

LIST OF FIGURES

Figure 1. 1 Most Confident Brand in Get Positive Investment.....	2
Figure 1. 2 BLP’s Content	7
Figure 1. 3 Dear Me Beauty’s Content	8
Figure 1. 4 Raecca’s Content	8
Figure 1. 5 Raecca's Product Swatch on Deep Skin Tone	9
Figure 1. 6 Raecca's Inclusivity and Diversity Content	9
Figure 2. 1 Schematic Presentation of The Reasoned Action Model	14
Figure 4. 1 Respondents’ Gender	56
Figure 4. 2 Respondents’ Age	57
Figure 4. 3 Respondents’ Educational Background	57
Figure 4. 4 Respondents’ Occupation	58
Figure 4. 5 Respondents’ Income	59
Figure 4. 6 Respondents’ Screening Answer	60
Figure 4. 7 Source of Respondents' Knowledge about Inclusivity	60
Figure 4. 8 Source of Respondent's Social Media Platform	61