
How Short Video Content Marketing Could Trigger Purchase Intention of A Cosmeceutical Product Mediated By Brand Attitude

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Abstract:

This study aimed to test and analyze the effect of the elements of social media marketing (SMM), which consist of interesting content, scenario-based experience, user interaction, brand perception, and content invasiveness on brand attitude and their impact on purchase intention of cosmeceutical product with gender as moderation. To empirically test the proposed research model, a survey study with quantitative analysis was carried out. Data were obtained from consumers of a leading cosmeceutical product produced by a domestic company in Indonesia. Respondents were consumers who stated their plan to purchase cosmeceutical products and had seen short video content on the Instagram account. This research method is a quantitative survey. Respondent data was taken by purposive sampling with structural questionnaires distributed online. A total of 233 respondents were obtained that met the requirements for analysis with PLS-SEM. The results showed that the five elements of SMM as the content in social media, can significantly and positively influence brand attitude ($\beta=0.05$; CI 95%). A stronger effect was found on user interaction, followed by interesting content and brand perception. As expected, brand attitude demonstrated a positive impact on purchase intention while moderated by gender. The result indicates that SMM can trigger the purchase intention through interactive and interesting content. The findings of this study confirm that the female gender can strengthen the relationship between brand attitude and purchase intention. From the findings of this study, managerial implications can be drawn to assist the development of short video content in digital marketing of the cosmeceutical product, through Instagram.

Keywords: Brand attitude, purchase intention, social media marketing, short video content, and cosmeceutical product.

1. Introduction

Cosmeceutical product is a new trend in the market, this kind of product is a type of skincare product that combines the benefits of cosmetics and pharmaceuticals (Amberg & Fogarassy, 2019). Cosmeceutical products, basically contain active ingredients that are intended to have a therapeutic effect on the skin, such as reducing the appearance of wrinkles improving skin texture, and tone, and making it brighter. Cosmeceuticals are typically available over the counter and do not require a prescription, but its formulated with higher concentrations of active ingredients than regular cosmetic products. Some of the most popular active ingredients in cosmeceuticals include vitamins C and E, hyaluronic acid, glutathione, and peptides (Bilal et al., 2020). These ingredients have been shown to provide a range of benefits for the skin. Although the term "cosmeceutical" is still not recognized by the FDA, it is commonly used in the skincare industry to describe this type of product and it could be seen as a new promising category in the beauty industry. The market trend for cosmeceuticals has steadily increased in

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recent years as consumers become more interested in cosmetic and therapeutic products, according to a report by Grand View Research (2023), the global cosmeceuticals market is expected to reach \$73.6 billion by 2026.

With the tremendous growth in social media users, many opportunities have opened up for the development of various social media platforms which can also be utilized in marketing certain products (Dwivedi et al. 2021; Li et al., 2021). This condition encourages companies to compete and gain the consumer via social media. This effort was known as social media marketing activity (SMMA) based on a study by Kim and Ko (2012). Social media marketing is defined as a dynamic and interactive process in which companies create, communicate, and provide offers of products or services via social media platforms (Dwivedi et al. 2021; Yadav & Rahman, 2018). As one of the most preferred and 4th most active social media platforms in the world, Instagram has 1.440 billion users as of July 2022. Based on data from Instagram in July 2022, Indonesia has at least 97.6 million active users on Instagram (WeAreSocial, 2022). From large businesses, global companies, and organizations to certain community groups, celebrities, artists, and even small and medium entrepreneurs (SMEs) almost all have Instagram profiles. Instagram is a free social media platform for sharing photos and videos with followers and has become a popular way to connect with family, friends, celebrities, and even brands. This platform has a variety of features ranging from short videos, including InstaStory, and reels to live streaming.

In marketing, purchase intention is a proxy for success in getting new consumers. Purchase intention refers to a combination of consumer interest, involvement, and the possibility of buying a product (Liu & Wang, 2023; Zarei et al., 2022). This is based on consumers' attitudes towards the brand which is considered the future behavior in the buying stage. Purchase intention is a variable related to certain attitudes of decisions for future purchases. According to the Theory of Reasoned Action (TRA), consumer intention is a very strong predictor of their actual behavior and there is a strong relationship between consumer attitudes (Fishbein & Ajzen, 1975). Thus, the intention to purchase a cosmeceutical product can be used to predict future purchasing behavior. In this research, purchase intention will be the dependent variable that will be predicted by the marketing stimulus, namely Social Media Marketing (SMM). Digital marketing through social media platforms has become an interesting research topic over the last decade and shows an important contribution to marketing strategy (Chen et al., 2022; Seo & Park, 2018; Yadav & Rahman, 2018; Malarvizhi et al., 2022). Currently, there is a lot of research that focuses on the effects and performance of SMM (Addalia & Antonio, 2022; Gomes et al., 2023; Li et al., 2022; Madlberger, & Kraemmer, 2019; Yousafzai, 2023) but there is still scarce research that focuses on consumer perceptions and responses to short video content marketing, especially content produced by marketers and displayed on their Instagram accounts.

The reason why short video content or marketing with short videos needs more attention on social media is mainly due to its great benefits for advertising and promotional activities (Böttger et al., 2017; Liu & Wang, 2023). The role of short video content well known to increase brand awareness, and brand image, and create engagement to foster brand loyalty in consumers (Zarei et al., 2022; Yang et al. 2022; Böttger et al., 2017; Liu et al., 2019). Compared with traditional videos, short video content is shorter, less boring, and more interactive (Liu et al., 2018). With the flood of information in the social media era, consumers' limited concentration is easily distracted so messages in video format from brands are difficult to capture (Gao et al., 2021). Consumers also easily switch off if they see uninteresting or boring content. To better engage and maintain viewers' attention in communication on social media, online content producers create short video advertisements (displayed with a limited duration of 30, 20, or even 10 seconds) to promote the dissemination of product information (Liu et al., 2018). Despite the ease of producing videos today, marketers often lack effective content to capture consumers' attention in SMM (Teixeira et al., 2012). Various elements of SMM have been identified and widely used by researchers in different industries (Malarvizhi et al., 2022). Research by Kim and Ko (2012) introduced five basic elements in SMM, namely entertainment, trendiness, informativeness, interaction, e-word of mouth (EWOM), and

personalization. However many studies modified and developed SMM elements according to the research context. Regarding video content format, the SMM element needs to be adjusted. Liu et al. (2019) demonstrated that other elements can play a role in consumer responses to SMM in short video format, namely scenario-based experience, brand perception, and content invasiveness. However these additional elements need to be tested in various contexts, therefore this study aimed to address that matter.

The current research already explains how to capture and retain the attention of short video viewers. The viewer's response consists of cognitive activation which is sparked by an emotional response which is a visual sensation that will encourage consumers' attention to enjoy the video content (Liu et al., 2019; Böttger et al., 2017). In particular, viewers' responses will lead to positive emotional experiences such as interesting surprises, a deep impression of the meaning of the video, feeling entertained as well and fulfilling the information needs they are looking for (Teixeira et al., 2012). Therefore, it is important to analyze what elements can trigger viewer responses that can shape their positive attitude toward the brand being promoted.

This research attempts to provide a new contribution to the implementation of social media marketing (SMM) with a focus on short video content, by adapting the Theory of Reasoned Action (TRA) which links social media marketing activities with customer purchase intentions through brand attitude drivers. In this research, SMM with its elements acts as an external stimulus that triggers consumers' emotional and cognitive states which can ultimately give rise to certain outcomes, such as consumer purchase intentions (Yadav & Rahman, 2018; Xue et al., 2020; Zarei et al., 2022). Concerning the scarcity of studies with short video content marketing of cosmeceutical products. This research proposes a modified research model with a focus on short video content on Instagram which can influence viewers' attitudes (brand attitude) and encourage purchase intention. In this research short video content consists of five elements namely: interesting content, scenario-based viewing experience, user interaction, brand perception, and lastly invasive content (content invasiveness). Despite other element, the invasiveness of content which caused viewer inconvenience possess a negative influence. In addition, the model includes moderation by gender in the relationship between brand attitude and purchase intention. From previous research, it is known that gender differences can moderate consumer intentions (Venkatesh et al., 2012; Papyrina, 2019; Xue et al., 2020). This is considered relevant in the product category that offers a better skin appearance which may be preferable more in the female segment.

2. Theoretical Background

The theory underlying this research was Uses and Gratification (UGT), this theory states that individuals actively choose and use social media to fulfill certain needs (Katz et al., 1973; Kasirye, 2021). The theory shows that an individual's basic motives in consuming media depend on their goals (goal-oriented). In this theory, Katz proposes 5 (five) categories of needs that apply to media formats, namely: cognitive needs, affective needs, personal integrative needs, social integrative needs, and cathartic needs.

New research using the Uses and Gratifications Theory (UGT) in social media has revealed a broader spectrum of these five previously unidentified categories such as socialization, documentation, virtual community interpersonal utility, desire to share information and expressive needs (Sheldon & Titova, 2023). This theory is linked to social media marketing (SMM) stimulus as stated by Kim and Ko (2012). Elements of SMM will be perceived subjectively by consumers. Therefore, the SMM element is a response to the consumption of information from marketing activities on social media. The marketing activity that is the focus of this research is short video content produced and broadcast on social media (Liu et al., 2019; Guo et al., 2021)

The underpinning theory of this research was the Theory of Reasoned Action (TRA) which describes individual behavior that can change based on their intention to behave in a certain way (behavioral intentions). These intentions can be influenced and formed by social norms and certain attitudes of individuals (Fishbein & Ajzen, 1975). From this theory it can be seen that attitude is a predictor of certain intentions. In the field of marketing, this attitude can be manifested as an individual's attitude towards a particular brand. Attitudes toward a brand can describe consumers' overall evaluation of a particular product (Kotler & Keller., 2018). The results of the evaluation of potential consumers in this research are purchase intention while the stimulus was video marketing.

Short video content marketing can be defined as marketing that integrates marketing information into short videos (Chen & Sharma, 2023; Liu & Wang, 2023). In the new media era, short video marketing has become the main way to do online marketing. Through the integration of digital resources, companies produce short video advertisements that meet consumer needs based on the feedback obtained, combined with consumer demand preferences, and then distributed on short video platforms (Liu et al., 2019; Liu & Wang, 2023). Short video promotions can be designed in a variety of ways. with a time duration that suits consumers' wishes and with content that is trendy, popular, and interesting. Where the communication effect is much greater than in traditional advertising and marketing (Han, 2020). Short video content marketing can be seen from an SMM perspective which consists of various elements.

Interesting content is where the attractiveness of marketing content can arouse consumers' desire to spread and share content, and also encourage consumers to have a positive brand image so that they have a positive attitude toward the brand (Gao et al., 2021; Liu et al., 2021). Previous research related to SMM (Malarvizhi et al., 2022; Aggarwal & Mittal, 2022; Chen et al., 2022) shows that attractive elements in social media marketing have a significant influence on the branding process and further purchase intention.

When a brand uses scenario-based experience or real-life consumption scenarios, consumers will feel connected to the content marketed by the brand, especially if the content is accurate and easy to receive or understand. This will influence viewers' views of a brand or brand attitude. Based on previous research findings, scenario-based experience in short videos can influence brand attitudes of viewers towards brands (Liu et al., 2019; Gao et al. 2020)

A brand's active interaction with its viewers can increase user participation, many social media users nowadays really care about their closeness to the brands they like and the information provided by the brands (Liu et al., 2019). This is because the interaction between brands and viewers greatly influences viewers' emotional and cognitive attitudes towards the brand (Kim & Ko, 2012). So the level of closeness between the brand and the viewers or viewers of video content through user interaction will have an important influence on the brand's brand attitude.

Consumers' perceptions of marketing stimuli will shape their understanding of the brand. The branding process will convince consumers of the quality of a product, but this goes through the stages of a subjective response process from consumers (Bruhn et al., 2012). In this stage, the experience provided by the brand will be used as a reference and/or standard for the viewer's assessment or view of the brand (Xue et al., 2020). Viewers will do this by using their sensory organs, to understand the attributes and features of the brand, the character of the brand, and the emotional benefits of a brand. If viewers have a positive brand perception of a brand, it will influence the brand attitude of that brand (Liu et al., 2019; Xue et al., 2020).

When a brand's marketing content disturbs and makes viewers uncomfortable in several indicators, namely: disturbing images, inappropriate language choices, discussion topics, and 4) character choices

that do not match the material discussion, then viewers will have a negative influence on brand attitude. Previous research from Ramadhani et al. (2020) shows that content that is perceived as irritating will influence consumer attitudes. research by Jain et al. (2018) that online video advertisements that are classified as invasive have a negative impact on consumer attitudes and result in purchase intention.

Consumers may have a positive attitude toward a brand, this reflects the performance of the brand attitude. In the branding process, attitude towards a brand is an overall evaluation of the response to all information and experience of the brand. The brand attitude itself can be influenced by marketing activities. According to brand attitude theory, it can have an impact on consumer choices and their decisions to buy a product (Kotler & Keller, 2016). Whether viewers' attitudes towards a brand on social media are good or bad can influence purchase intention. Previous empirical research has shown that brand attitude can have a direct influence on purchase intention (Yang et al., 2021; Chen et al., 2021).

The gender of consumers shows differences in responding to marketing stimuli (Papyrina, 2019). This is related to psychosocial and cultural conditions. In general, the female gender uses more emotions in assessing things, is more sensitive, and sees a message holistically, while the male gender uses more cognitive aspects in making decisions but is quick to react to visual responses.

Women adopt a more detailed and selective approach concerning promotional information (Papyrina, 2019). Research conducted by Venkatesh et al. (2012) shows that gender can moderate consumer perceptions of both their intentions and actual behavior. Empirical research from Xue et al. (2020) shows that the influence of brand perception on purchase intention can be moderated by gender.

From the description above, the hypotheses in this research can be formulated in the context of short video content marketing of cosmeceutical products produced in Indonesia as follows.

- H1: Interesting content has a positive influence on brand attitude
- H2: Scenario-based experience has a positive influence on brand attitude
- H3: Interaction has a positive influence on brand attitude
- H4: Brand perception has a positive influence on brand attitude
- H5: Content invasiveness has a negative influence on brand attitude.
- H6: Brand attitude has a positive influence on purchase intention.
- H7: Gender moderates the influence of brand attitude on purchase intention

The explanation of the hypothesis above is used as the conceptual framework for this research.

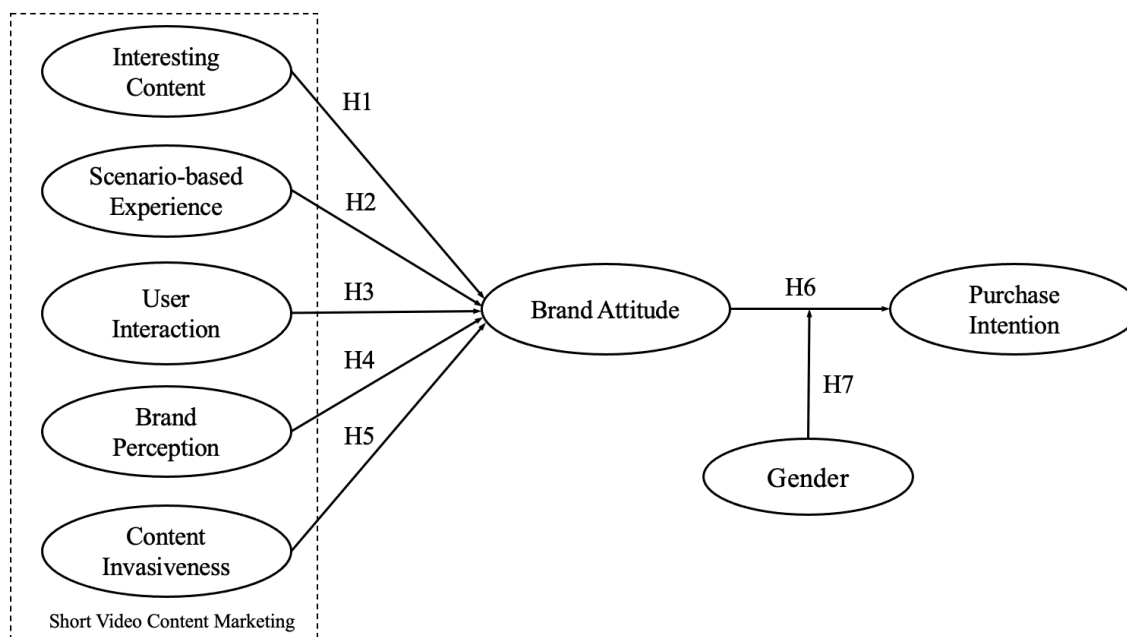


Figure 1. Conceptual Framework

3. Methodology

Inferential analysis in this research was carried out using a multivariate statistical method, where the method used was Partial Least Square - Structural Equation Model (PLS-SEM) modeling. The PLS-SEM method is a second-generation multivariable statistical procedure that is effectively applied in marketing research (Hair et al., 2022). This variance-based SEM method can be relied on to estimate complex relationships between variables and has been known for its ability to create predictive models in management research

4. Empirical Findings/Result

Data collection used a questionnaire instrument that was distributed online in October 2023. The questionnaire was given only to respondents who had seen the Instagram of a Cosmeceutical Product in Indonesia or were viewers of the video content. A total of 233 respondents met the requirements and could be used as samples in this research as shown in the following table. It was found that 67% of respondents were female and highly educated, and only 30% were under 30 years old.

Table 1 Respondent Profile

Description	Category	Number (n)	Percentage (%)
Age	18 - 25 Year	72	30
	26 - 30 Year	63	27
	31 - 40 Year	61	26
	41 - 50 Year	29	12
	> 50 Year	8	3
	Total	233	100
Gender	Male	78	33

Description	Category	Number (n)	Percentage (%)
	Female	155	67
	Total	233	100
Education	High School	81	35
	Diploma	65	28
	Under Graduate	75	32
	Post Graduate	12	5
	Total	233	100
Domicile	Greater Jakarta	185	79
	Out of Jakarta	48	21
	Total	233	100
Occupation	Housewife	45	19
	Employee	81	35
	Entrepreneur	34	15
	Freelance/part time	21	9
	Student	36	15
	Professional	7	3
	Others	9	4
	Total	233	100

Table 2. Discriminant Validity (HTMT Ratio)

Variable	BA	BP	CI	Gdr	IC	PI	SBE	UI
Brand Attitude (BA)								
Brand Perception (BP)	0.881							
Content Invasiveness (CI)	0.729	0.543						
Gender (Gdr)	0.626	0.630	0.464					
Interesting Content (IC)	0.839	0.666	0.583	0.498				
Purchase Intention (PI)	0.809	0.754	0.816	0.464	0.666			
Scenario Based Experience (SBE)	0.781	0.720	0.501	0.664	0.642	0.673		
User Interaction (UI)	0.896	0.633	0.536	0.447	0.605	0.559	0.629	
Mod. Gender - Brand Attitude (Mod)	0.815	0.573	0.679	0.479	0.579	0.620	0.616	0.526

In the figure, there is a line where the gender at zero sign is male gender and the gender at one is female gender. It is known that both lines have a positive slope, the further to the right the greater, but the green line has a greater slope. Therefore, it can be concluded that gender differences can moderate the influence of brand attitude on purchase intention, whereas female gender strengthens this influence. It can also be interpreted that for female viewers the influence of brand attitude on purchase intention is stronger than for male viewers.

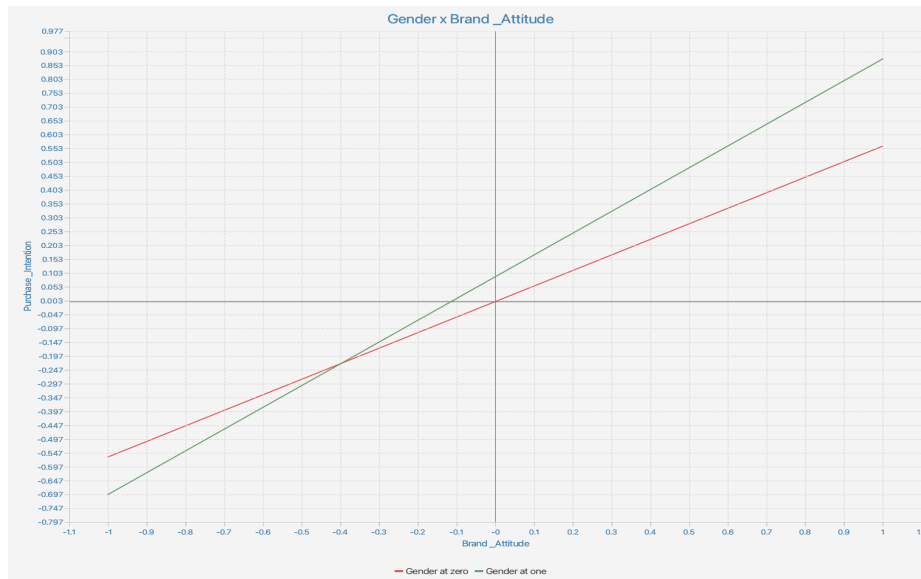


Figure 2. Slope Analysis on Gender

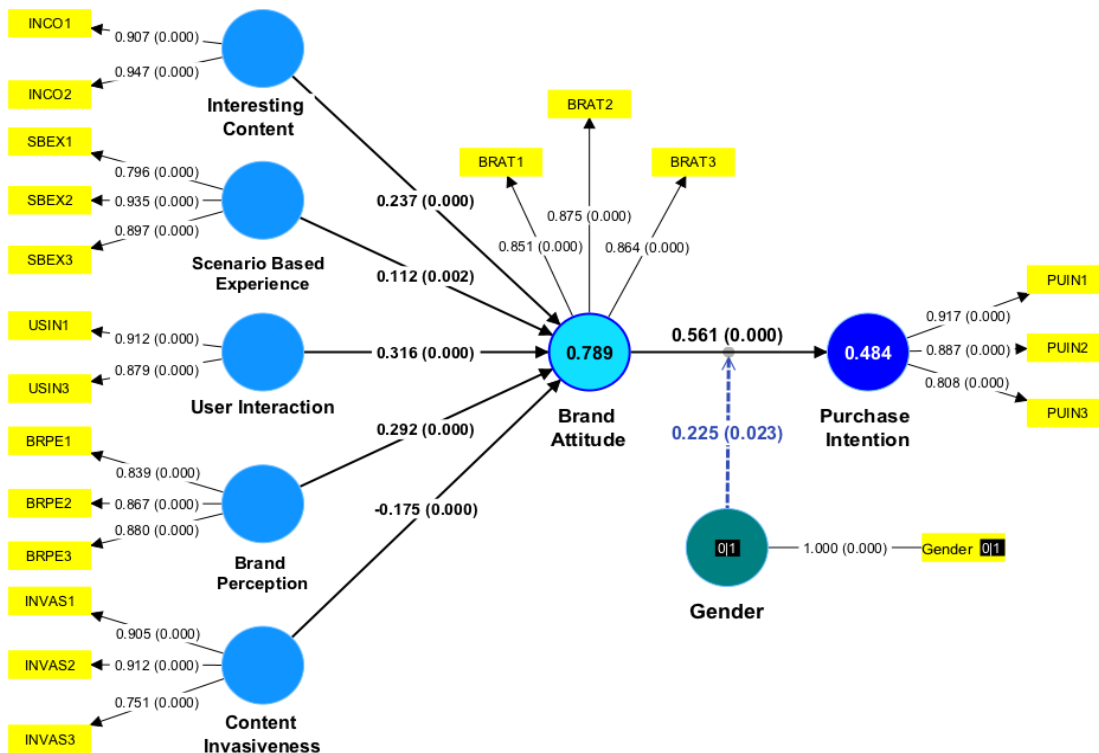


Figure 3. Inner Model (Structural Model)

From the table it can be seen that of the seven hypotheses proposed in this research, the results of all hypotheses were stated to be supported as expected. From these findings, it can be concluded that there

is a significant influence (p-value <0.05; CI 95%) including moderation and coefficients whose direction follows the direction of the proposed hypothesis.

Table 4. Hypotheses Test Result

	Hypotheses	Standardized Coefficient	P-value	CI 5% Lower	CI 95% Upper	Result	f ²
H1	Interesting Content -> Brand Attitude	0.237	0.000	0.176	0.301	Hypothesis Supported	0.145
H2	Scenario Based Experience -> Brand Attitude	0.112	0.002	0.048	0.177	Hypothesis Supported	0.032
H3	User Interaction -> Brand Attitude	0.316	0.000	0.254	0.376	Hypothesis Supported	0.297
H4	Brand Perception -> Brand Attitude	0.292	0.000	0.232	0.347	Hypothesis Supported	0.207
H5	Content Invasiveness -> Brand Attitude	-0.175	0.000	-0.230	-0.120	Hypothesis Supported	0.110
H6	Brand Attitude -> Purchase Intention	0.561	0.000	0.455	0.676	Hypothesis Supported	0.338
H7	Gender: Mod. Brand Attitude -> Purchase Intention	0.225	0.023	0.038	0.408	Hypothesis Supported	0.026

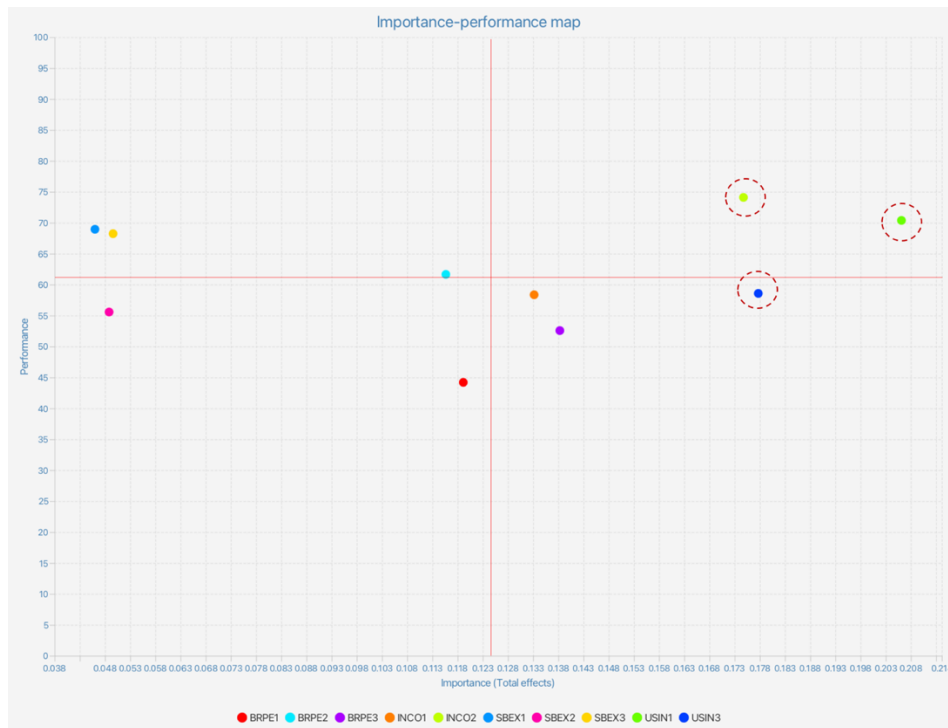


Figure 4. IPMA Indicator

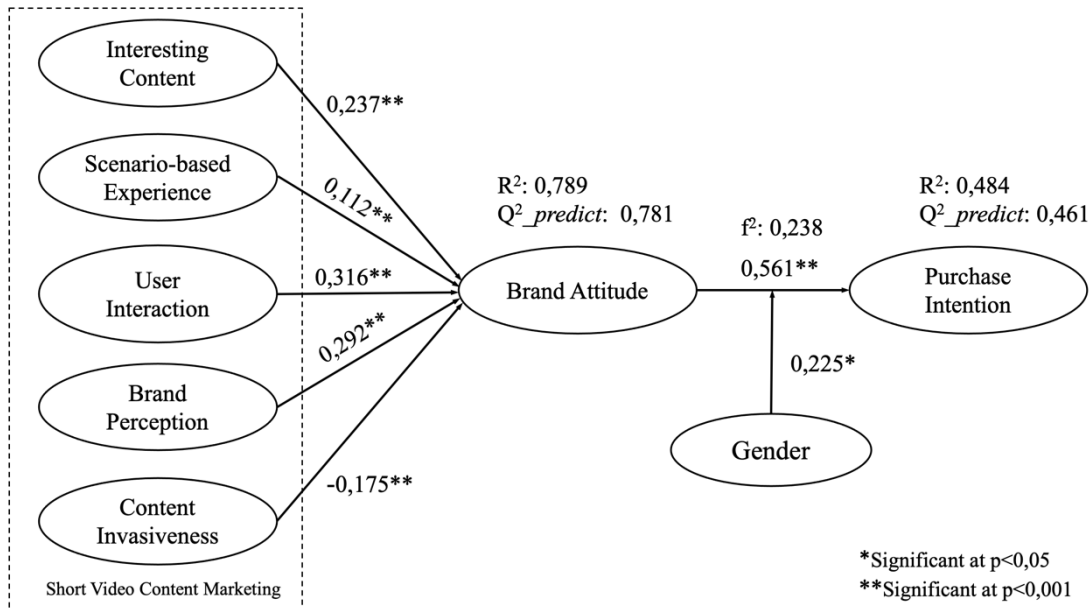


Figure 5. Empirical Model

The result can be seen in Figure 4.10. The findings of empirical research conducted in the context of the cosmeceutical brand confirm the Uses and Gratification theory (Katz et al., 1974) where it is said that the motive for consuming media is to fulfill one's needs. Consumers seek benefits (gratification sought) and will assess their satisfaction (gratification obtained). This also applies to viewers on Instagram where they show subjective responses based on their point of view.

5. Discussion

The findings from the research show that of the five independent variables as an antecedent of brand attitude, all indicate a significant effect ($p < 0.005$). The strongest influence between these five variables was found to be from user interaction or short video content which was responded to interactively by the viewer. Another relatively strong influence comes from brand perception and interesting content. Meanwhile, the weakest influence comes from scenario-based experience. Different from the other four variables, the content invasiveness variable shows a significant and negative influence. This means that the more viewers feel the content is annoying (invasive), the lower their attitude towards the brand. Furthermore, strong evidence was found that brand attitude has a positive impact on purchase intention. The more a viewer has a positive attitude towards the brand, the higher their intention to buy a cosmeceutical product.

Purchase intention is the probability of predicting actual behavior in the future, which in the context of this research is choosing and buying cosmeceutical products from among the other available options. These findings confirm the TRA theory (Theory of Reasoned Action) proposed by Fishbein & Ajzen (1975), who said that future behavior can be determined by an individual's intention to behave specifically and that this intention can be predicted by the attitude he shows. In consumer behavior studies, this attitude can be a brand attitude (Kotler & Keller, 2018).

The findings of this research show that there is a significant influence from short video content marketing or short video content displayed on Instagram. This is in line with the concept of social media marketing activity (SMMA) put forward by Kim and Ko (2012) stated there are elements in activities on social media platforms that can simultaneously trigger a positive response from consumers.

A new contribution of this research is that relatively new variables were tested, namely content invasiveness, brand perception, and scenario-based experience. This finding is in line with research by Jain et al. (2018) that online video advertisements that are classified as invasive harm consumer attitudes and result in less likely to purchase the brand. Moreover, the empirical findings of this research also support the findings of previous research (Madlberger & Kraemmer, 2019; Yousafzai, 2023; Yang et al., 2021) which specifically shows that social media such as Instagram can have a positive influence on consumers' perceptions of brands and impact their intentions. Therefore, it is important to evaluate how far consumers perceive a brand before looking at the attitudes shown by consumers. This finding aligns with previous research (Chen et al., 2021; Gao et al., 2021; Liu et al., 2019) that video content with real scenarios and daily life will be more easily accepted by consumers. Scenarios in videos create a personification of viewers in video content, where they feel positioned in the video content. This also supported previous research in video marketing (Liu & Wang, 2023; Yang et al., 2021) which demonstrated that videos displayed in the right settings can create a good impression. These findings also relate to the concept of brand authenticity proposed by Bruhn et al., (2012) where brands that display something real and not too contrived will receive a more positive response. Therefore, well-planned scenario-based needs to be an important concern for the digital marketing team.

These findings emphasize that social media marketing activity (SMMA) needs to be seen as two-way communication. Apart from cognitive responses, it will also give rise to emotional responses to the video content. So it is hoped that this video content can arouse positive emotions from viewers which will play a role in their decision to choose a brand. This is in line with experiential marketing theory (Schmitt, 1999) where marketers need to pay attention to the cognitive and emotional dimensions of the responses shown in interactions at touch points with consumers, including on digital platforms.

Furthermore, the findings of this research are consistent with previous research (Chen et al., 2021; Liu & Wang, 2023; Malarvizhi et al., 2022; Thuy An Ngo et al., 2023; Zarei et al., 2022) that branding efforts through social media marketing can influence the performance of a company. brand, and ultimately influence consumer intentions to buy a particular brand. Therefore, marketing with short video content can be considered relevant and effective for use in branding the cosmeceutical category in the Indonesian market.

The result of this research indicates that gender differences strengthen the influence of brand attitude on purchase intention. This is in line with marketing research findings from Venkatesh et al., (2012) where gender can be a moderator of consumer responses to behavioral intention and use behavior. This finding is also consistent with previous research (Dittmar & Meek, 2004; Junaid, 2015; Papyrina, 2019) which shows that women are more sensitive and use an emotional approach, so that when they see video content that can trigger emotions they tend to be more responsive. In that regard, marketers need to pay more attention to the female segment.

This study highlights the interactive video content as the most important factor for viewers. Therefore, besides needing to have the creative talent to ensure the interactive content, management needs to continuously monitor the engagement rate on Instagram in the form of 'likes' and 'comments' on certain videos or reels. The advice for marketers is that social media content for the cosmeceutical category must appeal to its audience. The video content must be interesting in the eyes of the viewer. This is important since social media is flooded with various video content, so the content in the first five seconds must be

interesting so that viewers finish watching the entire video content. Content that is not interesting will be skipped or missed by viewers and certainly cannot create the desired impression. The findings of this research show that the attractiveness aspect of content and entertaining content are considered very important.

Several limitations can be identified, including that this research was only studied on one cosmeceutical brand. Therefore, this research has limitations in terms of generalizing these findings. It is recommended that future research include various cosmetic brands with different uses. Another limitation is that the type of social media in this research is only Instagram, whereas currently there are other social media such as TikTok which are increasingly popular and widely used by the younger generation. TikTok prioritizes the short 30' video format so that it is more visually attractive, easy to digest, and easy to share. Therefore, in the next research, it is necessary to study the influence of content on TikTok as short video content marketing.

6. Conclusion

In summary, the results of this study reveal a positive correlation between brand attitude and purchase intention for cosmeceutical products, highlighting the mediating role of brand attitude in connecting five independent variables. Specifically, the respondents' subjective responses to video content stimuli, including interesting content, scenario-based experience, user interaction, and brand perception, were found to significantly enhance brand attitude, thereby influencing purchase intention positively. Notably, content invasiveness demonstrated a negative impact on brand attitude. The robustness of the research model is underscored by the satisfactory R² and Q² predict values, indicating its ability to effectively predict purchase intention. These findings offer valuable insights for marketers, empowering them to craft impactful marketing content capable of stimulating purchase intention.

However, it is essential to recognize certain limitations within this study. The research focused on a specific demographic, and the generalizability of the findings to diverse consumer groups may be limited. Additionally, the investigation relied on respondents' subjective responses, which could be influenced by individual biases. Future research endeavors should address these limitations by diversifying the demographic samples and employing objective measures to enhance the reliability of the results. Exploring the potential moderating effects of external factors, such as cultural influences or market dynamics, could further enrich our understanding of the complexities involved in shaping consumer attitudes and purchase intentions. By addressing these limitations and delving into unexplored aspects, future research can contribute to the refinement and extension of the existing knowledge in the field of cosmeceutical product marketing.

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