APTISI Transactions on Technopreneurship (ATT)
Vol. 8, No. 1, March 2026, pp. 377−390
E-ISSN: 2656-8888 | P-ISSN: 2655-8807, DOI:10.34306

Short Video Marketing and Collaboration Brand Network Configuration in Indonesia Skincare Market

Natalia Sukarnadi[1*], Diena Mutiara Lemy[2], Ardi Kho[3]
[1]Program Doctoral of Research in Management, Pelita Harapan University, Indonesia
[2]Department of Master in Tourism, Pelita Harapan University, Indonesia
[3]Department of Doctor Management, Pelita Harapan University, Indonesia
[1]nataliasukarnadi2@gmail.com, [2]diena.lemy@uph.edu, [3]ardikho@yahoo.com
***Corresponding Author**

Article Info

Article history:

Submission August 04, 2025
Revised September 09, 2025
Accepted January 26, 2026
Published February 20, 2026

Keywords:

Skincare
Short Video Content
Collaboration Brand Network
Purchase Intention
Theory of Reasoned Action

ABSTRACT

This study explores how brand network configuration, collaboration, and short video content marketing impact purchase intention within Indonesia's skincare market. **The research is grounded** in the Theory of Reasoned Action while examining the roles of brand attitude and subjective norms as mediating factors and gender's moderating effect. **Using a quantitative survey method**, data were collected from 260 Indonesian consumers who were actively engaged with local skincare brands and short video platforms. With brand attitude and with subjective norms considered as critical mediators, results coming from **Partial Least Squares Structural Equation Modelling (PLS-SEM)** reveal that collaboration brand networks, along with short video content marketing, **do significantly increase purchase intention**. Furthermore, the effect is more substantial within female consumers. Thus, a prominent gender moderation is indicated here. Local skincare brands should collaborate tactically, leverage short-form video content, improve consumer engagement, and make strategic purchases to highlight the findings' importance. **This study applies** the Theory of Reasoned Action more broadly, not only to digital and collaborative marketing contexts, but also provides brands with actionable managerial insights as they seek competitive advantage in emerging markets.

This is an open access article under the CC BY 4.0 license.

DOI: https://doi.org/10.34306/att.v8i1.811
This is an open-access article under the CC-BY license (https://creativecommons.org/licenses/by/4.0/)
©Authors retain all copyrights

1. INTRODUCTION

The Asia-Pacific beauty and personal care market is experiencing rapid growth, driven by evolving consumer preferences for wellness-oriented products, digital transformation, and increasing competition between local and global brands [1]. Indonesia, as one of the region's fastest-growing economies, represents a particularly dynamic skincare market. With forecasts showing continuous growth in global beauty revenues especially within the skincare segment [2] local brands must adopt innovative strategies to strengthen purchase intention in this competitive environment [3] analysis. Revolutionary marketing strategies are needed in this competitive environment to increase consumer purchase intention for local skincare products [4].

Local firms increasingly adopt coopetition strategies, a blend of cooperation and competition, to jointly leverage capabilities like distribution networks, R&D, and marketing [5]. These collaborations help brands expand their market reach, pool complementary resources, and co-innovate products, thereby enhancing

competitive positioning and innovation performance [6]. Brands collaborate to pool complementary capabilities in R&D, technology, or branding. Consumers feel more connected to products that they also co-create [7]. Planned collaborations between brands, particularly ones perceived by consumers as synergistic and congruent, significantly elevate brand equity, which in turn drives purchase intention. This effect is powerful when consumers respond to co-branded products in which brand-partner congruence improves perceived value as well as equity, thus prompting higher purchase intent [8]. Academic literature, however, has yet to fully explore how collaborative brand networks influence consumer behaviour, especially within emerging markets and digital platforms [9]. This study extends the literature by positioning its originality in the integration of collaboration brand network configuration (CoBNC) with short video content marketing and gender moderation into the Theory of Reasoned Action (TRA). Unlike prior research that typically examined co-branding and digital marketing in isolation, this study combines these dimensions and tests their interaction in Indonesia's dynamic skincare sector [10]. This contextual and theoretical integration offers a distinctive contribution to understanding consumer purchase intention in emerging markets.

The digital revolution has transformed marketing communications, parallel to the trend of brand collaboration, and short video content is rapidly becoming the dominant medium for brand engagement across social media platforms [11, 12]. TikTok, Instagram Reels, and YouTube Shorts have grown, redefining how brands interact with consumers. Brands now shift away from one-way advertisements that are customary to storytelling formats that are interactive, personalized, and viral [13, 14]. For informational relevance, high entertainment value, and strong user interaction potential, short video marketing suits today's attention economy [3, 15]. These characteristics have proven to be especially effective within the beauty and skincare sectors, in which visual demonstration, user testimonials, and influencer involvement rapidly shape brand perceptions and purchase decisions [16, 17].

Brand collaboration with short video marketing in Indonesia's skincare market represents an underinvestigated but compelling calculated combination. While prior studies examined co-branding along with digital content's effects on purchase intention separately, few addressed how these elements' synergy may catalyse consumer intent anew [4, 7]. Collaboration brand network configuration acts as a novel theoretical lens for capturing multidimensional collaborations. Resource integration, technological alignment, and consumer-brand congruence exist with product and brand fit [18]. That collaboration brand networks drive purchase intention in emerging markets such as Indonesia when short video content increases them is a timely and important question [19].

In theory, this study draws upon the Theory of Reasoned Action (TRA), which posits that consumer attitudes and subjective norms determine purchase intention [20]. Recent scholarship considering digital and networked contexts has advanced TRA's finding that attitudes as well as perceived social expectations can be significantly shaped by digital content and brand community engagement [21]. This is particularly salient within the beauty sector, because social media algorithms and virality accentuate social proof, peer influence, and the persuasive power of influencers [16, 22]

The moderating role of gender warrants additional investigation as one dimension. Consumers' processing of digital marketing stimuli, evaluation of brand collaborations, and ultimate purchasing decisions may be significantly influenced by gender, several studies indicate [12]. Within skincare, female consumers dominate the market. They frequently show more awareness of social impact, emotional narratives, and thorough item specifics [23]. In contrast, male consumers may respond more to functional benefits. Visual appeal may also elicit a stronger reaction from them. To design effective and targeted marketing strategies, it is essential to understand how gender moderates relationships between short video marketing, brand attitude, or collaboration, and purchase intention [24]. Recent evidence demonstrates that female consumers are exceptionally responsive to engaging, interactive content, strengthening the attitude purchase intention link while male consumers exhibit different sensitivity patterns [25]. This study seeks to address the following research gaps and to achieve these objectives.

- To investigate the extent of the influence of short video content marketing on purchase intention for local skincare brands in Indonesia.
- To examine the mediating and moderating effects of Collaboration Brand Network Configuration (CoBNC), consumer brand attitude, and subjective norms in the relationship between digital content and purchase intention.

- To analyse how gender moderates the impact of CoBNC, consumer brand attitude, and subjective norms on purchase intention in the local skincare context.

By integrating the concepts of CoBNC, short video content marketing, and gender moderation within the TRA framework, this study aims to contribute significant theoretical and managerial insights. The findings are expected to improve the literature on consumer behaviour in emerging markets, inform local brands' strategies as they leverage collaborative and digital approaches, and guide marketers practically as they aim to maximize purchase intention through innovative brand network configurations and cutting-edge content marketing [26].

2. LITERATURE REVIEW

This literature review synthesizes theoretical foundations and empirical studies relevant to the present research. It begins with the Theory of Reasoned Action (TRA) as the overarching framework, then examines collaboration brand network configuration, short video content marketing, brand attitude, subjective norms, and the moderating role of gender. By reviewing these key constructs, the section establishes the conceptual basis for hypothesis development and highlights research gaps addressed in this study.

2.1. Theory of Reasoned Action (TRA)

Consumer decision-making can be explained through the widely used Theory of Reasoned Action (TRA). Digital content and technology adoption are contexts in which that is particularly applicable. Behavioural Intention is shaped by attitude plus subjective norms based on the model [20]. Attitude reflects how a consumer evaluates performing a specific action, while subjective norms represent how important others perceive social pressures [27]. In digital marketing and influencer environments, the TRA framework powerfully explores just how digital stimuli and peer influence jointly shape purchase intention [22]. Study by [4, 28] have shown just how short video content and influencer marketing can improve attitudes and reinforce social norms, thus leading to higher purchase intention when TRA extends into social media and digital commerce [29, 30]. For effective marketing interventions throughout the digital age, understanding social factors with personal factors is important [31].

2.2. Collaboration Brand Network Configuration

Since brands seek to increase market competitiveness as well as promote innovation, collaboration brand networks are increasingly employed to reach broader audiences through calculated partnerships [32]. Collaboration brand networks involve multiple actors, including brands, influencers, and digital creators, who work synergistically to co-create value and increase marketing messages [33], unlike customary bilateral co-branding. Signaling authenticity as well as expertise, these collaborative structures may improve brand credibility since they foster consumer trust, encourage perceived innovation, and increase resource efficiency because partners effectively align and share identity [14]. Brand networks that are well-configured build brand equity and significantly increase purchase intention if perceived congruence and partnership fit are high [16]. Well-configured brand networks build brand equity and increase purchase intention significantly if perceived congruence and partnership fit are high [16]. In the current academic discourse, the mechanisms through which collaborative brand networks influence consumer behaviour, particularly within digital platforms and emerging market environments remain insufficiently examined, as highlighted by recent bibliometric findings [34].

2.3. Short Video Content Marketing

Short video content is now a dominant tool in digital marketing. Its nature is engaging, concise, and visually dynamic [11, 13, 14]. Brands use TikTok, Instagram Reels, and YouTube Shorts to deliver marketing messages that are highly shareable and easily consumable [3, 13, 35]. These videos can often entertain, show products, and have influencer endorsement, leading to higher consumer engagement with positive brand attitudes [4, 36]. Empirical studies show that short video content effectively drives brand awareness, influences attitudes, and increases purchase intention, especially among younger and digitally savvy consumers [11, 14]. This can further increase just how effective this medium is.

2.4. Brand Attitude and Subjective Norms

Brand attitude is a multidimensional construct comprising cognitive, affective, and behavioural responses toward a brand because brand attitude is shaped by exposure to marketing content and peer influence

[16]. Favourable brand attitudes are strongly associated with increased purchase intention along with brand loyalty [37]. These attitudes are connected to positive word-of-mouth as well [3, 38].

Subjective norms refer to perceived social pressures or expectations from significant others such as family, friends, or influencers, regarding specific behaviors, shaping how individuals decide to act [39, 40]. Subjective norms in digital environments are shaped by user generated content, online community engagement, and influencer recommendations. These factors can strongly influence consumers' decisions about purchase [16, 22, 25].

2.5. The Role of Gender Moderation

Gender differences play a meaningful role in the shaping of consumer responses to digital marketing strategies, and these responses include short video content and brand collaborations [12]. Female consumers do respond more to emotional storytelling. They also respond to community-based campaigns in addition to detailed product information, but male consumers can stress functionality along with visual appeal [23] By understanding gender as a moderating variable, marketers can design targeted, more effective strategies. Content and campaigns resonate more deeply with distinct audience segments when tailored accordingly [14].

2.6. Hypotheses Development and Conceptual Framework

This study develops a comprehensive set of hypotheses to examine the interplay between brand collaboration, short video content marketing, brand attitude, subjective norms, and gender moderation in terms of purchase intention for local skincare brands in Indonesia, building on the theoretical underpinnings and empirical perceptions discussed in the preceding sections. The integration of Collaboration Brand Network Configuration (CoBNC) into the Theory of Reasoned Action (TRA) provides for a novel lens. Consumers feel the impact of networked branding through this lens. As CoBNC posited, purchase intention may directly improve via increasing perceived product value, trust, and innovation. Brand narratives become richer, and resource synergy gets greater when brands configure collaborative networks successfully. These outcomes shape consumer responses. The first hypothesis, as such, is formulated as:

- H1: Collaboration Brand Network Configuration (CoBNC) positively influences consumers' purchase intention for local skincare brands.

  Short video content marketing is increasingly prominent in the digital sphere, as it effectively conveys brand messages, showcases product use, and leverages influencers for persuasive engagement. When integrated with brand collaboration, short videos can enhance purchase intention and strengthen the perceived authenticity and credibility of campaigns. Accordingly, the second hypothesis is:

- H2: Short video content marketing positively influences consumers' purchase intention for local skincare brands.

  Brand attitude and subjective norms serve as core mechanisms in the TRA framework, mediating the effects of marketing strategies on behavioral intention. Positive brand attitudes formed through collaborations and short videos strengthen purchase intention, while subjective norms shaped by influencers, peer endorsement, and social media trends encourage consumers to conform to perceived expectations. The relationships are explained in the following way:

- H3: Collaboration Brand Network Configuration (CoBNC) positively influences consumers' brand attitude.
- H4: Short video content marketing positively influences consumers' brand attitude.
- H5: Brand attitude positively influences consumers' purchase intention.
- H6: Collaboration Brand Network Configuration (CoBNC) positively influences subjective norms.
- H7: Short video content marketing positively influences subjective norms.
- H8: Subjective norms positively influence consumers' purchase intention.

  Further, this study posits that gender moderates several key relationships within the model. Given the observed differences in how male and female consumers process digital content and respond to social influence, it is plausible that the impact of brand collaboration, short video marketing, brand attitude, and subjective norms on purchase intention will vary by gender. Therefore, the final hypotheses are:

- H9: Gender moderates the relationship between Collaboration Brand Network Configuration (CoBNC) and purchase Intention, such that the effect is more substantial for one gender.
- H10: Gender moderates the relationship between short video content marketing and purchase intention.
- H11: Gender moderates the relationships between brand attitude, subjective norms, and purchase intention.

Based on these hypotheses, the study frames a concept integrating CoBNC, short video content marketing, brand attitude, subjective norms, with gender moderation within the TRA context. Because it offers new theoretical and practical insights into the fields of digital marketing and consumer behaviour in emerging markets, this framework guides the empirical analysis. It provides a basis for testing the specified relationships.

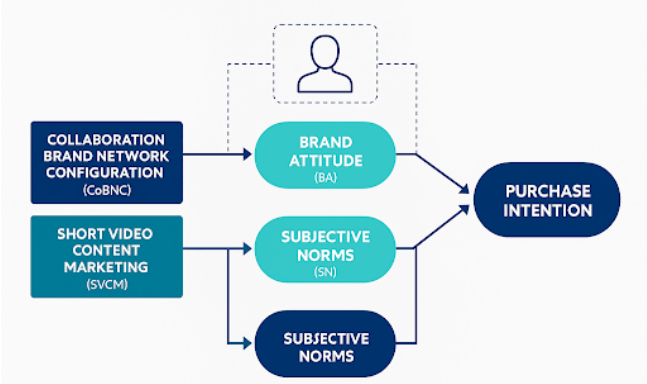

Figure 1. Conceptual Framework: The Influence of Brand Collaboration and Short Video Content Marketing on Purchase Intention in Indonesia's Skincare Market
Source: Adapted from [4, 6, 11, 30]

Figure 1 explains the conceptual framework of this study, which integrates Collaboration Brand Network Configuration (CoBNC) and short video content marketing (SVCM) within the Theory of Reasoned Action (TRA). Both CoBNC and SVCM are proposed to influence brand attitude (BA) and subjective norms (SN), which in turn affect consumers' purchase intention. Brand attitude reflects consumers' evaluations of a brand, while subjective norms capture perceived social pressure or expectations from significant others. Purchase intention serves as the main outcome of these interactions. Gender is included as a moderating variable, represented by dashed lines, indicating its potential role in shaping the strength of the relationships between independent variables, mediators, and purchase intention.

3. RESEARCH METHODS

To empirically examine the relationships among collaboration brand network configuration, short video content marketing, brand attitude, subjective norms, gender moderation, and purchase intention in Indonesia's skincare market, this study employed a quantitative research design. The methodology was designed to ensure the validity and reliability of findings while maintaining relevance for both academic and managerial audiences. Consumer perceptions and behavioural intentions were captured using a cross-sectional survey, which provided a snapshot of attitudes and responses at a single point in time [41]. This approach was further strengthened by adopting explanatory research and hypothesis testing through survey and questionnaire methods [42].

3.1. Sampling and Data Collection

Indonesian consumers who have experience with local skincare products and who are active on social media platforms that have popular short video content marketing for TikTok, Instagram, and YouTube are the target population [43]. Respondents possessed relevant experience, and the purposive sampling technique ensured exposure to the study context [19]. From January until March of 2024, the online survey was indeed distributed through beauty community groups along with various social media channels. Participants volunteered, which minimized any social desirability bias and encouraged honest responses [22]. For these reasons,

researchers also ensured the anonymity of participants. Collecting 260 valid responses exceeds the structural equation modelling (SEM) analysis minimum and ensures sufficient statistical power for hypothesis testing [35]. About 80% were female, whereas 20% were male, in the demographic profile of respondents aged 18 to 35 years. These respondents represent the main demographic in terms of skincare product consumption as well as digital engagement within Indonesia [12]. Education, income, and geographic location varied between respondents, thus contributing to the findings' generalizability [20].

3.2. Measurement of Variables

All constructs were measured using established scales adapted from prior literature, then adjusted to the local skincare context and digital marketing in Indonesia. For purposes of consistency, also for the ease of interpretation, responses were recorded through utilization of a five-point Likert scale (1 = strongly disagree, 5 = strongly agree). Collaboration Brand Network Configuration: Perceived fit, synergy, and innovativeness of collaborative branding campaigns were measured to evaluate how consumers assess brand alliances, particularly in terms of brand–product congruence, complementary value, and novelty [32].

- Short Video Content Marketing, items assessed consumers perceptions of entertainment value, informativeness, and engagement potential of short video campaigns [3, 11].
- Consumer Brand Attitude, measured overall positive or negative evaluation of local skincare brands shaped by exposure to collaborative campaigns and short video content [16].
- Subjective Norms, assessed perceived social pressure from friends, influencers, or communities to try or purchase local skincare products [23].
- Purchase Intention, measured the respondent's likelihood of purchasing local skincare products as a result of exposure to collaborative campaigns and short video marketing [35].
- Gender, was captured as a categorical moderator (binary-coded) and incorporated into the PLS-SEM model using multi-group analysis to determine whether the strength of relationships differs between male and female participants [44].

Data were analysed by SmartPLS using Partial Least Squares Structural Equation Modelling (PLS-SEM). The analysis included:

- Evaluated construct reliability and validity. Two types of reliability were tested, namely indicator reliability using loading value, and internal consistency reliability using Cronbach's Alpha, rho_a, and Composite Reliability [40].
- The validity test consists of convergent validity and discriminant validity. Convergent validity was indicated by the Average Variance Extracted (AVE) and discriminant validity was tested using the HTMT metric [40, 45].
- Structural Model Assessment, we examined path coefficients for R^2 values, with predictive relevance (Q^2). Direct, indirect, and moderating effects tested via bootstrap analysis with 5,000 resamples to ensure statistical robustness and predictive validity [45].
- Because gender moderates, we examined its role through multi-group analysis and interaction terms [44].
- Harman's single-factor test was used along with the marker variable technique for checking potential standard method variance [22].

4. RESULTS AND DISCUSSIONS

This section presents the empirical findings derived from the data analysis and interprets them in relation to the proposed research framework and prior studies. The analysis is conducted in several stages, beginning with respondent profiling to describe the sample characteristics, followed by measurement model validation to ensure reliability and validity, and finally structural model testing to examine the hypothesized relationships and moderating effects. Together, these analyses provide a comprehensive understanding of how collaboration brand network configuration and short video content marketing influence brand attitude and purchase intention among local skincare consumers.

4.1. Descriptive Statistics

The team performed the analysis on 260 valid responses. Indonesia's skincare consumers are mainly female (82.00%) and most dominant age group is 22-27 years old (39.33%). Majority occupation are employees (43.85%), with a majority level of education is bachelor's degree (60.38%). Respondent explain that their monthly spending on local skincare brands is USD15 – USD40 (51.54%). Participants said that they use social media actively, more specifically TikTok and Instagram, and that they had prior experience watching or else engaging with short video campaigns from local skincare brands [46].

4.2. Measurement Model Assessment

The validity and the reliability of the measurement model were assessed prior to when structural relationships were examined [47].

- Cronbach's alpha and composite reliability values for all constructs exceeded 0.70, which is the recommended threshold indicating strong internal consistency [40].
- Convergent Validity: Average Variance Extracted (AVE) values with all constructs were above 0.50 because they confirmed sufficient shared variance [11, 40]. All of the item loadings were found to be more than 0.70.
- Cross-loading analyses with the Fornell-Larcker criterion showed all constructs were distinct.
- Harman's single-factor test pointed to minimal threat because of common method bias, because the first factor accounted for less than 35% of the total variance [22].
- Explanatory power shows that the model achieved $R^2 = 0.812$, indicating that the model explains 81.2% of the variance in consumers' purchase intention.

4.3. Structural Model Evaluation

This study empirically tested a structural model assessing the effects of collaboration brand network nonfiguration, short video content marketing on brand attitude and purchase intention, and examined gender as a moderating influence. Importance testing was using bootstrapping with about 5,000 resamples. Direct Effects:

- Supporting H1 by [7], the path coefficient from Collaboration Brand Network Configuration to Purchase Intention was positive and statistically significant ($\beta = 0.32$, $p < 0.01$). This mirrors findings in a co-branding study in the automotive industry, where brand fit and product-fit enhanced consumer purchase intentions.
- Short Video Content Marketing has an important positive effect on Purchase Intention ($\beta = 0.28$, $p < 0.01$). H2 gains support from this effect [3].
- Supporting H3, the effect of Collaboration Brand Network Configuration on Brand Attitude was both positive and significant ($\beta = 0.35$, $p < 0.001$), consistent with findings from an Indonesian co-branding study where consumer attitudes toward co-branded products were strongly driven by product fit and brand fit [48].
- Short Video Content Marketing $\rightarrow$ Brand Attitude: Positive and meaningful (β equals 0.30, $p < 0.001$). This is in support of H4 [11].
- Brand Attitude has a considerable influence upon Purchase Intention ($\beta = 0.41$, $p < 0.001$). This powerful influence supports H5 [16].
- The path toward Collaboration Brand Network Configuration to Subjective Norms was positive and statistically meaningful ($\beta = 0.27$, $p < 0.01$) because it supported H6. Ikonko, Chachage, as well as [49] found that subjective norms strongly influenced digital marketing adoption and business decisions in an ecotourism business context [50]. This finding aligns well with all of their research.

- Short Video Content Marketing significantly influenced Subjective Norms (β = 0.25, p $<$ 0.05), supporting H7. While direct modeling of subjective norms is rare, related evidence shows that short-video attributes (e.g., entertainment, usefulness) foster trust and engagement, which conceptually reinforce normative adoption behaviors in digital contexts [39].
- Subjective Norms $\rightarrow$ Purchase Intention: Important (β = 0.37, p $<$ 0.001), supporting H8 as [35].

4.3.1. Moderation Analysis: The Role of Gender

Gender moderation was assessed via multi-group analysis (MGA). Results showed gender considerably moderated key relationships, this result align with [12].

- Collaboration Brand Network Configuration $\rightarrow$ Purchase Intention: The effect is more substantial among females (β_female of 0.36). The effect is, in fact, weaker when among males (β_male = 0.22).
- Females are, in fact, more sensitive (β_female = 0.31) than are males (β_male = 0.19) for Short Video Content Marketing $\rightarrow$ Purchase Intention.
- Purchase intention was affected by Brand Attitude and Subjective Norms. The study from [23] found these effects were more substantial among female consumers.

These findings validate moderating hypotheses, and gender-targeted strategies are needed in digital marketing. Robustness checks in this study using demographic variables such as age, education, and frequency of social media use showed that the effects of collaboration, brand network configuration and short video content marketing remained significant across subgroups, though slightly stronger for younger and more digitally engaged respondents [51].

Table 1. Summary of Hypothesis Testing

Hypothesis	Description	Supported
H1	Collaboration brand network configuration positively influences purchase intention	Yes
H2	Short video content marketing positively influences purchase intention	Yes
H3	Collaboration brand network configuration positively influences brand attitude	Yes
H4	Short video content marketing positively influences brand attitude	Yes
H5	Brand attitude positively influences purchase intention	Yes
H6	Collaboration brand network configuration positively influences subjective norms	Yes
H7	Short video content marketing positively influences subjective norms	Yes
H8	Subjective norms positively influence purchase intention	Yes
H9–H11	Gender moderates the effects of collaboration brand network, short video, brand attitude, and subjective norms on purchase intention	Yes

Table 1 summarizes the results of hypothesis testing conducted in this study. All proposed hypotheses (H1–H11) were supported by the empirical analysis. Specifically, collaboration brand network configuration (H1, H3, H6) and short video content marketing (H2, H4, H7) were found to significantly influence purchase intention, brand attitude, and subjective norms. In turn, brand attitude (H5) and subjective norms (H8) also positively affected purchase intention, confirming their mediating roles within the framework. Furthermore, gender (H9–H11) was shown to moderate the relationships among collaboration brand networks, short video marketing, brand attitude, subjective norms, and purchase intention. These results reinforce the robustness of the conceptual model and highlight the multifaceted pathways through which digital marketing strategies drive consumer behavior in the Indonesian skincare market [52].

4.4. Discussion

This section interprets what the study found empirically concerning Indonesia's skincare market and situates those findings within the broader literature on digital marketing, collaborative branding, and consumer behaviour. The discussion highlights the implications of the results in theory, the implications for managers, and suggestions for future research.

4.5. Theoretical Implications

The results do affirm that Indonesian skincare consumers are more likely to make a purchase, as this is influenced through short video content marketing and collaboration brand network configuration increases Intention. For attitudes and subjective norms, collaborative branding and digital content are salient antecedents that drive purchase intentions according to this Theory of Reasoned Action (TRA) extension [20]. Brand attitude and subjective norms do mediate, further underscoring the way that personal evaluation with social influence can shape consumer decision-making [16, 35].

The moderation analysis demonstrates that gender significantly influences how consumers respond to collaboration brand networks and short video marketing, with female consumers showing stronger sensitivity. This finding aligns with earlier studies emphasizing women's responsiveness to emotional storytelling and peer endorsement in the beauty sector [23].

This study contributes further to a comprehension of how digital factors and collaborative factors can influence consumer behaviour within emerging markets. It arranges and configures brand networks, and markets short video content within the TRA framework. Existing literature on influencer marketing, social proof, and content-driven brand ecosystems is corroborated and extended by the findings [16].

5. MANAGERIAL IMPLICATIONS

For practitioners, the findings underscore the importance of adopting a holistic and integrated approach to digital marketing. In particular, local skincare brands in Indonesia should focus on strengthening brand authenticity and perceived localness, which are critical in fostering consumer–brand identification. This can be effectively achieved through collaborative networks involving influencers, co-branding partners, and content creators [53]. By cultivating emotional attachment and cultural relevance, these partnerships enable the creation of meaningful and differentiated value propositions that resonate with local consumers. On platforms popular with Indonesian consumers, short video content can be used tactically to increase marketing messages. Engagement as well as purchase intention can also significantly increase as a result.

These findings suggest that brands should design strategies attentive to gender differences, tailoring content and collaborations to resonate with distinct segments. At the same time, campaigns should reinforce brand attitudes and subjective norms by using authentic storytelling, consumer testimonials, and influencer support to create social proof and increase purchase intention.

5.1. Practical Implications

Actionable perceptions are offered in the study's results. These are relevant for those practitioners and those brand managers within the Indonesian skincare industry, as well as beyond it.

- First, local skincare brands should use a network-based approach for planned partnerships, an approach beyond isolated or bilateral collaborations. Brands co-create value as they reach broader audiences by improving the perceived authenticity and innovation of their campaigns through establishing collaboration brand networks, including other brands, influencers, and creative partners.

- Second, including brief video material in online marketing is important. Brands should produce high-quality creative short videos using authentic trends and influencers to increase engagement and virality, especially on platforms such as TikTok and Instagram [54].

- Third, campaigns must be designed toward strengthening subjective norms and brand attitudes. This can be achieved by the use of storytelling as well as consumer testimonials, and social proof through peer endorsement or influencer endorsement, which fosters an environment in which consumers not only like that brand but perceive buying it as the thing which is socially desirable to do.

- Fourth, marketers should target their campaigns and design their content while accounting for gender differences. Female consumers are more responsive toward collaborative branding, as well as short video content. Thus, brands reaching this group should evoke emotions, engage the community, and share details [55]. Meanwhile, campaigns for targeting males may be more effective when focused on concise, visually impactful information. Product functionality may be a focus of benefit in these campaigns.

- Fifth, innovation is important. The landscape for digital marketing is evolving quite rapidly. Brands should remain data-driven, agile, and open to collaborative models, new formats, technologies, and experimentation.

Indonesian skincare brands, also marketers in other industries, can improve engagement, increase purchase intention with, and build sustainable competitive advantage in the digital era if they holistically approach markets by combining collaboration networks, compelling content, and audience segmentation. Beyond its theoretical and managerial contributions, this study also aligns with broader global development priorities, particularly the United Nations Sustainable Development Goals (SDGs) [56]. By focusing on how local brands can leverage digital marketing and collaborative networks to remain competitive, the research supports SDGs 8 (Decent Work and Economic Growth) and SDGs 9 (Industry, Innovation, and Infrastructure). The emphasis on innovation in digital branding and inclusive consumer engagement also resonates with SDGs 12 (Responsible Consumption and Production), as it encourages local firms to develop sustainable strategies that respond to shifting consumer values in emerging markets. Thus, the findings not only advance academic knowledge but also contribute to understanding how entrepreneurial and marketing practices intersect with global sustainability goals.

6. CONCLUSIONS

This study investigated the impact of collaboration brand network configuration and short video content marketing on purchase intention among Indonesian skincare consumers, using the Theory of Reasoned Action (TRA) as the guiding framework. The empirical results demonstrate that both collaboration brand networks and short video marketing exert a significant influence on consumer purchase intention, and these effects are mediated through brand attitude and subjective norms. Consumers with more favorable brand attitudes and stronger perceived social norms are more likely to exhibit higher purchase intentions. Furthermore, the findings indicate that gender serves as a moderating factor, as female consumers tend to respond more positively to collaborative branding initiatives and short video campaigns compared to their male counterparts. These outcomes enrich the explanatory power of TRA by integrating external variables within digital and networked marketing environments, providing a more comprehensive understanding of consumer psychology in the evolving digital marketplace.

The findings also carry meaningful theoretical and practical implications. From a theoretical perspective, the study extends TRA by embedding collaboration and short-form digital content into its framework, thereby demonstrating how marketing strategies in digital ecosystems can shape consumer attitudes, social norms, and behavioral intentions. This novelty strengthens the model's relevance in contemporary contexts where consumer behavior is increasingly influenced by digital engagement and peer-driven dynamics. From a practical standpoint, the results suggest that local brands can improve competitiveness by building strategic brand partnerships and effectively utilizing short-form video platforms such as TikTok, Instagram Reels, and YouTube Shorts. These strategies enhance perceived authenticity, foster consumer trust, and stimulate purchase behavior in highly dynamic and competitive markets. Beyond direct theoretical and managerial contributions, the research also reflects alignment with global sustainability agendas. Specifically, it advances Sustainable Development Goals (SDGs) 8 (Decent Work and Economic Growth), 9 (Industry, Innovation, and Infrastructure), and 12 (Responsible Consumption and Production), by emphasizing innovation, inclusivity, and sustainable consumer engagement practices in digital marketing.

Despite these contributions, the study has several limitations that must be acknowledged. The cross-sectional design restricts causal inference, as it only captures consumer responses at a single point in time. Reliance on self-reported data may also introduce recall or social desirability bias, which could affect the validity of the findings. Additionally, the predominance of female respondents reflects the demographic characteristics of Indonesia's skincare market but limits the generalizability of results across other gender groups and age segments. These limitations present opportunities for future research. Longitudinal or experimental studies would help establish temporal precedence and causality with greater rigor. Expanding the demographic scope to include more diverse consumer groups could also improve the external validity of the model. Furthermore, future research could explore additional moderating variables such as age, digital literacy, and personality traits to capture consumer heterogeneity more effectively. Comparative studies across industries, countries, and cultural contexts would test the robustness of the conceptual framework. Finally, examining the role of emerging technologies, such as augmented reality, artificial intelligence, and immersive media, could open new direc-

tions for understanding how technological advancements intersect with collaborative branding and short-form video content marketing. These avenues would not only deepen academic knowledge but also provide valuable insights for practitioners seeking to design more adaptive and sustainable digital marketing strategies.

7. DECLARATIONS

7.1. About Authors

Natalia Sukarnadi (NS) https://orcid.org/0009-0009-3075-5010

Diena Mutiara Lemy (DM) https://orcid.org/0000-0003-0391-1937

Ardi Kho (AK) https://orcid.org/0000-0002-5224-7262

7.2. Author Contributions

Conceptualization: AK; Methodology: NS; Validation: DM and AK;; Writing Original Draft Preparation: NS and DM; Writing Review and Editing: NS and AK; Visualization: NS; All authors, NS, DM, and AK, have read and agreed to the published version of the manuscript.

7.3. Data Availability Statement

The data presented in this study are available on request from the corresponding author.

7.4. Funding

The authors received no financial support for the research, authorship, and/or publication of this article.

7.5. Declaration of Conflicting Interest

The authors declare that they have no conflicts of interest, known competing financial interests, or personal relationships that could have influenced the work reported in this paper.

REFERENCES

[1] D. Chakraborty, A. Polisetty, N. P. Rana, S. Khorana *et al.*, "Unlocking the potential of ai: Enhancing consumer engagement in the beauty and cosmetic product purchases," *Journal of Retailing and Consumer Services*, vol. 79, p. 103842, 2024.

[2] K. Weaver and S. Hudson, "The beauty boom and beyond: Can the industry maintain its growth," *New York: McKinsey & Company*, 2023.

[3] Q. Chen, J. Jin, and X. Yan, "Impact of online physician service quality on patients' adoption behavior across different stages: an elaboration likelihood perspective," *Decision Support Systems*, vol. 176, p. 114048, 2024.

[4] P. Clement Addo, J. Fang, A. O. Asare, and N. B. Kulbo, "Customer engagement and purchase intention in live-streaming digital marketing platforms: ," *The Service Industries Journal*, vol. 41, no. 11-12, pp. 767–786, 2021.

[5] T. Rochefort and Z. Ndlovu, "Digital marketing strategies in building brand awareness and loyalty in the online era," *Startupreneur Business Digital (SABDA Journal)*, vol. 3, no. 2, pp. 107–114, 2024.

[6] J. M. Crick, W. Friske, and T. A. Morgan, "The relationship between coopetition strategies and company performance under different levels of competitive intensity, market dynamism, and technological turbulence," *Industrial Marketing Management*, vol. 118, pp. 56–77, 2024.

[7] J. M. Ackerman, A. Borinstein, J. Kaji, J. Bekier, C. Wrinn, and T. Dockendorf, "A dynamic segmentation of us women during the covid-19 pandemic," *International Journal of Consumer Studies*, vol. 47, no. 4, pp. 1226–1240, 2023.

[8] W. Feng, D. Chang, and H. Sun, "The impact of social media influencers' bragging language styles on consumers' attitudes toward luxury brands: The dual mediation of envy and trustworthiness," *Frontiers in psychology*, vol. 13, p. 1113655, 2023.

[9] A. Chandel and N. Gain, "A review on digital transformation: Cosmetic industry," *International Journal of Innovations in Science, Engineering And Management*, pp. 26–30, 2023.

[10] X. Chen and H. Qasim, "Does e-brand experience matter in the consumer market? explaining the impact of social media marketing activities on consumer-based brand equity and love," *Journal of Consumer Behaviour*, vol. 20, no. 5, pp. 1065–1077, 2021.

[11] L. Chen, Y. Yan, and A. N. Smith, "What drives digital engagement with sponsored videos? an investigation of video influencers' authenticity management strategies," *Journal of the Academy of Marketing Science*, vol. 51, no. 1, pp. 198–221, 2023.

[12] A. Tengli and S. H. Srinivasan, "An exploratory study to identify the gender-based purchase behavior of consumers of natural cosmetics," *Cosmetics*, vol. 9, no. 5, p. 101, 2022.

[13] X. Dong, H. Liu, N. Xi, J. Liao, and Z. Yang, "Short video marketing: what, when and how short-branded videos facilitate consumer engagement," *Internet Research*, vol. 34, no. 3, pp. 1104–1128, 2024.

[14] Y. Liu and M. Wang, "The effect of short video content marketing on consumer purchase intention," *Frontiers in Business, Economics and Management*, vol. 11, no. 3, pp. 1–5, 2023.

[15] M. H. R. Chakim, U. Rahardja, E. D. Astuti, E. Erika, and C. T. Hua, "The social empowerment role of the penta helix entrepreneurship ecosystem in driving the national economy," *ADI Pengabdian Kepada Masyarakat*, vol. 6, no. 1, pp. 1–13, 2025.

[16] D. Belanche, L. V. Casaló, M. Flavián, and S. Ibáñez-Sánchez, "Understanding influencer marketing: The role of congruence between influencers, products and consumers," *Journal of business research*, vol. 132, pp. 186–195, 2021.

[17] H. Gui, U. Rahardja, X. Yang, and Y. Yan, "Ability orientation or good character? moderated mediation mechanism to determine the impact of telepresence on consumer purchasing intention in cross-border e-commerce," *Frontiers in Psychology*, vol. 13, p. 883101, 2022.

[18] F. Omeish, M. Al Khasawneh, and N. Khair, "Investigating the impact of ai on improving customer experience through social media marketing: An analysis of jordanian millennials," *Computers in human behavior reports*, vol. 15, p. 100464, 2024.

[19] J. Chen, "The influence of short video marketing on brand attitudes," *Communications in Humanities Research*, vol. 3, no. 2, pp. 78–91, 2024. [Online]. Available: http://dx.doi.org/10.54254/2753-7064/45/20240093

[20] E. Djafarova and S. Foots, "Exploring ethical consumption of generation z: Theory of planned behaviour," *Young Consumers*, vol. 23, no. 3, pp. 413–431, 2022.

[21] F. Serravalle, G. M. Alam, and E. Giacosa, ""we are out of toilet paper": Testing the mediating effect of product scarcity on consumers' competitive arousal in family firms," *Journal of Business Research*, vol. 164, p. 114012, 2023.

[22] D. Vrontis, A. Makrides, M. Christofi, and A. Thrassou, "Social media influencer marketing: A systematic review, integrative framework and future research agenda," *International Journal of Consumer Studies*, vol. 45, no. 4, pp. 617–644, 2021.

[23] J. Chae, "Explaining female envy toward social media influencers," *Media Psychology*, vol. 23, no. 2, pp. 304–324, 2020. [Online]. Available: https://doi.org/10.1080/15213269.2018.1559247

[24] D. Novitasari, F. S. Goestjahjanti, U. Rahardja, S. Santoso, S. V. Sihotang, N. A. Santoso, and G. P. Cesna, "Optimizing msme performance through marketing capabilities and digital marketing adoption," in *2025 4th International Conference on Creative Communication and Innovative Technology (ICCIT)*. IEEE, 2025, pp. 1–7.

[25] L. H. Wei, T. Kian Lam, and L. P. Mey, "Tailoring the digital pitch: gender-specific strategies for maximizing social media ad impact on purchase intention," *Asia-Pacific Journal of Business Administration*, 2025.

[26] T. Sendjaja, D. J. Rachbini, R. Astini, and D. Asih, "Driving socialpreneurship and diving into digital transformation to enhance donation intentions in indonesia," *Aptisi Transactions on Technopreneurship (ATT)*, vol. 7, no. 3, pp. 687–700, 2025.

[27] S. P. Santoso, N. T. Natasya, and S. E. Fatimah, "Cognitive and affective factors that influence the purchase intention of live consumers," *Jurnal Ilmiah Bisnis dan Ekonomi Asia*, vol. 19, no. 2, pp. 250–265, 2025.

[28] I. Ikonko, B. Chachage, and L. Pasape, "The influence of user subjective norms in shaping digital marketing strategies for business performance of ecotourism operators in arusha, tanzania," *International Journal of Business and Management*, vol. 20, no. 4, pp. 243–243, 2025.

[29] P. A. Sunarya, U. Rahardja, S. C. Chen, Y.-M. Lic, and M. Hardini, "Deciphering digital social dynamics: A comparative study of logistic regression and random forest in predicting e-commerce customer

behavior," *Journal of Applied Data Sciences*, vol. 5, no. 1, pp. 100–113, 2024.
[30] Q. Aini, S. Naurah, A. S. Bist, R. A. Sunarjo, D. Novitasari, I. Sasono, and D. Apriliasari, "Designing an ai-based expert system to enhance standard language use on social media," *International Transactions on Artificial Intelligence*, vol. 3, no. 2, pp. 181–191, 2025.
[31] O. Jayanagara and A. Patricia, "Analyzing healthpreneur determinants for low-socioeconomic ethnic families," *Aptisi Transactions on Technopreneurship (ATT)*, vol. 7, no. 3, pp. 738–750, 2025.
[32] D. Sumantri, R. Fahmi, F. Fathurrohman, R. Hurriyati, P. D. Dirgantari, and H. Mulyadi, "Purchase intention behavior in co-branding products with social media as a moderating variable," *Jurnal Ekonomi Bisnis dan Kewirausahaan (JEBIK)*, vol. 13, no. 1, pp. 89–105, 2024.
[33] K. Prachaseree, N. Ahmad, and N. M. Isa, "Applying theory elaboration for theory of reasoned action (tra) and its extensions," *GIS Bus*, vol. 16, pp. 35–57, 2021.
[34] H. Shaheen, "Social media marketing research: a bibliometric analysis from scopus," *Future Business Journal*, vol. 11, no. 1, pp. 1–26, 2025.
[35] J. S. Ryu, S. Fortenberry, and P. Warrington, "Understanding omnichannel shopping behaviors: Incorporating channel integration into the theory of reasoned action," *Journal of Consumer Sciences*, vol. 8, no. 1, pp. 15–26, 2023.
[36] A. D. Garcia, A. M. Rosyid, M. Yusup, and M. Khasanah, "Product innovation of foodpreneurs towards customer loyalty," *Startupreneur Business Digital (SABDA Journal)*, vol. 4, no. 2, pp. 104–113, 2025.
[37] R. Setiawan and A. Aprillia, "Analyzing the key drivers of satisfaction and loyalty among food delivery app users."
[38] A. Aziz, S. Khan, I. U. Haque *et al.*, "Gender differences in response to digital marketing: analyzing purchase intentions and behaviors," *Market Forces*, vol. 19, no. 1, 2024.
[39] X. Luo, J.-H. Cheah, L. D. Hollebeek, and X.-J. Lim, "Boosting customers' impulsive buying tendency in live-streaming commerce: The role of customer engagement and deal proneness," *Journal of Retailing and Consumer Services*, vol. 77, p. 103644, 2024.
[40] J. Hair and A. Alamer, "Partial least squares structural equation modeling (pls-sem) in second language and education research: Guidelines using an applied example," *Research Methods in Applied Linguistics*, vol. 1, no. 3, p. 100027, 2022.
[41] V.-S. Osburg, V. Yoganathan, F. Bartsch, M. F. Diallo, and H. Liu, "How sustainable luxury influences product value perceptions and behavioral intentions: a comparative study of emerging vs. developed markets," *Journal of Business Ethics*, vol. 191, no. 4, pp. 713–738, 2024.
[42] L. Ling, C. Phang, and N. Salleh, "Influence of subjective norms on shaping consumer purchase intentions: a structured review," *Malays J Bus Econ (MJBE)*, vol. 11, no. 2, pp. 35–52, 2024.
[43] R. Aprianto, A. Famalika, I. Idayati, I. N. Hikam *et al.*, "Examining influencers role in tiktok shop's promotional strategies and consumer purchases," *Aptisi Transactions on Technopreneurship (ATT)*, vol. 6, no. 1, pp. 13–28, 2024.
[44] I. A. Elshaer, A. M. Hasanein, and A. E. E. Sobaih, "Investigating university students' intention to use chatgpt for academic purposes: Does gender matter?" *Journal of Open Innovation: Technology, Market, and Complexity*, vol. 10, no. 2, p. 132, 2024. [Online]. Available: https://doi.org/10.3390/joitmc10020132
[45] M. Sarstedt, J. F. Hair Jr, and C. M. Ringle, ""pls-sem: indeed a silver bullet"–retrospective observations and recent advances," *Journal of Marketing theory and Practice*, vol. 31, no. 3, pp. 261–275, 2023.
[46] R. Aprianto, S. Surajiyo, S. Suwarno, and Y. Santia, "The power of celebrity endorsements: Examining the barenbliss brand image among tiktok users," *IAIC Transactions on Sustainable Digital Innovation (ITSDI)*, vol. 6, no. 1, pp. 21–33, 2024.
[47] D. El-Shihy and S. Awaad, "Leveraging social media for sustainable fashion: how brand and user-generated content influence gen z's purchase intentions," *Future Business Journal*, vol. 11, no. 1, p. 113, 2025.
[48] R. Kania, K. S. Sukoyo, and N. Wibisono, "The effect of co-branding strategy elements on consumer attitude and purchase intention: A study in indonesia," *Journal of Marketing Innovation (JMI)*, vol. 1, no. 1, 2021.
[49] S. Segev and J. Fernandes, "The anatomy of viral advertising: A content analysis of viral advertising from the elaboration likelihood model perspective," *Journal of Promotion Management*, vol. 29, no. 1, pp. 125–154, 2023.
[50] A. Djakasaputra, J. Juliana, A. Pramezwary, and D. M. Lemy, "Family business resilience: A systematic

literature review on crisis management and long-term success," *Jurnal Humaniora: Jurnal Ilmu Sosial, Ekonomi dan Hukum*, vol. 8, no. 2, pp. 357–371, 2024.

[51] M. Hasan and M. S. Sohail, "The influence of social media marketing on consumers' purchase decision: investigating the effects of local and nonlocal brands," *Journal of International Consumer Marketing*, vol. 33, no. 3, pp. 350–367, 2021.

[52] A. Ruangkanjanases, A. Khan, O. Sivarak, U. Rahardja, and S.-C. Chen, "Modeling the consumers' flow experience in e-commerce: The integration of ecm and tam with the antecedents of flow experience," *Sage Open*, vol. 14, no. 2, p. 21582440241258595, 2024.

[53] N. Wiguna, A. Ardi, and M. P. Berlianto, "The influence of age, savings balance, and salary on the amount of customer deposit savings at bank xyz," *Enrichment: Journal of Management*, vol. 13, no. 6, pp. 3733–3739, 2024.

[54] S. Pratama and L. A. M. Nelloh, "Leveraging influencer marketing in higher education: Key roles, sectors, platforms, and influencer types for institutional branding," *Startupreneur Business Digital (SABDA Journal)*, vol. 4, no. 2, pp. 134–145, 2025.

[55] U. Rahardja, C. T. Sigalingging, P. O. H. Putra, A. Nizar Hidayanto, and K. Phusavat, "The impact of mobile payment application design and performance attributes on consumer emotions and continuance intention," *Sage Open*, vol. 13, no. 1, p. 21582440231151919, 2023.

[56] United Nations, "Sustainable development goals," https://sdgs.un.org/goals, 2025, accessed: 2025-10-05.