Volume 12 Issue 1 (2027) Pages 671 - 681
Jurnal Mirai Management
ISSN : 2597-4084 (Online)

Why Do Consumers Intend to Buy? Uncovering the Effects of Social Media Marketing, Brand Awareness, and Brand Trust on Purchase Intention for MS GLOW Products

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Abstract:
The cosmetics industry continues to grow, creating stronger competition among brands to attract consumers, including MS GLOW. Guided by the Theory of Planned Behavior, this study examines the effects of social media marketing, brand awareness, and brand trust on consumers' purchase intention toward MS GLOW products. Respondents were selected through non-probability sampling using a purposive sampling approach. They were at least 18 years old, lived in Jakarta, knew the MS GLOW brand, had never purchased its products, and had interacted with MS GLOW's social media. A total of 215 respondents met these criteria. Data were collected through an online questionnaire distributed via Google Forms and analyzed using PLS-SEM with SmartPLS 4.0. The findings reveal that social media marketing, brand awareness, and brand trust each have a positive and significant effect on purchase intention. These results highlight the importance of managing social media marketing, strengthening brand awareness, and maintaining consumer trust to encourage purchase intention toward MS GLOW products.

Keywords: Social Media Marketing, Brand Awareness, Brand Trust, Purchase Intention

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INTRODUCTION

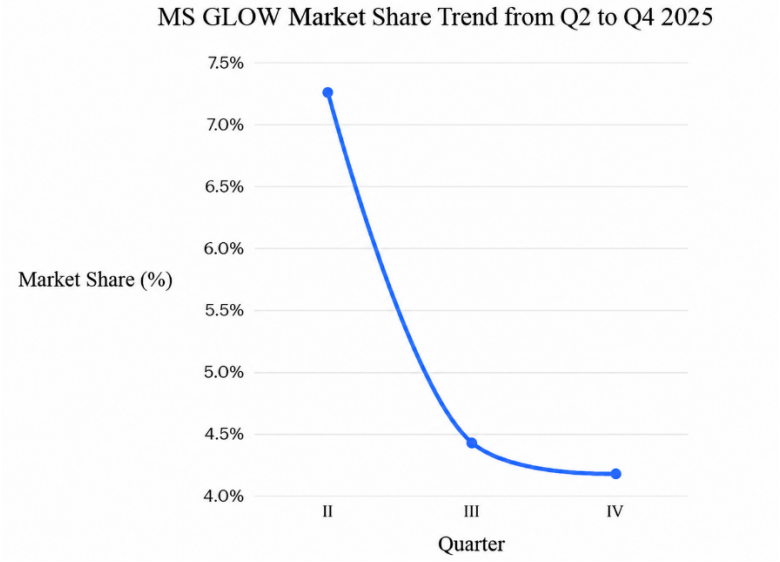
Indonesia's cosmetics industry continues to expand alongside the growing number of businesses operating in the sector. According to data from the Indonesian Food and Drug Authority, as reported by the Ministry of Industry (2026), the number of cosmetics businesses increased from 1,292 in 2024 to more than 1,500 by the end of 2025. This development has broadened the range of products available to consumers, particularly in the skincare category, giving them more options when choosing products that suit their needs and preferences. However, as more brands enter the market, competition has also become increasingly intense. Cosmetics companies must therefore make greater efforts to capture consumers' attention and encourage their intention to purchase.

This increasingly intense competition can be clearly observed in the beauty package category on Shopee Indonesia, which is occupied by a variety of well-known brands, including MS GLOW, Skintific, Wardah, and Glad2Glow. According to a Kompas report published through GoodStats, MS GLOW successfully secured the leading position in the second quarter of 2025, with a market share of 7.26% (Wafa, 2025a). This achievement demonstrates that MS GLOW had established a strong and competitive position within the beauty package category during that period. Nevertheless, the continued presence and growth of various competing brands mean that MS GLOW must consistently maintain the attractiveness of its products in order to remain competitive in the market.

Over the following two quarters, MS GLOW's market share declined to 4.43% in the third quarter and further decreased to 4.18% in the fourth quarter of 2025. Its ranking also shifted from first place to third place before falling once again to fourth place (Wafa, 2025b; Wafa, 2026). This

situation indicates that MS GLOW's share of total sales within the beauty package category on Shopee experienced a decline during that period. Although market share data do not directly measure consumers' purchase intention, these changes indicate that MS GLOW faces a considerable challenge in maintaining consumer interest in its products.

Figure 1. MS GLOW's Market Share in the Beauty Package Category on Shopee Indonesia from the Second to the Fourth Quarter of 2025



Source: Wafa, processed by the researcher (2026).

For consumers considering a skincare brand for the first time, social media offers a place to learn about products and interact with the brand before deciding whether to buy. Companies can use these platforms to distribute content, promote products, and communicate with their audiences (Salhab et al., 2023). Margitarino & Murwanti (2025) found that social media marketing positively and significantly influenced purchase intention for Somethinc products. Their finding suggests that what prospective buyers see and experience on MS GLOW's social media may also matter when they consider its products.

Prospective buyers who recognize MS GLOW or recall it when looking for skincare may be more likely to include its products among their options. Sari & Hayuningtias (2024) reported a positive and significant relationship between brand awareness and purchase intention for MS GLOW in Pati Regency. Herawati & Ruslim (2024) found a similar relationship among MS GLOW consumers in Jakarta. Evidence from another skincare brand, The Originote, also supports this relationship (Admara & Indrawati, 2025).

Before making a first purchase, consumers may consider whether MS GLOW can deliver what it promises. Confidence in the brand can ease some of the hesitation involved in trying its products. Sari and Hayuningtias (2024) found that brand trust had a positive and significant effect on purchase intention for MS GLOW, and Margitarino & Murwanti (2025) reported a similar finding for Somethinc. The relationship has also been observed outside skincare, among iPhone consumers in Depok (Ruslim et al., 2023) and Mango consumers in Jakarta (Lusyani & Ruslim, 2026).

The decline in MS GLOW's share of Shopee Indonesia's beauty bundle category, shown in Figure 1, provides the context for examining purchase intention. Drawing on Admara & Indrawati (2025), this study examines the direct effects of social media marketing, brand awareness, and brand trust on the intention to buy MS GLOW products. It extends research on the brand from Pati Regency (Sari & Hayuningtias, 2024) to prospective consumers in Jakarta. The study focuses on adults aged 18 or older who know MS GLOW and have interacted with its social media before making any purchase from the brand.

Prior findings differ across all three relationships. For social media marketing, Margitarino & Murwanti (2025) reported a positive and significant effect on purchase intention, while Jonathan & Saktiana (2026) found no significant direct effect. Findings on brand awareness also differ. Sari &

Hayuningtias (2024) found a positive and significant effect, whereas Yosefine & Budiono (2023) reported a nonsignificant result. For brand trust, Ellitan et al. (2022) reported a positive and significant effect, while Armediansari & Ariadi (2024) found a positive coefficient that did not reach statistical significance. These differences motivate a closer examination of the three relationships among prospective MS GLOW buyers in Jakarta.

Social Media Marketing

A brand's presence on social media gives it several ways to engage with consumers. Salhab et al. (2023) focus on the content companies create and the value it offers to their audiences. Margitarino & Murwanti (2025) take a broader view, describing social media as a means of promoting products, building brand awareness, and maintaining consumer relationships. These relationships can also become more personal when brands communicate with their audiences in real time (Admara & Indrawati, 2025).

For prospective MS GLOW buyers, these activities take shape in the content they see and the exchanges they have with the brand. Social media marketing therefore encompasses how MS GLOW presents product information, keeps its content relevant and engaging, and creates opportunities for two-way communication**.**

Brand Awareness

Aaker (1996) links brand awareness to the prominence of a brand in consumers' minds. That prominence becomes apparent when consumers can recognize or recall the brand in different situations (Admara & Indrawati, 2025). Natalya et al. (2020) explain the difference between the two. Recognition occurs when a cue, such as a logo, helps consumers identify a brand. Recall occurs when a product category prompts them to retrieve the brand name from memory.

A prospective buyer might recognize MS GLOW from its packaging or remember the brand when looking for skincare. Applied to MS GLOW, brand awareness reflects how readily consumers identify the brand and its products, recognize its visual design, and remember its logo.

Brand Trust

Chaudhuri & Holbrook (2001) associate brand trust with consumers' willingness to depend on a brand's ability to deliver what it claims. This willingness becomes particularly relevant when a decision involves uncertainty. In such situations, consumers form expectations about both the brand's reliability and its intentions (Delgado-Ballester et al., 2003). Those expectations can develop through previous interactions and the impressions consumers have formed of the brand (Margitarino & Murwanti, 2025).

Before making a first purchase, prospective MS GLOW buyers can form expectations about whether the brand will keep its promises and provide good service. The confidence they place in MS GLOW to meet those expectations captures the meaning of brand trust in this research.

Purchase Intention

Spears & Singh (2004) explain purchase intention as a conscious plan to make an effort to buy a particular brand. Wu et al. (2011) frame it in terms of consumers' willingness or likelihood of purchasing a product or service in the future, while Jungblut & Johnen (2022) focus on the perceived likelihood of buying a specific product. Together, these definitions connect what consumers are willing to do with how likely they think they are to follow through.

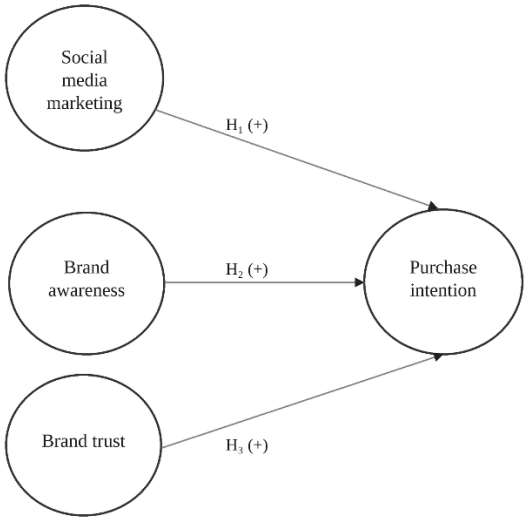
Purchase intention toward MS GLOW captures how seriously prospective buyers consider buying its products. It encompasses their willingness to try and use them, their perceived likelihood of making a purchase, and their intention to buy from the brand in the future.

Theory of Planned Behavior

In Ajzen's (1991) Theory of Planned Behavior, intention reflects how people evaluate an action, what social expectations they perceive, and how much control they believe they have over carrying it out. The behavior considered in this study is buying MS GLOW products. When deciding whether to buy, prospective consumers may draw on what they learn through the brand's social

media, how readily they recognize MS GLOW among skincare alternatives, and how confident they are that the brand will deliver what it promises. Figure 2 shows how the study examines each of these factors in relation to purchase intention.

Figure 2. Research Model based on the Theory of Planned Behavior



The research model in Figure 2 proposes three direct relationships with purchase intention toward MS GLOW products:

H1: Social media marketing has a positive effect on purchase intention.

Through social media, prospective buyers can learn about MS GLOW products and ask the brand questions before deciding whether to buy. Relevant posts and direct exchanges may help them assess whether a product suits their needs. Margitarino & Murwanti (2025) found that social media marketing had a positive and significant effect on purchase intention for Somethinc products. For MS GLOW, a favorable experience with the brand's social media may similarly encourage prospective buyers to consider a purchase.

H2: Brand awareness has a positive effect on purchase intention.

Consumers who readily recognize or recall MS GLOW may be more likely to include it among the brands they consider when shopping for skincare. Sari & Hayuningtias (2024) found that brand awareness positively and significantly influenced purchase intention for MS GLOW in Pati Regency. Herawati & Ruslim (2024) reported a similar result among MS GLOW consumers in Jakarta, and Admara & Indrawati (2025) observed a comparable relationship for The Originote. These findings suggest that being able to identify or recall MS GLOW can make it easier for consumers to consider buying its products.

H3: Brand trust has a positive effect on purchase intention.

Prospective buyers who have never purchased MS GLOW products may rely on their confidence in the brand when deciding whether to try it. If they believe MS GLOW can deliver on its promises, they may feel more comfortable considering a first purchase. Sari & Hayuningtias (2024) and Herawati & Ruslim (2024) found that brand trust positively and significantly influenced purchase intention toward MS GLOW products. Similar findings were reported by Ruslim et al. (2023) and Lusyani & Ruslim (2026)

METHOD

The research used a quantitative survey with a conclusive descriptive design. Data were gathered from one group of respondents during a single survey period, following a single cross-sectional design (Malhotra, 2020). Prospective MS GLOW buyers were recruited through purposive sampling, a nonprobability approach that selects participants based on predefined criteria (Sekaran & Bougie, 2016). To qualify, respondents had to live in Jakarta, be at least 18 years old, and be familiar with MS GLOW and its products. They also had to have interacted with the brand on social media without ever having purchased its products. The final sample comprised 215 respondents who met these criteria.

The sample size calculation was based on the smallest path coefficient the analysis was intended to detect. Using the inverse square root method for PLS-SEM, the study assumed a minimum path coefficient of 0.20, a significance level of 5%, and statistical power of 80% (Hair et al., 2022). These assumptions yielded a minimum of 155 respondents, which the final sample exceeded.

Eligible respondents completed an online questionnaire through Google Forms in October 2026. The questionnaire used 21 items to measure social media marketing, brand awareness, brand trust, and purchase intention. Respondents rated each item on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Table 1 lists the indicators for each construct and the sources from which they were adapted.

Table 1. Operational variables

Variable	Indicator	Source
Social media marketing	1. Searching for brand information on social media (SMM1) 2. Services tailored to users' preferences (SMM2) 3. Engaging content and appealing visuals (SMM3) 4. Enjoyment in obtaining product information (SMM4) 5. Enjoyable interactions with the brand (SMM5) 6. Two-way communication (SMM6) 7. Up-to-date and relevant information (SMM7) 8. Positive reviews on social media (SMM8)	Adapted from Admara & Indrawati (2025); Salhab et al. (2023)
Brand awareness	1. Ability to recognize the brand (BA1) 2. Ability to recall the brand logo (BA2) 3. Recognition of the brand's design or visual appearance (BA3) 4. Knowledge of the brand's products (BA4)	Adapted from Hasbun & Ruswanty (2016); Saputra & Wardana (2023)
Brand trust	1. Confidence in the brand (BT1) 2. Brand reliability (BT2) 3. Fulfillment of promises to consumers (BT3) 4. Provision of good customer service (BT4)	Adapted from Akoglu & Özbek (2022); Song et al. (2019)
Purchase intention	1. Intention to purchase the product (PI1) 2. Likelihood of purchasing the product (PI2) 3. Willingness to try the product (PI3) 4. Desire to use the product (PI4) 5. Consideration of a future purchase (PI5)	Adapted from Asif et al. (2018); Alrwashdeh et al. (2019)

The questionnaire items were developed from the indicators listed in Table 1 to ensure that each construct was measured consistently. The survey was hosted on Google Forms, and the link was shared through WhatsApp, Instagram, and Threads to reach prospective MS GLOW buyers in Jakarta. Screening questions at the beginning of the form were used to check whether respondents met the study's eligibility criteria. The online format allowed respondents to complete the questionnaire on their own devices at a convenient time and enabled the researchers to collect responses in one place without distributing paper questionnaires.

The data were analyzed using partial least squares structural equation modeling (PLS-SEM) in SmartPLS 4.0. Convergent validity was assessed using outer loadings above 0.708 and average variance extracted (AVE) above 0.50. Discriminant validity was evaluated using the Fornell–Larcker criterion, cross-loadings, and HTMT values below 0.85. Internal consistency was assessed using Cronbach's alpha and composite reliability, with a minimum threshold of 0.70 for both measures. The structural model estimated the direct effects of social media marketing, brand awareness, and brand trust on purchase intention. The path coefficients indicated the direction and magnitude of these effects, and statistical significance was assessed using bootstrapped *p*-values below 0.05. The model's explanatory power was evaluated using R^2.

RESULT AND DISCUSSION

Respondent Description

The sample comprised 215 respondents, whose profiles were summarized by gender, age, occupation, monthly income, and educational attainment. Women accounted for 121 respondents (56.3%), and the largest age group was 26–30 years, with 76 respondents (35.3%). Private-sector employees formed the largest occupational group, with 64 respondents (29.8%). The most common monthly income range was IDR 7,000,001 to IDR 9,000,000, reported by 43 respondents (20.0%). A bachelor's degree was the most common level of educational attainment, held by 100 respondents (46.5%).

Outer Model Assessment

The measurement model was assessed for reliability and validity. Indicator reliability was evaluated using outer loadings, with a recommended threshold of 0.708. Convergent validity was assessed using average variance extracted (AVE), with a minimum threshold of 0.50 (Hair et al., 2022).

Table 2. Results of Indicator Reliability Test – Outer Loadings

	BA	BT	PI	SMM	Conclusion
BA1	0.838				Convergent validity was established, as all outer loadings exceeded 0.708
BA2	0.859				
BA3	0.849				
BA4	0.826				
BT1		0.867			
BT2		0.862			
BT3		0.841			
BT4		0.835			
PI1			0.822		
PI2			0.845		
PI3			0.838		
PI4			0.835		
PI5			0.836		
SMM2				0.815	
SMM3				0.850	
SMM4				0.857	
SMM5				0.814	
SMM6				0.860	
SMM7				0.835	
SMM8				0.838	
SMM1				0.800	

Table 3. Results of Convergent Validity Test – AVE

Variable	AVE	Conclusion
Social media marketing	0.696	All AVE values exceeded 0.50, satisfying the criterion for convergent validity
Brand awareness	0.711	
Brand trust	0.725	
Purchase intention	0.698	

Discriminant validity was evaluated using the Fornell–Larcker criterion, cross-loadings, and the heterotrait–monotrait ratio (HTMT). The square root of each construct's AVE exceeded its correlations with the other constructs, and each indicator loaded more strongly on its intended construct than on any other construct. All HTMT values were below 0.85. Cronbach's alpha and composite reliability also exceeded the minimum threshold of 0.70 for all constructs, supporting internal consistency (Hair et al., 2022).

Table 4. Results of Discriminant Validity Test – Fornell-Larcker Criterion

Variable	Brand awareness	Brand trust	Purchase intention	Social media marketing	Conclusion
Brand awareness	0.843				The results supported discriminant validity
Brand trust	0.232	0.851			
Purchase intention	0.408	0.414	0.835		
Social media marketing	0.150	0.132	0.381	0.834	

Table 5. Results of Discriminant Validity Test – Cross-Loadings

	BA	BT	PI	SMM	Conclusion
BA1	0.838	0.173	0.331	0.124	The assessment confirmed discriminant validity
BA2	0.859	0.182	0.368	0.165	
BA3	0.849	0.205	0.349	0.074	
BA4	0.826	0.225	0.325	0.143	
BT1	0.254	0.867	0.398	0.242	
BT2	0.215	0.862	0.346	0.057	
BT3	0.139	0.842	0.327	0.088	
BT4	0.170	0.835	0.330	0.038	
PI1	0.301	0.337	0.822	0.364	
PI2	0.355	0.351	0.845	0.300	
PI3	0.390	0.355	0.838	0.244	
PI4	0.331	0.346	0.835	0.365	
PI5	0.339	0.339	0.836	0.317	
SMM2	0.136	0.115	0.347	0.815	
SMM3	0.099	0.182	0.267	0.850	
SMM4	0.102	0.143	0.371	0.857	
SMM5	0.150	0.058	0.304	0.814	
SMM6	0.140	0.075	0.338	0.860	

SMM7	0.166	0.144	0.321	0.835
SMM8	0.140	0.114	0.305	0.838
SMM1	0.059	0.042	0.262	0.800

Table 6. Results of Discriminant Validity Test – HTMT

Variable	Brand awareness	Brand trust	Purchase intention	Social media marketing	Conclusion
Brand awareness					All HTMT values fell below 0.85, supporting discriminant validity
Brand trust	0.264				
Purchase intention	0.464	0.466			
Social media marketing	0.165	0.148	0.411		

Table 7. Results of Reliability Test

Variable	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Conclusion
Social media marketing	0.938	0.942	0.948	The constructs met the criteria for internal consistency reliability
Brand awareness	0.864	0.866	0.908	
Brand trust	0.874	0.879	0.913	
Purchase intention	0.892	0.892	0.920	

Inner Model Assessment

Table 8. Results of R^2 Test

Variable	R^2
Purchase intention	0.359

Purchase intention had an R^2 of 0.359. This means that social media marketing, brand awareness, and brand trust jointly accounted for 35.9% of the variation in purchase intention toward MS GLOW products. The remaining 64.1% was unexplained by the model.

Table 9. Results of f^2 Test

Variable	Purchase intention
Brand awareness	0.124
Brand trust	0.138
Social media marketing	0.133

The f^2 results showed that each predictor had a small effect on purchase intention. Brand trust had the highest f^2 value (0.138), followed by social media marketing (0.133) and brand awareness (0.124). All three values fell below the 0.15 threshold for a medium effect (Hair et al., 2022).

Table 10. Results of Hypothesis Testing

Hypothesis	Original sample	T-Statistic	P-Value	Result
H1: SMM → PI	0.297	5.685	0.000	Supported
H2: BA → PI	0.292	5.135	0.000	Supported
H3: BT → PI	0.307	5.506	0.000	Supported

The hypothesis tests supported all three proposed relationships. Social media marketing had a positive and statistically significant effect on consumers' intention to purchase MS GLOW products, supporting H1. The effect of brand awareness on purchase intention was also positive and significant, providing support for H2. Finally, brand trust was positively and significantly related to purchase intention, supporting H3.

Table 11. Results of Predictive Relevance Testing

	Q^2 predict	PLS		LM	
		RMSE	MAE	RMSE	MAE
PI1	0.232	1.057	0.864	1.111	0.912
PI2	0.234	1.027	0.836	1.087	0.884
PI3	0.224	0.975	0.802	1.011	0.828
PI4	0.250	0.934	0.748	0.972	0.777
PI5	0.222	0.985	0.814	1.021	0.835

As shown in Table 11, all five purchase intention indicators yielded positive Q^2_predict values, ranging from 0.222 to 0.250. PI4 recorded the highest value (0.250), while PI5 had the lowest (0.222). These results indicate that the PLS-SEM model predicted each indicator more accurately than the benchmark that uses the mean of the training data. The model also outperformed the linear model (LM) benchmark on both error measures. Across PI1–PI5, the PLS-SEM model produced lower root mean squared error (RMSE) and mean absolute error (MAE) values in every comparison. For instance, the RMSE and MAE for PI4 were 0.934 and 0.748, respectively, compared with 0.972 and 0.777 for the linear model. Because the PLS-SEM model yielded lower prediction errors for all five indicators, the results indicate high out-of-sample predictive power for purchase intention toward MS GLOW products relative to the linear benchmark

The Influence of Social Media Marketing on Purchase Intention

Social media marketing had a positive and significant effect on purchase intention toward MS GLOW products ($\beta = 0.297$, $t = 5.685$, $p < 0.001$), supporting H1. This result is consistent with Margitarino & Murwanti (2025), who found a positive and significant effect for Somethinc. Jonathan & Saktiana (2026), however, reported no significant direct effect for Avoskin. In the present study, all respondents had interacted with MS GLOW on social media and had never purchased its products. For these prospective buyers, relevant content and two-way communication can help them learn about the products and assess whether they suit their skincare needs. This offers one explanation for why respondents who rated MS GLOW's social media marketing more favorably also reported stronger purchase intention.

The Influence of Brand Awareness on Purchase Intention

The positive and significant effect of brand awareness on purchase intention supported H2 (β = 0.292, t = 5.135, p < 0.001). This finding aligns with earlier research on MS GLOW in Pati Regency (Sari & Hayuningtias, 2024) and Jakarta (Herawati & Ruslim, 2024). Admara & Indrawati (2025) reported a similar result for The Originote, while Yosefine & Budiono (2023) found no significant effect for Innisfree. Among the prospective buyers surveyed here, recognizing MS GLOW's name, logo, or visual design can help them distinguish it from other skincare brands. Being able to recall the brand when looking for skincare may also make consumers more likely to include MS GLOW among the options they consider buying.

The Influence of Brand Trust on Purchase Intention

Brand trust showed a positive and significant effect on purchase intention and had the highest estimated path coefficient among the three predictors (β = 0.307, t = 5.506, p < 0.001), supporting H3. The result is consistent with findings for MS GLOW (Sari & Hayuningtias, 2024), Somethinc (Margitarino & Murwanti, 2025), and Starbucks (Ellitan et al., 2022). Similar results were reported among iPhone consumers in Depok (Ruslim et al., 2023) and Mango consumers in Jakarta (Lusyani & Ruslim, 2026). Armediansari & Ariadi (2024), by comparison, found a positive but nonsignificant relationship in the context of TikTok Shop. For respondents who had never bought MS GLOW products, trust reflected their expectations before making a first purchase. Confidence that the brand is reliable and can deliver on its promises may help reduce hesitation when deciding whether to buy.

CONCLUSION

This study examined the effects of social media marketing, brand awareness, and brand trust on purchase intention toward MS GLOW products. The analysis drew on responses from 215 prospective consumers in Jakarta who were familiar with MS GLOW, had interacted with the brand on social media, and had never purchased its products. All three hypotheses were supported, with each predictor showing a positive and statistically significant effect on purchase intention. Brand trust had the highest estimated path coefficient (β = 0.307), followed by social media marketing (β = 0.297) and brand awareness (β = 0.292). Together, the predictors explained 35.9% of the variance in purchase intention. The PLSpredict results also showed that the model produced lower prediction errors than the linear benchmark for all five purchase intention indicators.

The study contributes to research on skincare purchase intention by examining prospective consumers who had already interacted with a brand online before making their first purchase. Viewed through the Theory of Planned Behavior, the findings suggest that information obtained through social media, the ability to recognise or recall a brand, and confidence in its reliability may inform how prospective consumers evaluate a potential purchase. Future studies could examine whether electronic word of mouth, brand image, perceived quality, and price perceptions account for additional variation in purchase intention. Extending the research beyond Jakarta could also help assess whether the same relationships hold in markets with different levels of exposure to digital marketing and access to skincare products.

Given that brand trust had the highest estimated path coefficient (β = 0.307), MS GLOW could prioritise making its product claims easier to verify. The item assessing consumers' confidence that the brand would fulfil its promises received the lowest mean score within this construct (3.442). To address this, MS GLOW could display BPOM registration numbers, explain what each active ingredient does, and substantiate its claims about product benefits. It could also specify suitable skin types and provide clear instructions for use. Where evidence supports a timeframe, product descriptions could indicate when consumers might reasonably expect to see results.

On social media, MS GLOW could make its content more responsive to users' preferences. Social media marketing had the second-highest estimated path coefficient (β = 0.297), and the item assessing how well the brand's social media services matched users' preferences received the lowest mean score within this construct (3.465). Organising posts around specific skincare concerns could

help prospective buyers find relevant information more easily. Skin-type questionnaires, consultations, and polls could also help the brand identify what users want to know and tailor its guidance accordingly.

Consumers' ability to recall the MS GLOW logo received the lowest mean score among the brand awareness items (3.423). With an estimated path coefficient of 0.292 for brand awareness, this result points to a practical opportunity to strengthen logo recall. MS GLOW could use its logo, colour palette, and other visual elements consistently across packaging, official social media accounts, online stores, and promotional materials. Seeing the same visual cues across these channels could make the brand easier to recognise and bring to mind when prospective buyers compare skincare options.

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