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The Impact of Negative Campaign and Shock Advertising on Consumer Trust and Purchase Intention toward Local and Imported Skincare Brands in Indonesia

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Abstract
The skincare industry has attracted a lot of interest. Despite its positive aspects, the skincare industry faces serious reputational challenges, one of which is the practice of negative campaigns against local brands. Therefore, this paper aims to analyze the influence of negative campaigns and shock advertising on consumer trust and purchase intention towards local and imported skincare brands in Indonesia, the scientists have proved those marketing techniques had influenced customers behavior. The research method used is a quantitative approach with data collection through an online questionnaire to people who are currently using local and imported skincare products specially at the Faculty of Economics and Business, Mulawarman University. A Likert scale of 1–5 was applied to measure respondents' perceptions of the research variables: negative campaigns, shock advertising, consumer trust, and purchase intention, to know the impact of those variables to customers behavior. Data analysis was conducted using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) to test direct relationships, mediation effects, and moderation. The hypothesis proposed in this PLS-SEM model confirms that (a) Negative Campaign (NC) has negative impact on Consumer Trust (CT) and Purchase Intention (PI); (b) Shock advertising (SA) affects Consumer Trust (CT) negatively but affects positively on Purchase Intention (PI); and (c) Consumer Trust (CT) has a positive impact on Purchase Intention (PI).

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1. Introduction

Skincare is one of the masses buying products global right now specially in Indonesian and a lot of people will see the marketing of product first than buy the product. According to (Statista, 2025) skincare market in indonesian receieved of US$2,94 billion or 4,91 trillion rupiah (kurs 1 dollar = Rp. 16.720) from the data beauty segment was the largest market in indonesian. In this market segment are expected to grow anually by 4,5% (CAGR 2025-2030).

In the digitalization era, a lot of people can be easily to access social media. There are some strategies to influence people from social media, in this case there are Negative Campaign and Shock Advertising, shock advertising is one of such strategies that have developed into a persuasive technique (Boghosian, 2013). These strategies usually use by some brand in Indonesian, cause these strategies can attract more people than other strategies. But besides the positive impact there are some negative impacts that Negative Campaign and Shock Advertising to consumer trust.

The reasons why skincare markets can grow rapidly are the marketing technique, consumer trust on brands and purchase intention. This research studies about human experience and social context, it analyses how people behavior with marketing techniques especially Negative Campaign and Shock Advertising. This paper seeks to address these gaps by developing and validating an integrated model that examines the combined effects of Negative Campaign, Shock Advertising, and trust on consumer purchase intentions in the Indonesian cosmetics industry. Because of the limitations of sample subject, we are only taking sample from Mulawarman University.

This study is important because the skincare industry in Indonesia is highly competitive, with both local and imported brands trying to capture consumer attention. Brands often rely on strong digital strategies to stay relevant. Since Negative Campaign and Shock Advertising are becoming more common in digital platforms, it is necessary to understand how these strategies influence the way consumers think and make decisions. However when marketing becomes too controversial, it can change how consumers see the brand. Many consumers today more aware and selective, so they tend to avoid brands that use strategies they feel are misleading or uncomfortable.

Literature Review

Negative campaigns and Shock advertising are the strategies to attract people rapidly, these strategies using provocative and controversial content. Shock advertising can break through the clutter of traditional advertising and capture the viewer's attention, increasing the likelihood that they will remember the advertisement (Urwin, 2014). The strategies have a massive impact to attract people but have a chance to broke the consumer trust. For the Negative campaigns it means by overclaim, misleading information, greenwashing, and controversial deliberately to build the popularity (Tsai, 2022). Increasing popularity by using Negative campaigns and Shock advertising will increase the awareness of public too. Awareness is very important but at some level awareness will decrease consumer trust at some brands and it is not good for long term marketing (Haykal et al., 2025) Consumer trust is very important to influence purchase intention of people, at some research by (Ghazali, 2021) found that consumers tend to be more loyal to brands that provide honest and complete information about their ingredients. This suggests that transparency is important not only for safety but also for building long-term trust between producers and consumers. Purchase intention is assumed to be the immediate antecedent of behavior. Purchase intention by (Mahliza, 2020) was said Purchase Intention is a consumers willingness to buy a given product at a spesific time or situation. From the previous study about the Purchase Intention, there is some reliable connections by Consumer Trust and Purchase Intention. By (Mahliza, 2020) Before making purchase decisions, a substantial degree of trusting beliefs in seller's including integrity, benevolence and competence is needed by consumers.

2. Method

The data shown in this paper are mainly from analysis of the behavior of society in Mulawarman University, and literature had existing. In this paper the quantitative method was used to process the data. The type of instrument we used to collect the data is questionnaire. We proceed data from

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50 peoples of sample in Mulawarman University that using skincare in dailys. For the media data processing we used SmartPLS 4 to process the data.

This paper uses the scale linkert analysis to understand the Negative Campaign and Shock advertising causes to Consumer Trust that influence people to Purchase Intention, also for analyse the direct effect of Negative Campaign and Shock Advertising to Purchase Intention. This analysis target
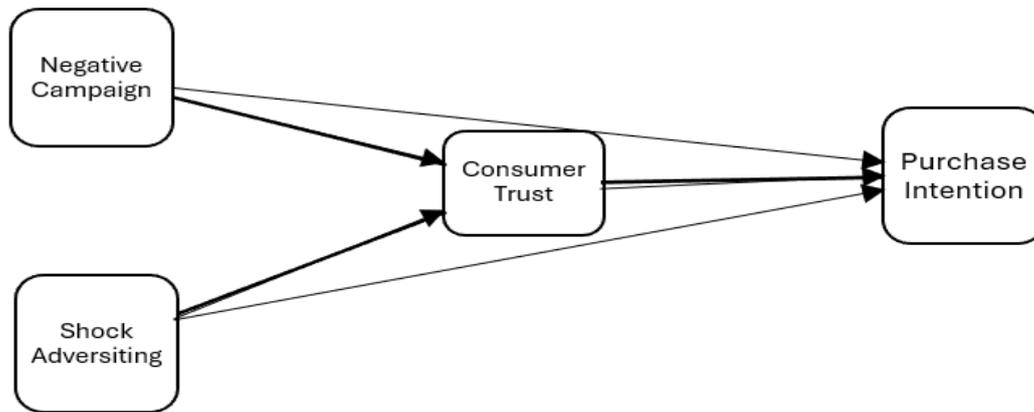

Figure 1. Theorical Framework

Table 1. Linkert Scale

Scale	1	2	3	4	5
Description	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

The research instrument used in this paper is questionnaire designed to measure the realiable also impact of Negative Campaign and Shock Advertising to Consumer Trust that cause effect to Purchase Intention. Which Included four main constructs: Negative Campaign (NC), Shock Advertising (SA), Consumer Trust (CT), and Purchase Intention (PI). Each constructs operationalised by the Linkert Scale in Table 1. The questionnaire is validated by expert and reliability test, a summary of measurement indicators will be presented in Table 3.

The paper is using Systematic Sampling for the responden has been chosen, the participants is from Mulawarman University. Total of respondents are 50 people, all the respondents is from the bachelor's degree. The demographics of data respondens will be presented in Table 2.

3. Result and Discussion

3.1. Research Result

3.1.1. Demographics Respondens

Table 2. Demographic Personal Data of Respondens

Variable	Category	Frequency	Percentage
Gender	Male	9	18%
	Female	41	82%
Age	17-18	25	50%
	19-20	23	46%
	>20	2	4%
Time Using Skincare	<1 Year	7	14%
	1-2 Years	8	16%

Variable	Category	Frequency	Percentage
	3-4 Years	18	36%
	5 Years	17	34%
Type of Skincare	Local	28	56%
	Import	3	6%
	Mix	19	38%

Most of the respondents in this study are female (82%), while 18% are male. This shows that many more women took part in the survey compared to men. This is normal because women usually pay more attention to skincare, use more skincare products, and are more active in skincare discussions. So, the high number of female respondents helps us understand skincare behavior better. For the age category, the biggest group of respondents is 17–18 years old (50%), followed by 19–20 years old (46%). Only a small number, 4%, are above 20 years old. This means that most respondents are young people who are still in their late teenage years or early adulthood. This age group is important because they are very familiar with social media, online shopping, and skincare trends. They also often try new products and pay attention to brand messages, ads, and online reviews.

For the duration of using skincare, most respondents have been using skincare for a long time. The largest group is people who have used skincare for 3–4 years (36%), followed by those who have used it for 5 years (34%). Then, 16% of respondents have used skincare for 1–2 years, and only 14% have used skincare for less than one year. These numbers show that most respondents already understand basic skincare routines and know what types of products they like. Their experience helps them give more accurate answers because they already have habits and preferences when choosing skincare. For the type of skincare used, most respondents prefer local skincare products (56%). This means more than half of the respondents trust and choose skincare brands from Indonesia. Local products are becoming more popular because they are easy to find, more affordable, and suitable for local skin types. Meanwhile, 38% of respondents use a mix of local and imported products, showing that some people like to combine both depending on their needs. Only 6% of respondents use imported products only, which shows that imported skincare is not as dominant as before. These demographic results give a clear picture of the respondents in this study. Most of them are young, experienced in using skincare, and prefer local products.

3.1.2. Measurement and Structural Model

Before testing the hypotheses, the measurement model was first checked to make sure all indicators were valid and reliable. The tests included Factor Loadings, Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE). the first step, item loadings were evaluated. Most indicators in this have loadings above 0.70, which shows that the indicators are strongly related to their constructs. Some items, such as NC1 (0.543), SA1 (0.595), and PI4 (0.634), are below 0.70. Even though these values are lower, they are still acceptable because they are above 0.50, so they still contribute to the variable. Based on this, all indicators were kept in the model. This result shows that convergent validity has been achieved, which is required for reflective models (Hair Jr, 2022). The table also shows that the Composite Reliability (CR) values for all constructs are above 0.80, which means the internal reliability of the +modqel is good. The Cronbach's Alpha values for all variables are also above 0.60, showing good internal consistency between indicators. The Average Variance Extracted (AVE) values for all constructs are above 0.50, which means more than 50% of the indicator variance is explained by each construct. This confirms that convergent validity of the constructs is adequate (Fornell & Larcker, 1981).

Table 3. Research Instrument Measurement

Construct Items	Loadings	VIF
Negative Campaign (NC) (Items are developed by the author)		
(Cronbach Alpha = 0.798, CR (rho_a) = 0.859, and AVE = 0.501		
NC1: I can change my perception negatively about local skincare due to negative information;	0.543	1.499
NC2: I pay more attention to a skincare brands when there's negative campaign;	0.686	1.517
NvC3: I lose interest when skincare brands get negative exposure;	0.843	2.039
NC4: I become more aware when i get negative information about skincare brands;	0.818	2.138
NC5: I look for additional information when negative issues arise;	0.668	1.634
NC6: I consider the type of campaign a brand uses before deciding to purchase;	0.641	1.774
Shock Advertising (SA) (Items adapted from (Vania, 2025))		
(Cronbach Alpha = 0.839, CR (rho_a) = 0.86, and AVE = 0.553		
SA1: I think shocking ads pf skincare brands may trigger public reactions;	0.595	1.885
SA2: I feel emotionally affected by shock advertising of skincare brands;	0.758	2.322
SA3: I remember skincare brands shocking ads more easily than usual ads;	0.788	2.159
SA4: I feel that shock advertising of skincare brands attend more public's attention;	0.702	1.979
SA5: I look for additional information after seeing shock advertising of skincare brands;	0.798	2.166
SA6: I shape my perception from shocking ads of skincare brands;	0.798	2.514
Consumer Trust (CT) (Items adapted from (Rahmadhani et al., 2025))		
(Cronbach Alpha = 0.881, CR (rho_a) = 0.886, and AVE = 0.63		
CT1: I believe on every skincare brands information that appears in social media;	0.866	3.556
CT2: I judge skincare brands based on ads that appears on social media;	0.726	2.212
CT3: I trust a skincare brands safety when its recommended by content creators;	0.71	1.843
CT4: I gain more trust when information and quality of skincare brands remain consistent;	0.82	3.381
CT5: I base my trust on skincare brands transparency and honesty;	0.814	2.976
CT6: I assess skincare brands credibility through certifications or clinical evidence;	0.813	2.712
Purchase Intention (PI) (Items adapted from (Chrisniyanti & Fah, 2022))		
(Cronbach Alpha = 0.813, CR (rho_a) = 0.817, and AVE = 0.518		
PI1: I become interested in trying a skincare brands when comparison information is provided;	0.724	1.982
PI2: I reconsider my purchase decision when skincare brands is involved conroversy;	0.77	1.942
PI3: I feel more inclined to buy a skincare brands product supported by influencers;	0.738	2.49
PI4: I gain more purchase interest when the skincare brands is endorsed by public figures;	0.634	2.113
PI5: I am influenced by the way skincare brands markets its product;	0.763	2.178
PI6: I evaluate the skincare brand's marketing strategy before buying their products.	0.68	2.015

3.1.3. Colineearity Statistics

Table 4. Discriminant Validity (Fornell-Larcker Criterion)

	CT	NC	PI	SA
CT	0.793			
NC	0.649	0.707		
PI	0.791	0.633	0.720	
SA	0.471	0.575	0.617	0.744

The square root of the AVE (√AVE) for each construct, shown diagonally in the table, is consistently higher than the correlations between other constructs in the same row and column. For example, the Negative Campaign (NC) construct has an √AVE of 0.707, which is higher than its correlations with other constructs such as CT (0.649), PI (0.633), and SA (0.575). Similarly, the Consumer Trust (CT) construct shows an √AVE of 0.793, greater than its correlations with NC (0.649), PI (0.791) and SA (0.471).

Despite these high correlations, the √AVE remains dominant, indicating that the tested constructs do not experience excessive overlap. This finding indicates that each construct in the model has adequate discriminant validity, meaning that each construct measures a different theoretical dimension empirically. This aligns with the criteria developed by Fornell & Larcker (1981), which

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state that discriminant validity can be considered achieved if the √AVE value of a construct is greater than its correlation with other constructs in the same model.

Furthermore, the highest correlations were found between Consumer Trust (CT) and Consumer Trust (CT) at 0.793, and between Consumer Trust (CT) and Purchase Intention (PI) at 0.791. However, because the √AVE values for each construct remain higher (0.792 for CT, 0.707 for NC, 0.720 for PI and 0.744 for SA), thus remaining statistically acceptable and reinforcing the fact that

Subjective Norm and Intention are indeed the primary predictors of actual behavior, as stated in the Theory of Planned Behavior (Ajzen, 1991). Thus, these results confirm that the measurement model meets the criteria for discriminant validity, and there are no indications of multicollinearity or construct overlap in the model.

3.1.4. *Structural Model Evaluation (Inner Model)*

Table 5. Value of R-square and f-square

Construct	R-square	R-square adjusted	f-square per indicator	Notes Significant
CT	0.436	0.412	NC (0.379), SA (0.025)	Significant: NC
PI	0.705	0.685	CT (0.706), NC (0.008), SA (0.185)	Significant: CT, SA

The inner model evaluation shows that Consumer Trust (CT) has an R² value of 0.436, which means that around 43.6% of the variation in CT can be explained by Negative Campaign (NC) and Shock Advertising (SA). Based on (Chin, 1998), this falls into the moderate category. This means the model has a good enough predictive level for CT. For Purchase Intention (PI), the R² value is 0.705, which shows a strong predictive power. According to (Hair et al. 2021), R² values above 0.67 are categorized as substantial, meaning that CT, NC, and SA are able to explain 70.5% of the variation in PI. The effect size (f²) also explains how much each variable contributes to the dependent construct. NC has the strongest effect on CT with an f² of 0.379, which is considered a medium to large effect. SA has a smaller contribution to CT with an f² of 0.025, which is categorized as a small effect (Cohen, 2013). This means NC plays a bigger role in shaping consumer trust compared to SA.

Next, for PI, Consumer Trust (CT) gives the biggest contribution with an f² of 0.706, which is a large effect size. This means that trust is the strongest factor influencing purchase intention, which is in line with previous studies such as (Ajzen, 1991) that highlight the importance of belief and confidence in consumer decisions. Shock Advertising (SA) also shows a meaningful effect on PI with f² = 0.185, which is considered a medium effect. Meanwhile, NC has a very small effect on PI (f² = 0.008), which means NC does not strongly predict purchase intention. The results show that CT and SA significantly influence PI, while NC mainly affects CT but has almost no direct effect on PI.

Table 6. Predictive Relevance (Q²) Assessment

	SSO	SSE	Q² (=1-SSE/SSO)	Predictive Relevance
CT	300.000	227.554	0.241	Small
PI	300.000	201.077	0.330	Moderate

Based on the blindfolding analysis using the cross-validated redundancy method, the Q² value for the endogenous construct Consumer Trust (CT) is 0.241, and for Purchase Intention (PI) the value is 0.330. These results show that the model has relevant predictive ability because all Q² values are greater than 0.

According to Hair et al. (2021), a Q² value of 0.241 is considered small predictive relevance, while 0.330 is categorized as moderate predictive relevance. This means the exogenous constructs in the model (Negative Campaign and Shock Advertising) are able to explain the variance in consumer trust and purchase intention in a meaningful way within the context of skincare products.

In the predictive relevance (Q²) testing using the blindfolding method, only the endogenous constructs such as CT and PI are tested because only these constructs are predicted in the model. Exogenous constructs like Negative Campaign (NC) and Shock Advertising (SA) do not have Q² values because they do not have predictor constructs in the model, so their Q² is systematically zero.

3.1.5. Hypothesis Testing

Hypothesis result by looking at the t-statistics value, path coefficient, and effect sizes based on PLS output are explained in the following Table 7:

Table 7. Path Coefficients & Hypothesis Testing

	Path Coefficient	T statistics (|O/STDEV|)	P values	Des.
Direct Effect				
CT -> PI	0.608	4.411	0	Significant
NC -> CT	0.565	3.998	0	Significant
NC -> PI	0.415	2.567	0.01	Significant
SA -> CT	0.146	0.898	0.369	Not Significant
SA -> PI	0.378	2.166	0.03	Significant
Indirect Effect				
NC -> CT -> PI	0.344	2.929	0.003	Significant
SA -> CT -> PI	0.089	0.853	0.394	Not Significant

Table 7 shows that H1 is accepted, since the relationship between CT -> PI has a t-statistics value of 4.411 with a path coefficient of 0.608. since the t-value is above the required minimum, this means that when consumer trust increases, their intention to purchase also increases. For H2, the effect of negative campaign on consumer trust shows a t-statistics of 3.998 and a coefficient of 0.565. Since the relationship is significant. H2 is accepted. This result indicates that negative campaign can actually influence a consumer trust, it may happen when negative information make consumers feel more aware or informed. H3 is also accepted, the relationship between NC -> PI has a t-statistics of 2.567 with a coefficient of 0.415. This means that negative campaign also directly influence consumers purchase intention. It means even if a campaign is negative, it can still make people want to buy the product, because it makes them more curios or aware of the product. meanwhile, H4 is rejected, the relationship SA -> CT has a t-statistics of 0.898 and a coefficient of 0.146. since the value is below the required minimum, H4 is rejected, it means that shock advertising does not significantly affect consumer trust, they don't automatically make consumers trust the brand. For H5, the relationship SA -> PI has a t-statistics of 2.166 and a coefficient of 0.378. since the value is significant, H5 is accepted, it means that shock advertising does increase purchase intention. Even if it doesn't build trust, It can still make consumers more curious or interested in the product. Next, for H6 is accepted because the t-statistics is 2.929 with a coefficient of 0.344. this means that consumers trust acts like a bridge between negative campaign and purchase intention. When negative campaign happens, it can change how much people trust the brand, and that trust can affects whether they want to buy. H7 is rejected, because the t-value is 0.853 and the coefficient is 0.089. this means that trust doesn't act as a bridge for shock advertising. Even though shock adverstising can make people notice or feel curious about the product, they do not make people trust the brand more. And because their trust doesn't increase, it doesn't help to attract people's desire to buy the product.

3.2. Discussion

The current study explains the Negative Campaign and Shock Advertising in context affect the Purchase Intention in direction or indirection. From the theorical framework we can se the drivers of Negative Campaing and Shock Advertising affect the Purchase Intention also the Consumer Trust as a indirect effect and the connector of the path. By research (Khoerunnisa et al, 2025) that have a related result with this paper at the conclusion of their research, the result said the Negative Marketing have a domino effect that will increase the popularity of the skincare brand, but the side effect of Negative Marketing is the Consumer Trust will be influenced by Marketing.

By the study from (Khoerunnisa et al, 2025) before, there is some related study by (Mahliza, 2020) that said the Consumer Trust have a positive impact to influence the Purchase Intention, in Theorical Framework we can have the explanation to result in this paper, there is explained the Consumer Trust have impact to Purchase Intention. From the current study we can see if the Negative

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Marketing has influenced the Cosnumer Trust and Consumer Trust has influenced the Purchase Intention too.

4. Conclusion

The findings of this study show that the measurement model meets the required validity and reliability criteria. Most item loadings exceeded 0.70, composite reliability values were above 0.70, and AVE values surpassed the 0.50 threshold, confirming good convergent validity. Regarding hypothesis testing, the results reveal several significant relationships. Consumer trust has a strong and positive effect on purchase intention (H1), indicating that higher trust leads to a higher likelihood of purchasing. Negative campaign also significantly influences consumer trust (H2) and directly affects purchase intention (H3), suggesting that negative information can increase consumer awareness or curiosity, which may boost both trust and intention to buy.

However, shock advertising does not significantly impact consumer trust (H4), indicating that shocking content does not necessarily make consumers trust a brand. Despite this, shock advertising does significantly increase purchase intention (H5), showing that it can still attract attention and stimulate interest even without building trust. Furthermore, consumer trust mediates the relationship between negative campaign and purchase intention (H6), demonstrating that negative information can shape trust, which then affects buying decisions. Meanwhile, consumer trust does not mediate the relationship between shock advertising and purchase intention (H7), as shock advertising fails to enhance trust. Overall, the results highlight the complex role of trust and show that both negative campaigns and shock advertising can influence consumer behavior, but through different mechanisms.

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