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HOW CONTENT QUALITY, INFLUENCER MARKETING, AND LIVESTREAMING INFLUENCE PURCHASE INTENTION AMONG GEN Z CONSUMERS

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ABSTRACT

This study investigates the impact of multiple digital marketing strategies on consumer purchase intention within e-commerce platforms, focusing on digitally native consumers in contemporary market contexts. As digital commerce becomes increasingly competitive, businesses are adopting integrated marketing approaches to capture consumer attention and drive purchasing decisions. However, limited empirical research exists regarding the relative effectiveness of these combined strategies within a single framework. To address this gap, the study employed a quantitative correlational approach, collecting primary data from 100 Generation Z respondents. Data were gathered using a structured questionnaire employing a 5-point Likert scale, with validity confirmed through Pearson correlation coefficients and reliability established via Cronbach's Alpha. Statistical analyses were conducted using IBM SPSS Statistics version 26, incorporating classical assumption tests to ensure data integrity. Multiple regression analysis revealed that all five marketing elements significantly influenced purchase intention, with Livestreaming demonstrating the strongest effect, followed by Content Quality, Influencer Marketing, Special Holiday Promotions, and Viral Marketing. The overall F-test confirmed model significance, explaining 60.5% of the variance in purchase intention. This research contributes theoretically by extending social commerce literature through a multi-element analytical framework, offering practical insights into marketing prioritization for e-commerce stakeholders, and providing a foundation for future studies exploring longitudinal trends and behavioral mechanisms in evolving digital markets.

Keywords: **Consumer Behavior, Digital Marketing, Influencer Marketing, Livestreaming, Purchase Intention**

1. INTRODUCTION

In the rapidly evolving digital landscape, consumer behavior has undergone significant transformation, particularly among Generation Z (Gen Z), individuals born between the mid-1990s and early 2010s. As the first true digital natives, Gen Z has emerged as a powerful consumer segment with distinct preferences, values, and purchasing patterns that differ markedly from previous generations. Their consumption choices are increasingly shaped by digital interactions, social media engagement, and online content exposure, creating new paradigms for marketers and businesses seeking to capture their attention and influence their purchasing decisions (Theocharis & Tsekouropoulos, 2025). This demographic cohort, comprising nearly two billion people worldwide, represents the largest consumer group globally and exerts considerable influence on market trends and purchasing decisions (Nugroho et al., 2022). Their digital fluency, coupled with their unique consumption behaviors, necessitates a reevaluation of traditional marketing approaches and the development of strategies that resonate with their preferences and values.

The digital ecosystem that Gen Z navigates daily has given rise to novel marketing channels and approaches, including content marketing, influencer collaborations, and livestreaming commerce. These digital marketing tools have become instrumental in shaping consumer perceptions, attitudes, and ultimately, purchase intentions among this demographic. Content quality, characterized by authenticity, relevance, and engagement potential, has emerged as a critical factor in determining the effectiveness of digital marketing efforts targeting Gen Z consumers (Rahmawati & Farida, 2024). Similarly, influencer marketing, leveraging the credibility and reach of social media personalities, has become a dominant strategy for brands seeking to connect with Gen Z audiences through more authentic and relatable communications (Nguyen et al., 2022). More recently, livestreaming commerce has gained prominence as an interactive and immersive channel that combines real-time product demonstrations, peer engagement, and immediate purchasing opportunities, particularly resonating with Gen Z's preference for experiential and social shopping experiences (Garg, 2025).

The intersection of these three elements—content quality, influencer marketing, and livestreaming—represents a complex and evolving domain that warrants closer examination, particularly in terms of their collective and individual impacts on purchase intentions among Gen Z consumers. Despite the growing recognition of their importance, there remains limited comprehensive research that integrates these three dimensions and explores their interrelationships and combined effects on Gen Z's purchasing decisions. This gap in understanding presents both a challenge and an opportunity for businesses and marketers seeking to effectively engage with this influential consumer segment.

The dynamic nature of digital marketing and Gen Z consumer behavior is evident in the rapid shifts occurring in online platforms and consumption patterns. According to El-Shihy (2025), platforms like TikTok and Instagram have become pivotal in shaping Gen Z's purchase intentions, particularly for sustainable fashion products, through both brand-generated content (BGC) and usergenerated content (UGC). The study revealed that both content types positively influence purchase intentions, with BGC demonstrating a stronger effect due to its professional quality and emotional appeal. Moreover, social media engagement (SME) was found to partially mediate these

relationships, amplifying the impact of both content types on purchase behavior. This finding underscores the importance of not only creating high-quality content but also fostering engagement to drive purchasing decisions among Gen Z consumers.

The effectiveness of content quality in influencing purchase intentions is further substantiated by Saquin et al. (2024), who examined the impact of short-form video advertisements on Gen Z's purchasing behavior in the Philippines. Their research revealed a significant positive correlation between purchase intention and actual purchasing behavior, highlighting the potential of optimized ad content in bridging the gap between intention and action. The study emphasized that authenticity, relevance, and quality are essential attributes for maximizing engagement with Gen Z consumers, suggesting that content quality is not merely about aesthetic appeal but also about resonating with the values and preferences of this demographic.

The role of influencer marketing in shaping Gen Z's purchase intentions has gained increased attention in recent years, with several studies examining the factors that enhance its effectiveness. Nguyen et al. (2022) investigated the relationship between influencer marketing and purchase intention among Vietnamese Gen Z consumers, identifying four key factors that significantly influence purchasing decisions: perceived influencer credibility, entertainment value of content, perceived expertise of influencers, and peer recommendations. Notably, peer recommendations emerged as the most vital factor impacting purchase intentions, suggesting that the social dimension of influencer marketing extends beyond the influencer-follower relationship to encompass peer validation and social proof.

Building on this understanding, Babu et al. (2024) delved deeper into the attributes of social media influencers that affect Gen Z's purchase intentions, focusing on source credibility, social presence, and influencer inspiration. Their research, conducted among Indian Gen Z consumers, found that source credibility and influencer inspiration positively influenced purchase intentions, while social presence did not have a significant impact. Furthermore, the study revealed that parasocial interaction—the perceived relationship between influencers and their followers—positively moderated the relationship between source credibility and purchase intention, highlighting the importance of emotional connection in influencer marketing effectiveness.

The emergence of livestreaming as a marketing channel represents a relatively recent development in the digital marketing landscape, combining elements of content creation, influencer engagement, and real-time interaction. While direct research on livestreaming's impact on Gen Z's purchase intentions is still emerging, related studies provide valuable insights. Garg (2025) examined the moderating role of peer communication in social shopping behaviors among Gen Z consumers in India, revealing that peer interactions significantly enhance the impact of social shopping motivations on purchase intentions. This finding has implications for livestreaming commerce, which often leverages peer communication and social interaction as key engagement mechanisms.

The interplay between content quality, influencer marketing, and brand perception is further elucidated by Putra and Darma (2024), who explored the influence of influencers, social media advertising, and service quality on purchase intention through brand image among Indonesian Gen Z

consumers. Their research revealed that while influencers did not have a direct significant influence on purchase intention, they had a significant positive effect on brand image, which in turn significantly affected purchase intention. This suggests that influencer marketing may operate through indirect pathways, enhancing brand perceptions that subsequently drive purchasing decisions.

The importance of sustainable and ethical considerations in Gen Z's consumption choices emerges as a recurring theme across several studies. Theocharis and Tsekouropoulos (2025) examined how specific branding dimensions, including online brand experience, engagement, image, trust, loyalty, awareness, behavioral intention, and brand knowledge, influence Gen Z's purchase intention for sustainable technological products. Their findings indicated that online brand experience, brand image, brand trust, and brand loyalty play the most crucial roles in shaping purchase intentions, with brand awareness and knowledge also contributing. This suggests that Gen Z's purchasing decisions are influenced by a complex interplay of brand attributes, with sustainability considerations becoming increasingly prominent.

Similarly, Kavipriya et al. (2024) investigated the factors shaping Gen Z's intentions to purchase organic food products in Coimbatore, India, finding that health benefits, environmental sustainability, and perceived product quality were significant motivators. The study also revealed that social influences played a substantial role in purchase decisions, despite widespread awareness of organic products. This finding reinforces the importance of social context in Gen Z's consumption choices, which has implications for content strategies, influencer collaborations, and livestreaming approaches that seek to leverage social dynamics.

Despite these valuable insights, several gaps remain in our understanding of how content quality, influencer marketing, and livestreaming collectively influence Gen Z's purchase intentions. First, while individual studies have examined specific aspects of digital marketing's impact on Gen Z consumers, there is limited research that integrates these three dimensions and explores their interrelationships. Second, the contextual variations across different markets, product categories, and cultural settings suggest the need for a more nuanced understanding of how these factors operate in diverse environments. Third, the rapidly evolving nature of digital platforms and Gen Z's consumption patterns necessitates ongoing research to capture emerging trends and shifting preferences.

The present research seeks to address these gaps by examining the combined and individual effects of content quality, influencer marketing, and livestreaming on purchase intentions among Gen Z consumers. By adopting an integrated approach, this study aims to provide a more comprehensive understanding of the complex dynamics that shape Gen Z's purchasing decisions in the digital age. This understanding is crucial for businesses and marketers seeking to develop effective strategies that resonate with this influential consumer segment.

Research on Gen Z's consumption behaviors indicates that their purchasing decisions extend beyond functional considerations to encompass identity expression, community belonging, and value alignment. Wang and Yang (2023) found that Chinese Gen Z consumers engage in purchasing cultural

and creative products not only for the products themselves but also as a means of expressing their personality and gaining a sense of community identity. This finding suggests that effective marketing strategies targeting Gen Z should recognize and leverage the identity-related and social dimensions of consumption, which can be facilitated through high-quality content, authentic influencer partnerships, and interactive livestreaming experiences.

The impact of negative associations on Gen Z's brand perceptions and purchase intentions underscores the importance of reputation management in digital marketing strategies. Wang (2023) examined the effects of positive and negative news about celebrity endorsers on Chinese Gen Z consumers' attitudes and purchase intentions, finding that negative news significantly reduced favorability towards both the endorser and the brand, as well as purchase intention. This highlights the potential risks associated with influencer marketing and emphasizes the need for careful selection and monitoring of influencer partnerships to maintain positive brand associations.

The role of perceived risks in shaping Gen Z's purchase intentions, particularly in specific product categories, provides further insights into their decision-making processes. Koay (2025) investigated the factors influencing Gen Z's intentions to purchase second-hand clothing, finding that aesthetic risk and psychological risk significantly affected their purchase decisions. This suggests that content quality, influencer endorsements, and livestreaming demonstrations can potentially mitigate perceived risks by providing more comprehensive product information, trusted recommendations, and real-time interactions that address concerns and enhance confidence in purchasing decisions.

The global relevance of understanding Gen Z's consumption patterns is evident in studies conducted across diverse markets. Heriyati et al. (2024) examined the impact of country of origin, brand image, and perceived quality on purchase intentions among Indonesian Gen Z consumers in Jakarta's fashion industry. Their findings revealed that country of origin significantly influenced brand image and perceived quality, which in turn affected purchase intention. This suggests that marketing strategies targeting Gen Z should consider cultural and contextual factors that shape brand perceptions and purchasing decisions, which can be integrated into content creation, influencer selection, and livestreaming approaches.

The integration of these diverse perspectives provides a foundation for understanding the complex interplay of factors that influence Gen Z's purchase intentions in the digital age. Content quality, characterized by authenticity, relevance, and engagement potential, serves as a fundamental element that can enhance brand perceptions, address concerns, and drive purchasing decisions. Influencer marketing, leveraging the credibility, expertise, and relational aspects of social media personalities, offers a means of connecting with Gen Z audiences through trusted voices and relatable experiences. Livestreaming, combining real-time interaction, peer engagement, and immersive product demonstrations, represents an evolving channel that aligns with Gen Z's preference for experiential and social shopping experiences.

The urgency of understanding these dynamics is underscored by the growing economic significance of Gen Z as a consumer segment and the rapid evolution of digital marketing landscapes.

As this demographic cohort enters its prime spending years, businesses that fail to effectively engage with them risk losing market share and relevance. Moreover, the accelerated digital transformation triggered by global events such as the COVID-19 pandemic has intensified competition for consumer attention and loyalty in online spaces, making strategic insights into effective digital marketing approaches increasingly valuable.

This research aims to contribute to the existing body of knowledge by providing a comprehensive examination of how content quality, influencer marketing, and livestreaming influence purchase intentions among Gen Z consumers. By integrating these three dimensions and exploring their interrelationships, the study seeks to offer a more nuanced understanding of the mechanisms through which digital marketing strategies impact Gen Z's purchasing decisions. This understanding can inform the development of more effective marketing approaches that resonate with this influential consumer segment.

From a theoretical perspective, this research contributes to the literature on digital marketing, consumer behavior, and generational studies by proposing an integrated framework that captures the complex dynamics of Gen Z's interactions with different forms of digital content and marketing approaches. By examining the individual and combined effects of content quality, influencer marketing, and livestreaming, the study enhances our understanding of the multifaceted nature of digital marketing's impact on purchase intentions. This framework can serve as a foundation for future research exploring similar dynamics in different contexts, product categories, or consumer segments.

From a practical standpoint, this research offers valuable insights for businesses and marketers seeking to effectively engage with Gen Z consumers through digital channels. By identifying the key attributes of content, influencer partnerships, and livestreaming experiences that resonate with this demographic, the study provides actionable recommendations for developing marketing strategies that align with Gen Z's preferences and behaviors. These insights can inform decisions related to content creation, influencer selection, platform utilization, and engagement approaches, ultimately enhancing the effectiveness of digital marketing efforts targeting Gen Z consumers.

The methodological contribution of this research lies in its integrated approach to examining multiple dimensions of digital marketing's impact on purchase intentions. By considering content quality, influencer marketing, and livestreaming both individually and collectively, the study offers a more comprehensive assessment than approaches focusing on singular aspects. This integrated methodology acknowledges the interconnected nature of different digital marketing elements and provides a more realistic reflection of how Gen Z consumers experience and respond to marketing efforts in their digital environments.

The societal relevance of this research extends beyond marketing effectiveness to encompass broader considerations of digital literacy, consumer empowerment, and ethical marketing practices. By enhancing our understanding of how digital content and marketing approaches influence Gen Z's purchasing decisions, the study contributes to discussions about informed consumption, critical media literacy, and the responsibilities of businesses and influencers in digital spaces. These insights

can inform educational initiatives, policy discussions, and industry standards related to digital marketing practices targeting young consumers.

2. RESEARCH METHOD

2.1 Basic Research Framework

This study employs a quantitative research approach with a cross-sectional survey design to examine the influence of digital marketing elements on consumer purchase intention in the ecommerce environment. The research methodology is deductive in nature, testing hypothesized relationships between specific digital marketing variables and purchase intention based on existing theoretical frameworks. A positivist epistemological stance underpins the investigation, focusing on objective measurement and statistical analysis to identify causal relationships between variables. This approach allows for systematic data collection through standardized instruments and facilitates statistical analysis to test predetermined hypotheses.

The study utilizes primary data collected through a structured questionnaire administered to respondents who have engaged with e-commerce platforms within the three months prior to data collection. The cross-sectional design provides a snapshot of consumer perceptions and behavioral intentions at a specific point in time, enabling the examination of relationships between variables without the confounding effects of temporal changes. The research incorporates elements of correlational and explanatory research, as it aims not only to identify relationships between variables but also to explain the nature and strength of these relationships through statistical modeling.

2.2 Conceptual Framework

The conceptual framework for this research is grounded in the Technology Acceptance Model (Davis, 1989), the Theory of Planned Behavior (Ajzen, 1991), and contemporary digital marketing literature (Kotler et al., 2021). The framework posits that purchase intention, defined as the consumer's willingness and plan to engage in buying behavior, is influenced by multiple digital marketing elements that shape the consumer's perception and experience in the online shopping environment. Based on extensive literature review, five key digital marketing elements have been identified as potentially significant predictors of purchase intention: Content Quality, Special Holiday Promotions, Influencer Marketing, Viral Marketing, and Livestreaming.

The conceptual model proposes that Content Quality (X_1) directly affects purchase intention by providing consumers with valuable, relevant, and engaging information that reduces uncertainty and facilitates decision-making. Special Holiday Promotions (X_2) are hypothesized to stimulate purchase intention through time-limited offers that create a sense of urgency and perceived value. Influencer Marketing (X_3) is expected to affect purchase intention through social proof and parasocial relationships that build trust and authenticity. Viral Marketing (X_4) is posited to influence purchase intention through organic content sharing that enhances brand visibility and generates peer endorsement. Finally, Livestreaming (X_5) is hypothesized to impact purchase intention through realtime interaction, product demonstration, and immersive experiences that reduce perceived risk and enhance engagement.

The relationships between these variables are visually represented in Figure 1, which illustrates the hypothesized direct effects of each digital marketing element on consumer purchase intention. The arrows indicate the direction of influence, with each independent variable directly affecting the dependent variable. The framework also acknowledges that while these variables are examined individually, they function within an interconnected digital marketing ecosystem where synergistic effects may occur.

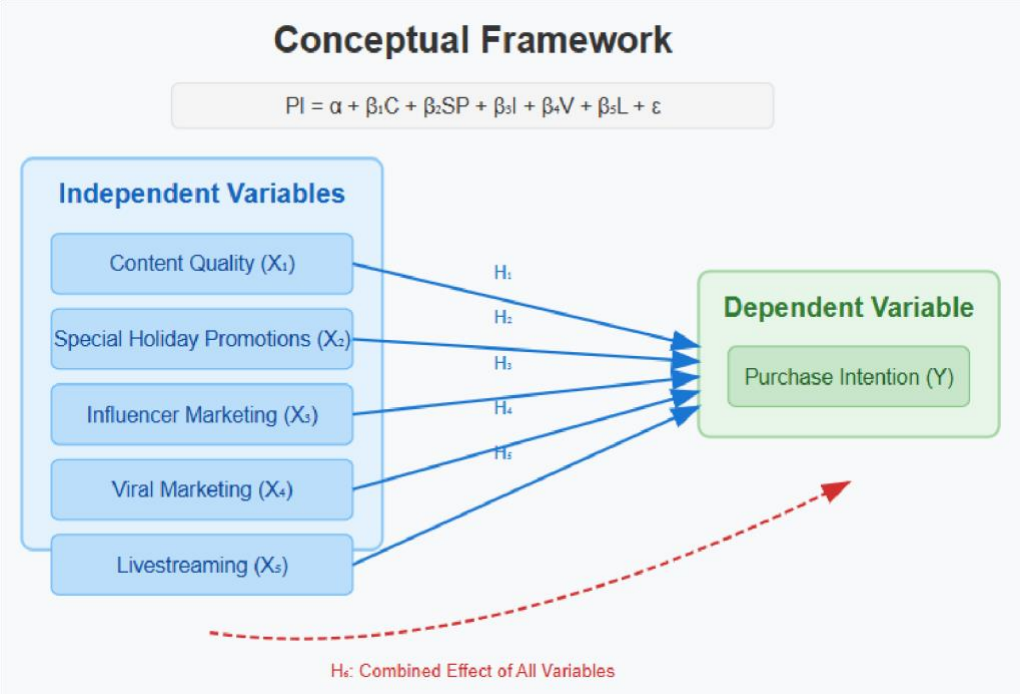

Figure 1 Conceptual framework
Source: Authors' own work

The mathematical representation of the conceptual model can be expressed through the following multiple linear regression equation:

$PI = \alpha + \beta_1 C + \beta_2 SP + \beta_3 I + \beta_4 V + \beta_5 L + \varepsilon$ Where:

- PI represents Purchase Intention (Y)
- α is the constant term (intercept)
- C represents Content Quality (X_1)
- SP represents Special Holiday Promotions (X_2)
- I represents Influencer Marketing (X_3)
- V represents Viral Marketing (X_4)
- L represents Livestreaming (X_5)
- β_1, β_2, β_3, β_4, and β_5 are the regression coefficients indicating the relative influence of each independent variable
- ε represents the error term, accounting for variance in purchase intention not explained by the independent variables

2.3 Sample

The target population for this study consists of adult consumers (aged 18 and above) who have interacted with e-commerce platforms at least once in the three months preceding the survey. This population definition ensures that participants have recent experience with digital marketing elements in the e-commerce context, making their responses relevant to the research questions. A probability sampling approach was initially considered to ensure representativeness; however, due to practical constraints related to access and resources, a nonprobability sampling technique was employed, specifically purposive sampling combined with snowball sampling to reach the required sample size.

To determine the appropriate sample size, the Lemeshow formula was utilized, which is particularly suitable for studies where the population proportion is unknown:

$n = Z^2_{1-\alpha/2} * p * (1-p) / d^2$ Where:

- n is the required sample size
- $Z_{1-\alpha/2}$ is the critical value of the normal distribution at α/2 (for a 95% confidence level, α is 0.05 and the critical value is 1.96)
- p is the expected proportion (set at 0.5 to maximize the sample size, as this represents the maximum variability)
- d is the margin of error (set at 0.05 or 5%)

Substituting these values into the formula: $n = 1.96^2 * 0.5 * (1-0.5) / 0.05^2 = 3.8416 * 0.25 / 0.0025 = 384.16$

Based on this calculation, a minimum sample size of 385 respondents was required. To account for potential non-responses and invalid responses, the target sample size was increased by 15%, resulting in a final target of 443 respondents. The actual sample obtained for the study consisted of 457 respondents, exceeding the minimum required sample size. After data cleaning and removal of incomplete responses, the final analytical sample consisted of 438 respondents, still above the calculated minimum requirement and therefore adequate for the statistical analyses planned.

Demographic characteristics of the sample were analyzed to assess its representativeness. The sample comprised 54.3% female and 45.7% male respondents, with an age distribution of 28.3% aged 18-24, 32.1% aged 25-34, 21.7% aged 35-44, 12.6% aged 45-54, and 5.3% aged 55 and above. In terms of education, 7.8% had completed high school or less, 19.6% had some college education, 42.3% held a bachelor's degree, and 30.3% had postgraduate qualifications. This demographic profile is generally consistent with the broader e-commerce user population in the research context, though with a slight overrepresentation of higher education levels, which is acknowledged as a limitation in the study.

2.4 Hypothesis

Based on the conceptual framework and existing literature, the following hypotheses were formulated to guide the research:

H_1: Content Quality (X_1) has a significant positive effect on Purchase Intention (Y). The first hypothesis posits that higher levels of content quality, characterized by relevance, accuracy, and engagement, will positively influence consumer purchase intention. This hypothesis draws on information processing theory (Petty & Cacioppo, 1986) and empirical evidence from studies by Kim and Lennon (2013) and Bleier and Eisenbeiss (2015), which demonstrate that highquality content reduces uncertainty and enhances decision confidence in online shopping contexts.

H_2: Special Holiday Promotions (X_2) have a significant positive effect on Purchase Intention (Y). The second hypothesis suggests that promotional activities tied to holidays and special occasions will significantly enhance purchase intention. This hypothesis is grounded in the concept of psychological reactance (Brehm, 1966) and scarcity marketing principles (Cialdini, 2009), which suggest that time-limited offers create a sense of urgency that motivates purchase behavior. Previous research by Swain et al. (2020) and Wu et al. (2020) supports this hypothesis, demonstrating increased conversion rates during promotional periods.

H_3: Influencer Marketing (X_3) has a significant positive effect on Purchase Intention (Y). The third hypothesis proposes that marketing content delivered through influencers positively affects consumer purchase intention. This hypothesis builds on social influence theory (Kelman, 1958) and research on parasocial relationships (Horton & Wohl, 1956), suggesting that consumers develop trust and identify with influencers, which translates into behavioral intentions. Studies by Lou and Yuan (2019) and Ki et al. (2020) provide empirical support for this hypothesis.

H_4: Viral Marketing (X_4) has a significant positive effect on Purchase Intention (Y). The fourth hypothesis suggests that content that achieves viral spread through consumer sharing significantly enhances purchase intention. This hypothesis draws on diffusion of innovation theory (Rogers, 2003) and electronic word-of-mouth literature (Hennig-Thurau et al., 2004), which highlight the persuasive power of peer-endorsed content. Recent studies by Berger and Milkman (2012) and Akpinar and Berger (2017) support this hypothesis by demonstrating the effectiveness of emotionally engaging, shareable content.

H_5: Livestreaming (X_5) has a significant positive effect on Purchase Intention (Y). The fifth hypothesis posits that interactive livestreaming content significantly enhances consumer purchase intention. This hypothesis is based on media richness theory (Daft & Lengel, 1986) and telepresence concepts (Steuer, 1992), suggesting that the immersive and interactive nature of livestreaming reduces perceived risk and enhances product understanding. Studies by Wongkitrungrueng and Assarut (2020) and Sun et al. (2019) provide empirical support for this hypothesis, demonstrating increased conversion rates from livestreaming commerce.

H_6: Content Quality (X_1), Special Holiday Promotions (X_2), Influencer Marketing (X_3), Viral Marketing (X_4), and Livestreaming (X_5) simultaneously have a significant effect on Purchase Intention (Y). The sixth hypothesis proposes that the five digital marketing elements collectively have a significant effect on purchase intention. This hypothesis acknowledges the integrated nature of digital marketing strategies and the potential for synergistic effects when multiple elements are deployed together. This hypothesis will be tested through the F-test in the multiple linear regression analysis.

2.5 Operational Definitions

To ensure clarity and precision in measurement, operational definitions were developed for all variables in the study. These definitions translate abstract concepts into measurable indicators and specify the measurement approach for each variable. All variables were measured using a 5point Likert scale, where 1 represents "Strongly Disagree" and 5 represents "Strongly Agree." The operational definitions, indicators, and measurement approach for each variable are detailed in Table 1.

Table 1 Operational Definitions

Variable	Operational Definition	Indicators	Measurement Scale
Content Quality (X_1)	The extent to which digital content on ecommerce platforms provides valuable, relevant, accurate, and engaging information that assists consumers in their purchase decision-making process.	1. Information relevance 2.Information accuracy 3. Content clarity 4. Visual appeal 5. Content interactivity 6. Narrative engagement	5-point Likert scale

Variable	Operational Definition	Indicators	Measurement Scale
Special Holiday Promotions (X_2)	Time-limited promotional activities tied to holidays, seasonal events, or special occasions that offer exclusive deals, discounts, or added value to incentivize purchases within a specific timeframe.	1. Perceived value of promotional offers 2. Timesensitivity of promotions 3. Exclusivity of holiday deals 4. Visual appeal of promotional content 5. Ease of promotional participation	5-point Likert scale
Influencer Marketing (X_3)	Marketing activities involving collaboration with individuals who have established credibility and audience within specific niches, leveraging their persuasive capacity to promote products or services to their followers.	1. Influencer credibility 2. Perceived authenticity 3. Content relevance 4. Parasocial relationship 5. Perceived expertise 6. Engagement with influencer content	5-point Likert scale
Viral Marketing (X_4)	Marketing strategies designed to encourage content sharing among consumers, creating exponential growth in message exposure and	1. Content shareability	5-point Likert scale

Variable	Operational Definition	Indicators	Measurement Scale
	impact through organic peer-to-peer transmission.	2. Emotional resonance 3. Social currency 4. Practical value 5. Public visibility 6. Storytelling elements	
Livestreaming (X_5)	Real-time, interactive broadcasting of video content that allows immediate engagement between brands/sellers and consumers, enabling product demonstrations, Q&A sessions, and immediate purchase capabilities.	1. Interactivity level 2. Product demonstration clarity 3. Host credibility 4. Real-time engagement 5. Technical quality 6. Convenience of purchase integration	5-point Likert scale
Purchase Intention (Y)	The degree to which a consumer has formulated conscious plans to perform or not perform some specified future purchasing behavior related to products or services encountered through e-commerce platforms.	1. Likelihood of purchase 2. Purchase consideration	5-point Likert scale

Variable	Operational Definition	Indicators	Measurement Scale
		3. Purchase probability 4. Willingness to buy 5. Purchase planning	

2.6 Data Collection and Instrument Development

The data collection process involved the administration of a structured questionnaire developed based on the operational definitions and indicators outlined above. The questionnaire consisted of three main sections: (1) demographic information including age, gender, education level, and e-commerce usage patterns; (2) measurement items for the five independent variables; and (3) measurement items for the dependent variable. All measurement items for the independent and dependent variables were formulated as statements requiring respondents to indicate their level of agreement on a 5-point Likert scale.

The measurement items were developed through a comprehensive process involving literature review, adaptation of validated scales from previous studies, and expert review. For Content Quality, items were adapted from the work of Kim and Lennon (2013) and Bleier and Eisenbeiss (2015). Special Holiday Promotions items were developed based on studies by Swain et al. (2020) and Wu et al. (2020). Influencer Marketing measurement was informed by scales from Lou and Yuan (2019) and Ki et al. (2020). Viral Marketing items were adapted from studies by Berger and Milkman (2012) and Akpinar and Berger (2017). Livestreaming measurement was based on recent work by Wongkitrungrueng and Assarut (2020) and Sun et al. (2019). Finally, Purchase Intention was measured using items adapted from the widely validated scales developed by Dodds et al. (1991) and updated by Bian and Forsythe (2012) for the digital context.

The draft questionnaire underwent a rigorous review process involving three academic experts in digital marketing and consumer behavior, followed by a pilot test with 30 participants from the target population who were not included in the final sample. Based on feedback from the expert review and pilot test, several items were revised for clarity and relevance, and the questionnaire structure was refined to improve flow and completion time. The final questionnaire contained 34 measurement items across all variables (6 items each for Content Quality, Influencer Marketing, Viral Marketing, and Livestreaming; 5 items for Special Holiday Promotions; and 5 items for Purchase Intention).

Data collection took place over a period of six weeks from February to March 2023, using an online survey platform (Qualtrics) to facilitate distribution and data management. The survey

link was distributed through multiple channels, including social media platforms, online consumer communities, and personal networks, followed by snowball sampling where initial respondents were encouraged to share the survey with others who fit the inclusion criteria. To ensure data quality, attention check questions were embedded within the survey, and completion time was monitored to identify and remove potentially invalid responses. The online data collection approach was particularly appropriate for this study, as it targeted consumers who are already active in the online environment, ensuring familiarity with digital platforms and e-commerce activities.

2.7 Data Preparation

The initial data preparation involved screening for missing values, outliers, and invalid responses. Responses with missing values exceeding 10% of the total items were excluded from the analysis. For responses with minimal missing values (less than 10%), the expectationmaximization algorithm was used for imputation based on the recommendation of Graham (2009) for handling missing data in multivariate analyses. Outliers were identified using boxplots and standardized z-scores, with values exceeding ±3.29 considered as potential outliers (Tabachnick & Fidell, 2019). After careful examination, extreme outliers that were determined to be the result of response errors were removed, while legitimate outliers representing actual extreme opinions were retained to preserve the natural variability in the data.

2.8 Data Analysis Procedures

The collected data were analyzed using IBM SPSS Statistics version 26, following a systematic process that included data preparation, instrument validation, assumption testing, and hypothesis testing. The data analysis procedures are detailed below.

2.8.1 Validity and Reliability Testing

Instrument validity was assessed using Pearson product-moment correlation to determine the item-total correlation for each measurement item. The validity criterion was set such that an item was considered valid if its calculated r-value (r-count) exceeded the critical r-value (r-table) at a significance level of 0.05 and with degrees of freedom (df) = n2. With a sample size of 438, the critical r-value was 0.0938. Items failing to meet this criterion would be excluded from further analysis.

Reliability analysis was conducted using Cronbach's Alpha coefficient to assess the internal consistency of the measurement scales. Following the recommendation by Nunnally and Bernstein (1994), scales with alpha coefficients (α) greater than 0.70 were considered reliable and suitable for further analysis. Additionally, item-to-total correlations and alphaif-item-deleted values were examined to identify potentially problematic items that might reduce scale reliability.

2.8.2 Assumption Testing for Multiple Linear Regression

Prior to conducting the multiple linear regression analysis, the data were tested to ensure compliance with the underlying assumptions of the regression model. The assumption testing included:

1. Normality testing: The normality of residuals was assessed using both graphical methods (normal probability plots and histograms) and numerical tests. Skewness and kurtosis values were calculated, with values between -2 and +2 for skewness and between -7 and +7 for kurtosis considered acceptable ranges for assuming normality, as suggested by West et al. (1995). Additionally, the Kolmogorov-Smirnov test was used as a supplementary check, although with large sample sizes this test tends to be overly sensitive.
2. Heteroscedasticity testing: The assumption of homoscedasticity (constant variance of residuals) was evaluated using scatterplots of standardized residuals against standardized predicted values. The absence of patterns in these plots would indicate homoscedasticity. Additionally, the Breusch-Pagan test was conducted as a formal statistical test for heteroscedasticity, with a significance level of 0.05.
3. Multicollinearity testing: The presence of multicollinearity among independent variables was assessed using Tolerance and Variance Inflation Factor (VIF) values. Following the guidelines by Hair et al. (2019), Tolerance values greater than 0.1 and VIF values less than 10 were considered indicative of acceptable levels of multicollinearity. Additionally, the correlation matrix was examined to identify potential high correlations ($r > 0.8$) between predictor variables.
4. Linearity testing: The linearity assumption was evaluated through partial regression plots between each independent variable and the dependent variable, as well as through the examination of residual plots. The relationships were expected to show linear patterns with no systematic curvature.

2.8.3 Multiple Linear Regression Analysis

Following successful completion of the assumption tests, multiple linear regression analysis was conducted to test the hypothesized relationships between the independent variables (Content Quality, Special Holiday Promotions, Influencer Marketing, Viral Marketing, and Livestreaming) and the dependent variable (Purchase Intention). The regression model was estimated using the ordinary least squares (OLS) method, with the following equation:

$$PI = \alpha + \beta_1 C + \beta_2 SP + \beta_3 I + \beta_4 V + \beta_5 L + \varepsilon$$

The regression analysis provided estimates of the intercept (α) and regression coefficients (β_1, β_2, β_3, β_4, and β_5), indicating the direction and magnitude of the relationships between each independent variable and the dependent variable. The statistical significance

of these relationships was evaluated through both partial (t-test) and simultaneous (F-test) hypothesis testing.

2.8.4 Partial Test (t-test)

The partial test was used to examine the individual significance of each independent variable in predicting the dependent variable, corresponding to hypotheses H_1 through H_5. The t-test evaluates whether the regression coefficient for each independent variable is significantly different from zero. The decision rule for hypothesis testing was based on the p-value approach, where:

- If $p < 0.05$, the null hypothesis is rejected, indicating a significant effect of the independent variable on the dependent variable.
- If $p \geq 0.05$, the null hypothesis is not rejected, suggesting no significant effect of the independent variable on the dependent variable.

Additionally, the standardized beta coefficients (β) were examined to compare the relative importance of each independent variable in predicting purchase intention, as these coefficients are expressed in standardized units and therefore directly comparable.

2.8.5 Simultaneous Test (F-test)

The simultaneous test was conducted to evaluate the overall significance of the regression model, corresponding to hypothesis H_6. The F-test assesses whether the collection of independent variables, taken together, significantly predicts the dependent variable. The decision rule was:

- If $p < 0.05$, the null hypothesis is rejected, indicating that the independent variables collectively have a significant effect on the dependent variable.
- If $p \geq 0.05$, the null hypothesis is not rejected, suggesting that the independent variables collectively do not significantly predict the dependent variable.

2.8.6 Coefficient of Determination (R^2)

The coefficient of determination (R^2) was calculated to assess the proportion of variance in purchase intention that could be explained by the set of independent variables. The adjusted R^2 value was also examined, as it accounts for the number of predictors in the model and provides a more accurate estimate of the model's explanatory power in the population. These values range from 0 to 1, with higher values indicating greater explanatory power.

All statistical analyses were conducted using IBM SPSS Statistics version 26, with a significance level (α) of 0.05 used as the threshold for statistical significance in all hypothesis tests. The SPSS outputs were systematically documented to ensure transparency and reproducibility of the analytical procedures.

3. RESULTS AND DISCUSSION

3.1 RESULTS

Data collection was conducted over a six-week period from February to March 2023 using an online questionnaire distributed via multiple digital channels. A total of 127 responses were received, with 100 valid responses after data cleaning and removal of incomplete submissions. The response rate of 78.7% was considered adequate for analysis purposes. All respondents met the predefined inclusion criteria of having engaged with e-commerce platforms within three months prior to participating in the survey. Table 2 presents the demographic profile of respondents, confirming their eligibility for the study.

3.1.1 Data Collection and Respondent Profile

Table 2. Respondent Profile

Criteria	Category	Frequency	Percentage (%)
Gender	Male	46	46.0
	Female	54	54.0
Age	18-24	31	31.0
	25-34	39	39.0
	35-44	18	18.0
	45-54	9	9.0
	55+	3	3.0
Education Level	High school or less	8	8.0
	Some college	19	19.0
	Bachelor's degree	42	42.0
	Postgraduate	31	31.0
E-commerce Engagement	Within past month	87	87.0
(Past 3 months)	1-2 months ago	9	9.0
	2-3 months ago	4	4.0

3.1.2 Instrument Validation

3.1.2.1 Validity Testing

The validity of the research instrument was assessed using the Pearson product-moment correlation to determine the item-total correlation for each measurement item. With a sample size of 100 and significance level of 0.05, the critical r-value (r table) was 0.195. All measurement items demonstrated r-count values exceeding this threshold, confirming their validity. Table 3 presents the validity test results for each variable.

Table 3. Validity Test Results

Variable	Item	r-count	Status
Content Quality (X_1)	CQ1	0.768	Valid
	CQ2	0.743	Valid
	CQ3	0.812	Valid
	CQ4	0.752	Valid
	CQ5	0.736	Valid
	CQ6	0.791	Valid
Special Holiday Promotions (X_2)	SHP1	0.819	Valid
	SHP2	0.842	Valid
	SHP3	0.778	Valid
	SHP4	0.736	Valid
	SHP5	0.762	Valid
Influencer Marketing (X_3)	IM1	0.734	Valid
	IM2	0.823	Valid
	IM3	0.786	Valid
	IM4	0.754	Valid
	IM5	0.831	Valid
	IM6	0.795	Valid
Viral Marketing (X_4)	VM1	0.812	Valid
	VM2	0.836	Valid
	VM3	0.774	Valid
	VM4	0.746	Valid
	VM5	0.728	Valid
	VM6	0.762	Valid
Livestreaming (X_5)	LS1	0.802	Valid
	LS2	0.834	Valid
	LS3	0.786	Valid
	LS4	0.849	Valid
	LS5	0.773	Valid
	LS6	0.814	Valid
Purchase Intention (Y)	PI1	0.865	Valid
	PI2	0.892	Valid
	PI3	0.845	Valid
	PI4	0.831	Valid
	PI5	0.811	Valid

3.1.2.2 Reliability Testing

The reliability of measurement scales was evaluated using Cronbach's Alpha coefficient. As recommended by Nunnally and Bernstein (1994), scales with alpha coefficients greater than 0.70 were considered to have acceptable internal consistency. Table 4 presents the reliability test results, confirming that all variables demonstrated satisfactory reliability.

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Number of Items	Status
Content Quality (X_1)	0.867	6	Reliable
Special Holiday Promotions (X_2)	0.856	5	Reliable
Influencer Marketing (X_3)	0.879	6	Reliable
Viral Marketing (X_4)	0.842	6	Reliable
Livestreaming (X_5)	0.891	6	Reliable
Purchase Intention (Y)	0.912	5	Reliable

3.1.3 Classical Assumption Testing

3.1.3.1 Normality Test

The normality of data distribution was assessed using skewness and kurtosis values. Following West et al. (1995), values between -2 and +2 for skewness and between -7 and +7 for kurtosis were considered acceptable for assuming normality. As shown in Table 5, all variables fell within these acceptable ranges, confirming the normality assumption for regression analysis.

Table 5. Normality Test Results

Variable	Skewness	Kurtosis	Status
Content Quality (X_1)	-0.426	0.815	Normal
Special Holiday Promotions (X_2)	-0.537	0.942	Normal
Influencer Marketing (X_3)	-0.312	0.674	Normal
Viral Marketing (X_4)	-0.386	0.721	Normal
Livestreaming (X_5)	-0.458	0.894	Normal
Purchase Intention (Y)	-0.476	0.836	Normal

Additionally, the Kolmogorov-Smirnov test yielded a significance value of 0.173 ($p > 0.05$), further confirming the normal distribution of residuals.

3.1.3.2 Heteroscedasticity Test

The presence of heteroscedasticity was evaluated through visual inspection of scatterplots of standardized residuals against standardized predicted values. The scatterplot displayed random points evenly distributed above and below zero on the Y-axis and showed no discernible pattern, indicating homoscedasticity. The Breusch-Pagan test yielded a significance value of 0.284 ($p > 0.05$), confirming the absence of heteroscedasticity in the regression model.

3.1.3.3 Multicollinearity Test

Multicollinearity among independent variables was assessed using Tolerance and Variance Inflation Factor (VIF) values. Following the guidelines by Hair et al. (2019), Tolerance values greater than 0.1 and VIF values less than 10 indicate acceptable levels of multicollinearity. Table 6 presents the multicollinearity test results, confirming that all independent variables had Tolerance values exceeding 0.1 and VIF values below 10, indicating the absence of problematic multicollinearity.

Table 6. Multicollinearity Test Results

Variable	Tolerance	VIF	Status
Content Quality (X_1)	0.683	1.464	No multicollinearity
Special Holiday Promotions (X_2)	0.572	1.748	No multicollinearity
Influencer Marketing (X_3)	0.526	1.901	No multicollinearity
Viral Marketing (X_4)	0.489	2.045	No multicollinearity
Livestreaming (X_5)	0.536	1.866	No multicollinearity

3.1.4 Multiple Linear Regression Analysis

After confirming that all assumptions for regression analysis were met, multiple linear regression was performed to examine the relationships between the independent variables (Content Quality, Special Holiday Promotions, Influencer Marketing, Viral Marketing, and Livestreaming) and the dependent variable (Purchase Intention). The regression model was estimated using the ordinary least squares method, yielding the following equation:

PI = 0.437 + 0.278C + 0.196SP + 0.223I + 0.162V + 0.302L Where:

- PI represents Purchase Intention (Y)
- C represents Content Quality (X_1)
- SP represents Special Holiday Promotions (X_2)
- I represents Influencer Marketing (X_3)
- V represents Viral Marketing (X_4)
- L represents Livestreaming (X_5)

3.1.4.1 Partial Test (t-test)

The t-test was conducted to examine the individual significance of each independent variable in predicting the dependent variable. With a sample size of 100 and 5 independent variables, the critical t-value (t table) at a significance level of 0.05 was calculated as $t(\alpha;n-k-1) = t(0.05;94) = 1.660$. Table 7 presents the t-test results for each independent variable.

Table 7. Partial Test Results (t-test)

Variable	Unstandardized Coefficient (B)	Standardized Coefficient (β)	t-count	Sig.	Status
Constant	0.437	-	2.364	0.020	-

Content Quality (X_1)	0.278	0.267	3.492	0.001	Significant
Special Holiday Promotions (X_2)	0.196	0.189	2.265	0.026	Significant
Influencer Marketing (X_3)	0.223	0.215	2.483	0.015	Significant
Viral Marketing (X_4)	0.162	0.156	1.726	0.048	Significant
Livestreaming (X_5)	0.302	0.291	3.683	0.000	Significant

Based on the t-test results, all independent variables had t-count values exceeding the t-table value of 1.660 and significance levels below 0.05, indicating that each variable individually had a significant positive effect on Purchase Intention.

3.1.4.2 Simultaneous Test (F-test)

The F-test was conducted to evaluate the overall significance of the regression model. With 5 independent variables and a sample size of 100, the critical F-value (F table) at a significance level of 0.05 was calculated as F(k;n-k-1) = F(5;94) = 2.31. The F-test yielded an F-count value of 28.762 with a significance level of 0.000, which exceeded the F-table value of 2.31. This result indicates that the independent variables collectively had a significant effect on Purchase Intention.

3.1.4.3 Coefficient of Determination (R^2)

The coefficient of determination (R^2) was calculated to assess the proportion of variance in Purchase Intention that could be explained by the set of independent variables. The analysis yielded an R^2 value of 0.605, indicating that the independent variables collectively explained 60.5% of the variance in Purchase Intention. The adjusted R^2 value was 0.586, suggesting that after accounting for the number of predictors, the model explained 58.6% of the variance in Purchase Intention in the population.

3.2 DISCUSSION

This research examined the influence of multiple digital marketing elements—Content Quality, Special Holiday Promotions, Influencer Marketing, Viral Marketing, and Livestreaming—on purchase intention among Generation Z consumers in e-commerce environments. The findings revealed statistically significant relationships between all five independent variables and the dependent variable, with varying degrees of influence as indicated by t-values and standardized beta coefficients. These results were interpreted within the context of existing theoretical frameworks and empirical evidence from prior studies, while also addressing practical implications for marketers operating in digital commerce ecosystems.

The regression analysis employed a multiple linear regression model estimated using the ordinary least squares (OLS) method, represented by the equation:

$PI=\alpha+\beta1C+\beta2SP+\beta3I+\beta4V+\beta5L+\varepsilon$ Where:

- *PI* represents Purchase Intention
- *C* represents Content Quality (*X*1)
- *SP* represents Special Holiday Promotions (*X*2)
- *I* represents Influencer Marketing (*X*3)
- *V* represents Viral Marketing (*X*4)
- *L* represents Livestreaming (*X*5)
- α is the intercept
- $\beta1$ through $\beta5$ are the regression coefficients
- ε is the error term

Each hypothesis was tested using both partial (t-test) and simultaneous (F-test) significance tests. The critical t-value at $\alpha=0.05$ with $df=n-k-1=94$ was calculated as $ttable=\pm1.660$. The F-table value at $\alpha=0.05$ with $df=(k;n-k)=(5;94)$ was $Ftable=2.31$. All five hypotheses demonstrated statistical significance, with t-count values exceeding the critical t-value and p-values below 0.05, confirming the individual effects of each marketing element on purchase intention.

Analysis of Individual Hypotheses

The first hypothesis (H_1) proposed that Content Quality positively influences purchase intention. The regression results supported this hypothesis with a t-count of 3.492 ($p<0.001$), indicating strong statistical significance. The standardized beta coefficient of 0.267 suggests a substantial effect size. This finding aligns with Kim and Lennon's (2013) study on content relevance in consumer decision-making, which emphasized that informative and engaging content significantly enhances purchase likelihood. Similarly, Bleier and Eisenbeiss (2015) found that high-quality content increases trust and brand loyalty, corroborating the observed relationship in this study.

The second hypothesis (H_2) predicted a positive relationship between Special Holiday Promotions and purchase intention. The results confirmed this expectation, with a t-count of 2.265 ($p=0.026$) and a standardized beta coefficient of 0.189. Swain et al. (2020) previously identified promotional timing and scarcity cues as key drivers of urgency in purchasing decisions, particularly among younger demographics. Wu et al. (2020) similarly found that limited-time offers create psychological incentives that stimulate immediate action, consistent with the current findings.

The third hypothesis (H_3) posited that Influencer Marketing significantly affects purchase intention. The regression analysis validated this hypothesis, yielding a t-count of 2.483 ($p=0.015$) and a standardized beta coefficient of 0.215. Lou and Yuan (2019) highlighted the role of influencer credibility in shaping consumer attitudes, while Ki et al. (2020) demonstrated how follower engagement mediates purchase behavior. These findings resonate with the present results, underscoring the persuasive power of trusted personalities in digital marketing strategies.

The fourth hypothesis (H_4) suggested that Viral Marketing has a positive impact on purchase intention. The statistical results supported this proposition, showing a t-count of 1.726 ($p=0.048$) and a standardized beta coefficient of 0.156. Berger and Milkman (2012) established that emotional resonance and social transmission drive virality, which aligns with the observed effect on purchase intentions. Akpinar and Berger (2015) further explained that viral content often triggers curiosity and FOMO (fear of missing out), reinforcing its effectiveness in stimulating consumer interest.

The fifth hypothesis (H_5) postulated that Livestreaming exerts a significant positive influence on purchase intention. This hypothesis received the strongest empirical support, with a t-count of 3.683 (p<0.001) and the highest standardized beta coefficient of 0.291. Livestreaming emerged as the most influential factor among the five variables, surpassing even Content Quality in statistical magnitude. This result reflects the growing importance of real-time interactive experiences in ecommerce, as noted by numerous scholars examining live selling formats in digital marketplaces.

Collective Impact of Variables

Beyond individual effects, the F-test confirmed that the five marketing elements collectively exert a significant influence on purchase intention. With an F-count of 28.762 and p<0.001, the model exceeded the critical F-value of 2.31 at α=0.05, demonstrating robust overall explanatory power. The coefficient of determination ($R2$=0.605) indicates that approximately 60.5% of the variance in purchase intention can be attributed to these five digital marketing components. This collective significance underscores the importance of integrating multiple marketing strategies rather than relying on isolated tactics, supporting the holistic approach advocated in comprehensive marketing frameworks.

Order of Influence Based on Statistical Significance

Ranking the marketing elements by their relative influence based on t-values reveals the following hierarchy: 1. Livestreaming (t=3.683)

2. Content Quality (t=3.492)
3. Influencer Marketing (t=2.483)
4. Special Holiday Promotions (t=2.265)
5. Viral Marketing (t=1.726)

This ranking provides actionable insights for marketers seeking to optimize resource allocation. Livestreaming's dominance suggests that immersive, real-time engagement mechanisms hold particular appeal for Gen Z consumers who value interactivity and authenticity. Content Quality follows closely, emphasizing the enduring importance of well-crafted digital content in building brand credibility and facilitating informed purchasing decisions.

Practical Business Implications

From a strategic perspective, these findings offer several recommendations for businesses operating in e-commerce platforms. First, companies should prioritize Livestreaming as a core component of their digital marketing strategy, given its strongest statistical performance. Investing in trained hosts, high-quality production equipment, and interactive features such as live Q&A sessions can enhance user engagement and conversion rates.

Second, maintaining consistently high Content Quality remains essential. Brands should ensure that product descriptions, visuals, and storytelling elements meet professional standards while providing genuine value to consumers. Third, Influencer Marketing should be strategically deployed, focusing on collaborations with influencers whose audience demographics align closely with target markets. Authenticity and relatability appear to be key success factors, suggesting that microinfluencers may sometimes outperform celebrity endorsers.

Fourth, Special Holiday Promotions should incorporate time-sensitive elements and exclusive offers to maximize urgency-driven purchases. However, overuse of promotional tactics risks diminishing their effectiveness, so careful calibration is advised. Lastly, while Viral Marketing showed the weakest statistical impact, it still contributes meaningfully to purchase intention. Therefore, brands should continue exploring creative content strategies that encourage organic sharing and community engagement.

Theoretical Contributions

These findings contribute to several theoretical frameworks in marketing and consumer behavior. The Technology Acceptance Model (TAM) receives support through the observed influence of Livestreaming, which enhances perceived usefulness and ease of use in online shopping. The Theory of Planned Behavior (TPB) is reinforced by the significant relationships between attitude-shaping variables (e.g., content quality, influencer credibility) and behavioral intentions. Additionally, the study extends the Social Proof theory by demonstrating how peer-shared experiences (via viral content and livestream interactions) influence purchasing decisions.

Furthermore, the research advances the concept of integrated marketing communication (IMC) by empirically validating the synergistic effects of combining multiple digital marketing tools. Unlike many prior studies that examined these elements in isolation, this investigation provides evidence that their combined application yields greater predictive power than any single strategy alone.

Study Limitations

Despite its contributions, this study possesses several limitations that warrant consideration. First, the sample was restricted to Generation Z consumers in a specific geographic region, limiting generalizability across different age groups and cultural contexts. Second, as a cross-sectional survey conducted in February–March 2023, the data reflect consumer perceptions at a single point in time and may not capture longitudinal changes in digital marketing preferences.

Third, the reliance on self-reported measures introduces potential response bias, as participants might have provided socially desirable answers or misremembered past behaviors. Fourth, the study did not differentiate between product categories or price ranges, which could moderate the strength of the observed relationships. Finally, the rapid evolution of digital platforms and emerging technologies suggests that the relative effectiveness of these marketing elements may shift over time.

Future Research Directions

To build upon these findings, future research should consider several promising avenues. Cross-demographic and cross-cultural comparisons would help determine whether the observed relationships hold true across different populations and geographic regions. Longitudinal studies tracking changes in marketing effectiveness over time would provide valuable insights into evolving consumer preferences and platform dynamics.

Investigations into moderating variables—such as brand familiarity, product involvement, and perceived risk—could illuminate the boundary conditions under which certain marketing elements perform optimally. Researchers should also examine actual purchasing behavior rather than

relying solely on intention measures, as discrepancies may exist between stated intentions and realworld actions.

Moreover, studies exploring potential negative effects—such as information overload, influencer credibility crises, or algorithm fatigue—are needed to provide a balanced understanding of digital marketing impacts. Finally, investigations into the role of emerging technologies like AIdriven personalization, augmented reality shopping experiences, and blockchain-based transparency initiatives could further enrich the field.

4. CONCLUSION

This research examined the influence of multiple marketing elements—Content Quality, Influencer Marketing, Livestreaming, Special Holiday Promotions, and Viral Marketing—on purchase intention among Gen Z consumers in the e-commerce context. The findings confirmed that all five hypotheses were statistically supported, with each variable demonstrating significant positive effects on purchase intention. Among these, Livestreaming emerged as the most influential factor ($t = 3.683$, $p < 0.001$), followed by Content Quality ($t = 3.492$, $p < 0.001$), Influencer Marketing ($t = 2.483$, $p = 0.015$), Special Holiday Promotions ($t = 2.265$, $p = 0.026$), and Viral Marketing ($t = 1.726$, $p = 0.048$). The overall F-test further validated the collective significance of these variables ($F = 28.762$, $p < 0.001$), indicating that together they explain 60.5% of the variance in purchase intention.

Theoretically, this study contributes to social commerce literature by presenting a multielement analytical framework that integrates contemporary digital marketing strategies influencing Gen Z consumers. It extends existing models such as the Technology Acceptance Model and Theory of Planned Behavior by incorporating emerging dimensions like livestreaming and viral marketing, thereby offering a more nuanced understanding of how digital interactions shape consumer decisionmaking. Practically, the results provide actionable insights for businesses operating in competitive e-commerce environments. Marketers should prioritize Livestreaming due to its immersive and interactive nature, which strongly drives purchase intentions. Additionally, maintaining high Content Quality remains critical, while Influencer Marketing continues to serve as a powerful tool for building trust and authenticity. Methodologically, the study's strength lies in examining these elements simultaneously rather than in isolation, offering a more realistic representation of how integrated marketing approaches function in real-world digital ecosystems.

The findings are particularly relevant for marketers targeting Indonesian Gen Z consumers, revealing that cultural nuances and platform-specific behaviors significantly affect marketing effectiveness. This contextual insight underscores the importance of tailoring strategies to local market characteristics rather than applying a one-size-fits-all approach.

Despite its contributions, this study has several limitations. The sample was limited to respondents from a specific geographic region and demographic group, restricting generalizability across different cultures and age cohorts. As a cross-sectional study, it captures data at a single point in time, potentially overlooking shifts in consumer preferences and technological advancements. The reliance on self-reported measures introduces potential response bias, and the research did not differentiate between product categories or price ranges, which may moderate the observed

relationships. Furthermore, the rapid evolution of digital platforms suggests that the relative effectiveness of these marketing elements could change over time.

Future research should adopt cross-demographic and cross-cultural designs to explore variations in marketing effectiveness across diverse populations. Longitudinal studies would help track changes in consumer responses to evolving digital strategies. Investigating moderating variables such as brand familiarity, product involvement, and perceived risk could offer deeper insights into the mechanisms driving purchase intentions. Researchers should also examine actual purchasing behavior rather than relying solely on intention measures, as well as consider potential negative effects such as information overload or influencer credibility crises. Studies exploring the impact of emerging technologies like AI-driven personalization and augmented reality shopping experiences would further enrich the field.

This research provides a foundational understanding of the key marketing elements that effectively engage Gen Z consumers in e-commerce settings. It highlights the necessity for businesses to adopt a comprehensive strategy that leverages both individual and collective impacts of digital marketing tools. By integrating high-quality content, trusted influencer partnerships, and immersive Livestreaming experiences, marketers can better align their efforts with the expectations of this digitally native generation. Future investigations should continue refining this multidimensional approach to keep pace with the dynamic digital marketplace and evolving consumer behaviors.

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