagement on Digital Personal Branding

The results of the analysis using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method show that Influencer Marketing Engagement (X1) influences Digital Personal Branding (Z), as indicated by a coefficient value of 0.393. This value indicates that consumer involvement with influencer content on social media has a positive effect on digital personal branding among consumers who use high-end makeup products.

In theory, digital personal branding is an individual process of strategically constructing and presenting one's self-image to the outside world with the help of digital media. Montoya & Vandehey (2002) present personal branding as an individual's attempt to control how others perceive them by regularly communicating about their identity, character, and values. In the context of social media, this process can depend on how users interact with different sources of information, including influencer content.

Sections on Influencer Marketing Engagement, Viral Beauty Trends, and the impact of Digital Personal Branding on Purchase Intention almost replicate content verbatim (Montoya & Vandehey, 2002). This analytical development allows for a substitution of definitional repetition and reinforces the theoretical contribution of the Discussion.

Audience engagement with influencers such as liking, commenting, and sharing content reflects a closer relationship between followers and influencers. These interactions can encourage individuals to imitate lifestyles, product preferences, and ways of presenting themselves on social media. Thus, influencer marketing engagement can strengthen the process of forming consumers' digital identities. The results of this study are in line with the research of Erwin et al. (2023), who found that social media influencers have an influence on consumer behavior and their perception of the products being promoted. In addition, research by Samosir et al. (2023) also shows that consumer interaction with influencers can shape consumer personal branding in the context of using cosmetic products.

The Influence of User-Generated Content on Digital Personal Branding

The results of the analysis utilizing the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method show that User-Generated Content (X3) has a favorable effect on Digital Personal Branding (Z), as represented by a path coefficient of 0.356. This value demonstrates that the more content published and shared by social media users about beauty products, the greater the formation of digital personal branding among consumers who use high-end makeup products.

Theoretically, user-generated content is content created by social media users voluntarily, such as product reviews, user experiences, and tutorials that are shared online. User-generated content is generally considered more authentic and trustworthy compared to advertisements created by companies. According to digital marketing theory, interactions among users through digital content can shape consumer perceptions, attitudes, and identities in the social media environment.

In the context of digital personal branding, consumers do not only play the role of recipients of information but also act as content creators who display their identity to the public. Through posts about the use of certain cosmetic products, individuals can build their self-image as someone who follows beauty trends, has knowledge about makeup products, and is active in the beauty community on social media (Montoya & Vandehey, 2002).

The findings of this study are consistent with those of Anastasiei et al. (2025), who discovered that electronic word-of-mouth, or content provided by users, has an impact on consumer perception and can influence purchasing behavior through the construction of brand image. Furthermore, research by Croes & Bartels (2021) found that social media engagement significantly influences the identity and buying behavior of young adults through social identification mechanisms.

The Influence of Viral Beauty Trends on Digital Personal Branding

The results of the analysis utilizing the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method show that Viral Beauty Trends (X2) have a favorable effect on Digital Personal Branding (Z), as represented by a path coefficient of 0.387. This value demonstrates that the more frequently consumers are exposed to viral beauty trends on social media, the stronger the formation of digital personal branding among consumers of high-end makeup products.

Theoretically, digital personal branding can be understood as a process of strategically constructing and maintaining one's self-image through digital platforms in a way that communicates one's identity, values, and character (Montoya & Vandehey, 2002). On social media, exposure to viral trends including beauty trends affects how consumers portray themselves,

influences their lifestyle choices, and shapes their product preferences in accordance with global trends. This is consistent with consumer behavior theory, which recognizes that external stimuli such as digital environments and social networks play a significant role in shaping consumer decisions and perceptions.

These results are compatible with the study by Siregar et al. (2024), which explores how viral beauty trends on platforms such as TikTok can enhance consumers' perception of beauty brands and strengthen digital personal branding. Furthermore, as noted by Ngo et al. (2025) found that exposure to viral trends on social commerce platforms significantly influences Gen Z's digital shopping orientation and consumption behavior.

The Influence of Digital Personal Branding on Purchase Intention

From the SEM-PLS analysis, it is known that Digital Personal Branding (Z) positively influences Purchase Intention (Y). This is reflected by a path coefficient of 0.738, which represents the dominant influence among all eight paths tested. This finding demonstrates that the stronger a consumer's digital personal branding, the greater their purchase intention and willingness to pay for premium products.

Theoretically, digital personal branding reflects how individuals strategically display their self-image, values, and identities in digital media. Strong personal branding can increase a consumer's perceived credibility and self-image in the eyes of the digital public, thereby influencing purchasing decisions. This concept is in line with consumer behavior theory, which states that digital experiences and self-perception can serve as internal stimuli that influence purchase intention (Visconti et al., 2020).

The results of this study are consistent with the research of Onofrei et al. (2022) found that source and content factors in social media interactions serve as key mediators that significantly influence consumer purchase intention and behavioural engagement. In addition, Samosir et al. (2023) emphasized that interaction with influencers and involvement in digital activities form digital personal branding, which ultimately increases purchase intention.

The Influence of Influencer Marketing Engagement on Purchase Intention through Digital Personal Branding

Mediation testing was carried out to determine the role of Digital Personal Branding (Z) as an intermediary variable between Influencer Marketing Engagement (X1) and Purchase Intention (Y). The results of the analysis showed that the indirect influence of $X1 \rightarrow Z \rightarrow Y$ had a path coefficient value of 0.290, with a t-statistic of 6.945 and a p-value of 0.000. This shows that digital personal branding significantly mediates the relationship between consumer engagement with influencers and the purchase intention of high-end makeup products.

Theoretically, consumer engagement with influencers such as liking, commenting, and sharing content can increase self-awareness and shape personal image on social media. Digital personal branding formed through this interaction is an important mechanism in increasing consumers' perception of product value, thereby encouraging purchase intention.

The results of this study are in line with the research of Erwin et al. (2023), which found that influencer credibility affects consumer perception and brand image, which in turn influences purchase intention. In addition, Samosir et al. (2023) show that interactions with influencers form consumer digital personal branding, which serves as an important mediator in cosmetic product purchase decisions.

The Influence of User-Generated Content on Purchase Intention through Digital Personal Branding

Mediation testing showed that Digital Personal Branding (Z) mediates the relationship between User-Generated Content (X3) and Purchase Intention (Y). Based on the results of the SEM-PLS analysis, the indirect influence of $X3 \rightarrow Z \rightarrow Y$ has a path coefficient value of 0.263, with a t-value of 6.452 and a p-value of 0.000. This shows that digital personal branding significantly strengthens the influence of user-generated content on the purchase intention of high-end makeup products.

Theoretically, user-generated content is content created and shared by consumers themselves on social media, such as product reviews, photos, or video tutorials. This content can

influence the digital perception and image of other consumers through online interactions. Consumers who actively view and interact with user-generated content tend to emulate behaviors and adjust their self-image digitally, thereby strengthening their digital personal branding.

The results of this study are in line with the study of Samosir et al. (2023), which shows that consumer interaction with user-generated content can shape consumers' digital personal branding. Furthermore, Onofrei et al. (2022) found that source and content factors in social media interactions serve as key mediators that significantly influence consumer purchase intention and behavioural engagement.

The Influence of Viral Beauty Trends on Purchase Intention through Digital Personal Branding

The results of the SEM-PLS analysis show that Digital Personal Branding (Z) also mediates the relationship between Viral Beauty Trends (X2) and Purchase Intention (Y). The indirect influence of $X2 \rightarrow Z \rightarrow Y$ has a path coefficient value of 0.286, with a t-value of 6.303 and a p-value of 0.000. This shows that exposure to viral beauty trends increases purchase intention through the formation of consumer digital personal branding.

Theoretically, viral beauty trends are beauty trends that spread widely on social media and are followed by many users. These trends provide social and digital stimuli that affect consumers' perception, motivation, and self-image in the digital space. Consumers who follow viral trends tend to adjust their styles, preferences, and ways of presenting themselves digitally, thereby strengthening their digital personal branding.

The results of this study support the findings of Song et al. (2025), which show that viral trends on social media can influence consumer behavior through the formation of a digital self-image. In addition, Onofrei et al. (2022) found that source and content factors in social media interactions serve as key mediators that significantly influence consumer purchase intention and behavioural engagement.

The Influence of Influencer Marketing Engagement on Purchase Intention Directly

Based on the results of the SEM-PLS analysis, Influencer Marketing Engagement (X1) had a direct positive effect on Purchase Intention (Y), with a path coefficient of 0.101. This value shows that the higher the consumer engagement with influencer content on social media, the greater the purchase intention for high-end makeup products, even though the direct influence is smaller than the mediation channel through Digital Personal Branding (Z).

Influencer marketing engagement is defined as consumer interaction with influencer content through likes, comments, shares, or product recommendations. Such interactions have the potential to positively influence consumers' perceptions of a product and develop trust in it. In-depth interaction helps consumers evaluate product quality and drives purchase intention (Erwin et al., 2023).

This finding is also supported by previous research. Samosir et al. (2023) concluded that consumer interaction through influencers can form personal branding and ultimately drive purchase decisions. Ngo et al. (2024) further support this theory, demonstrating that engagement with influencers reinforces subjective attitudes and norms that lead to purchase intention for cosmetic products.

The Influence of User-Generated Content on Purchase Intention

The results of the analysis indicate that user-generated content (X3) also has a direct positive effect on Purchase Intention (Y), albeit small, with a path coefficient of 0.028. This demonstrates that exposure to other users' content such as reviews, photos, or video tutorials for high-end makeup products positively affects buying interest.

Theoretically, user-generated content is considered critical in shaping consumer perception, as it represents information produced by peers rather than promotional material. Consumers are accustomed to evaluating the quality, benefits, and suitability of products through the experiences of other users. Moreover, this content contributes to the construction of consumers' self-concepts, which are central to digital personal branding (Sestino et al., 2025; Visconti et al., 2020).

Previous research supports these findings. Qin et al. (2024) found that user-generated

content significantly increases consumers' perceived value, which in turn strengthens their purchase intention. Additionally, Naeem et al. (2025) demonstrated that when consumers actively engage with user-generated content on social media, this facilitates the development of brand identity and personal branding, ultimately increasing purchase intention.

The Influence of Viral Beauty Trends on Purchase Intention Directly

The results of the SEM-PLS analysis indicate that Viral Beauty Trends (X2) directly affect Purchase Intention (Y), with a path coefficient of 0.060. Watching viral beauty trends—such as viral tutorials or makeup challenges on social media—affects consumers' purchase intention for high-end makeup products, particularly when the content is information-rich.

In theory, viral beauty trends offer a combination of social and digital stimuli that influence consumer perception. Trend-sensitive consumers tend to adjust their styles, preferences, and self-presentation on social media, which in turn affects their personal branding. Viral trends also function as social norms, guiding consumers toward the preferences of the majority.

Relevant previous research supports these findings. Song et al. (2025) found that exposure to digital beauty trends on social media significantly shapes consumer behavior, particularly in reinforcing self-presentation and digital identity among users. Additionally, Ngo et al. (2024) demonstrate that product information widely disseminated through online platforms and electronic word-of-mouth can effectively increase consumers' purchase intention.

CONCLUSION

This study shows that influencer marketing engagement, user-generated content, and viral beauty trends all have a positive effect on shaping consumers' digital personal branding on social media. The higher the engagement with influencers, the more content from other users, and the stronger the viral trend, the stronger the digital identity built by consumers. Furthermore, digital personal branding has been proven to have the greatest influence on the purchase intention (purchase interest) of high-end makeup products. The three main variables also affect buying interest both directly and indirectly, but the indirect influence through digital personal branding is much stronger than the direct influence. Thus, it can be concluded that digital personal branding plays a key mediating role that strengthens the relationship between activities on social media and increasing consumer buying interest. Thus, the finding that digital personal branding explains a substantially larger share of purchase intention variance than any direct (non-mediated) influence — as a measure of persuasive force — validates the theoretical proposition that impression management is the dominant socio-psychological mechanism explaining luxury purchasing behavior. Future research should test the generalizability of this model by applying it in other Indonesian provinces and Southeast Asian markets, as well as introducing moderation factors for the independent variables such as type of social media platform (TikTok vs. Instagram vs. YouTube) and consumer income level.

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AUTHOR CONTRIBUTION STATEMENT

Ni Putu Anggi Trusiana Maherliza contributed to the conceptualization of the study, research design, data collection, data analysis, and preparation of the original manuscript draft. Desak Made Febri Purnama Sari contributed to the development of the methodology, validation of the research findings, and critical review and editing of the manuscript. Both authors have read and approved the final version of the manuscript.

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