

The Influence of Digital Marketing and Consumer Engagement on Purchase Intention with Brand Equity Moderation on Gen Z

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Abstract

This study aims to explore the influence of digital marketing variables mediated by consumer engagement and moderated by brand equity on purchase intention on K-pop concert ticket purchases among Generation Z. This research method involved 135 respondents from Generation Z in the JABODETABEK area who were selected through a purposive sampling method. Data collection was carried out using a questionnaire and data analysis was carried out using PLS-SEM. The results of the study highlight the significant influence of digital marketing, consumer engagement, and brand equity on the tendency to purchase K-pop concert tickets among Generation Z. The contribution of this study provides valuable insights for the business world in utilizing effective digital marketing strategies and building strong brand equity to influence consumer purchasing behavior, especially in the entertainment industry such as music concerts. For further research, it is recommended to explore other factors that can influence purchase intention in more depth. In addition, expanding the geographical coverage of respondents is also important to obtain a wider representation.

Keywords: *digital marketing, consumer engagement, brand equity, concert ticket purchases, generation Z.*

INTRODUCTION

Digital marketing has undergone a significant transformation along with the advancement of generations in information and communication technology, which makes internet access easier and faster, and is expected to provide great benefits for the increasingly competitive business world (Khoziyah & Lubis, 2021). According to data sources from We Are Social mentioned on the DataIndonesia.id platform (2023), active social media users in Indonesia have reached 167 million people. This study reviews music concert organizers seeing great potential in the number of active social media users (Pradana et al., 2023). Raised in an era of digital technology that is an important part of everyday life, Generation Z shows unique responses and interactions to digital marketing efforts (Munsch, 2021). Therefore, the findings of this analysis highlight the key role of digital marketing in adapting business strategies to Generation Z and staying competitive in a dynamic market. Digital marketing has become a major force in the modern business and entertainment world. Utilizing technology is the right step to develop in the business world, considering the many advantages of internet platforms, such as social media that can be effectively used as a digital marketing strategy (Witro et al., 2019). One of the main reasons is the increasing popularity of the internet and attracting businesses to invest in an online presence (Liang & Huang, 1998).

Digital marketing has been shown to have a significant and positive influence on purchase intention. This is supported by Erlangga (2021); Nawaz & Kaldeen (2020); Nudin & Nurlinda (2023); Poturak & Softic (2019). By developing simple but effective digital marketing and low-cost quality product innovations, it has a positive impact on the purchase intention of online consumers, as found by Baskara (2022); Dastane et al. (2020). Sidharta et al. (2021) showed that social media content from users has a positive relationship with purchase intention, influenced by interactions between consumers on social media. Moreover, the use of social media will increase consumer engagement towards a brand and increase the appeal of the brand (Fitrianna & Aurinawati, 2020). The special characteristics of digital marketing that increase consumer engagement help small businesses improve their marketing strategies on social media, in line with the findings that consumer engagement also influences brand understanding and related identities, and encourages consumer citizenship behavior (Devereux et al., 2020; Hollebeek & Macky, 2019).

This is supported by the relationship between digital marketing and consumer engagement conducted by Haddad et al. (2022); Hakro et al. (2023); Kim (2020); Setyawati & Anindita (2022). In this context, consumer engagement refers to the involvement or interaction that customers have with a brand or company through social media (Wang & Lee, 2020). Hafidz & Widyastari, (2024) convey that good entertainment value can also increase consumer brand engagement. Consumer engagement increases with impressive and informative content from influencers, including brand understanding, positive feelings, and giving time to understand further (Kaihatu, 2020). Zheng et al. (2022) stated that consumer engagement also has significance because it can reflect customer bonds, loyalty, and trust, which will later affect purchase intention. Consumers can be significantly influenced by good posts and reviews on social media (Kubayan & Iskandar, 2023). The importance of consumer engagement in predicting purchase intention, with customers tending to buy a company's products when they feel involved, as well as the potential for improvement through the use of social media influencers, is the main focus of this study (Ao et al., 2023; Putra et al. 2020). The relationship between consumer engagement and purchase intention can be seen in the results of the studies of Habib et al. (2022); Álvarez et al. (2020); Peters & Bodkin (2022); Salehudin (2022); Sharma et al. (2021). Meanwhile, brand equity refers to the extent to which the brand value is known to the public or consumers (Seo et al., 2020).

Brands must manage digital marketing in the entertainment industry intelligently, in line with brand goals and values, while remaining ethical and honest in connecting with consumers, using the power of social media to spread effective communication (Egaña et al., 2021; Li et al., 2021). By using social media effectively, a brand can increase its brand awareness. Through continuous publication, quality content, and positive interactions on social media platforms, brands can expand their reach and ensure that more people know and remember the brand (Lou & Yuan, 2019). High brand awareness can help brands stay relevant in the minds of consumers and influence their purchase intention (Zia et al., 2021). With that, social media serves as a powerful tool to build relationships with customers and ensure that your brand is known by many people, two very important elements in contemporary marketing strategies (Kim, 2020). The relationship between digital marketing and purchase intention involving brand equity has been studied by Aggarwal & Mittal (2022); Ahmed et al. (2023); Bougenvile & Ruswanti (2017); Kim & Ko (2012); Poturak & Softic (2019)

Then previous research was conducted in Jordan by Alwan & Alshurideh (2022) regarding the relationship between digital marketing and purchase intention moderated by brand equity. The population in the previous study was online buyers of Ikea Jordan. A previous study was also conducted by Kaihatu (2020) to explore the relationship between purchase intention of fashion products influenced by digital marketing with consumer engagement mediation in Generation Z. However, this research is still rarely conducted in Indonesia which specifically explores the involvement of Generation Z in the Jabodetabek area who are active on social media such as Twitter and Instagram, and have experience buying K-pop concert tickets, especially for boy bands or girl bands such as BLACKPINK, BTS, NCT, NEWJEANS, TWICE, and SEVENTEEN. This gap is important considering the global phenomenon of K-pop and the high interest of Generation Z in K-pop music concerts in Southeast Asia. Further research is needed to understand how digital marketing strategies can influence K-pop concert ticket purchase intention, as well as the role of brand equity in strengthening this relationship, especially in the unique context of the Indonesian market.

Based on this explanation, the main objective of the author is to evaluate the impact of digital marketing variables, consumer engagement, and brand equity on K-pop concert ticket purchase intention among Generation Z in the Jabodetabek city. This study is expected to provide guidance in designing effective digital marketing strategies in the entertainment world.

RESEARCH METHODS

The deductive-quantitative method was applied in this study. Data were collected through an online survey using Google Form, which was distributed through instant messaging platforms such as WhatsApp and Telegram. The selection of the survey method was based on the need to collect primary data on respondents' views on the variables being studied. The method used uses a 4-point Likert scale ranging from strongly disagree (sts) with point 1 to strongly agree (ss) with point 4 (Hair, 2019).

The variables used are digital marketing, consumer engagement, purchase intention and brand equity. In its measurement, digital marketing was adapted by Alwan & Alshurideh (2022) which consists of two dimensions, namely: Social media marketing and Electronic Word-of-Mouth with a total of 5 questions. Consumer engagement was adapted by Schee et al. (2020) with three dimensions, namely: affective, cognitive, and behavioral with a total of 11 questions. Then purchase intention was adapted from Salehudin (2022) with a total of 3 questions, and also brand equity was adapted from Smith et al. (2021) consists of three dimensions, namely brand consistent behavior, brand endorsement, and brand allegiance with a total of 8 questions as indicators. So that the total questionnaire for measurement is 27 questions which can be seen in Appendix 2 and the questionnaire can be seen in Appendix 3.

The population of respondents is men and women aged 14-42 years who are social media users, but the range is taken according to Generation Z who were born between the late 1990s and early 2010s, namely 14-26 years (Talmon, 2019). The minimum sample size required is 40 respondents, which is obtained by multiplying 10 times the number of arrow directions in the model structure which has 4 arrow directions (Hair Jr et al., 2021). Researchers selected respondents using the non-probability sampling method, by applying the purposive sampling technique. This technique involves selecting a

population based on predetermined criteria, in accordance with the approach described by Yadav et al. (2019). As an operational definition and questionnaire, with participation requirements, in this context the desired respondents are individuals from Generation Z who live in the Jabodetabek area, have active social media (twitter/instagram) and have contributed to the purchase of K-pop music concert tickets (boyband/girlband) BLACKPINK, BTS, NCT, NEWJEANS, TWICE, and SEVENTEEN in Southeast Asia.

To ensure the consistency and validity of the questionnaire, the pretest results will be analyzed using SPSS by assessing the Kaiser Meyer-Olkin (KMO) and Measure of Sampling Adequacy (MSA) values. The KMO and MSA values must be more than 0.5 to be accepted, while the value on the Component Matrix must reach 1. To test reliability, Cronbach's Alpha will be used with a value that must be more than 0.6 (Hair Jr et al., 2019).

The Structural Equation Model (SEM) approach and measurement using SmartPLS 4.0 software with two types of models, a structural model often called the inner model and a measurement model also known as the outer model. The outer model involves validity and reliability testing. Validity testing in PLS focuses on convergent validity and discriminant validity. Convergent validity involves outer loading which must be > 0.600 (Ghozali & Latan, 2015) and Average Variance Extracted (AVE) which must be > 0.500 (Wijaya, 2019). Meanwhile, the reliability test involves the Cronbach Alpha value which must be more than > 0.6 and Composite Reliability which must be > 0.7 for confirmatory research while for exploratory research with values between 0.6 and 0.7 are still acceptable. The inner model, on the other hand, is designed to test the relationship between indicators that form the variables. Some measurement methods in the inner model include R-square, path coefficients, and indirect effects. The R-square guideline suggests that the strength of the model can be classified as strong if the value reaches 0.67, moderate if 0.33, and weak if 0.19. To test the significance of the influence between variables, a bootstrapping procedure was carried out using the entire original sample for resampling. Significance was evaluated based on the T-statistic, with a value > 1.65 at the 90% confidence level as a reference (Sarstedt et al., 2021). PLS-SEM is more appropriate for analyzing complex models, especially when the study focuses on predictions with the need for external validity outside the sample, and when the data does not meet the assumption of normal distribution, involves formative constructs, and high-level constructs to understand the theoretical model (Hair & Alamer, 2022).

RESULTS AND DISCUSSION

Based on a questionnaire distributed online using Google Form to the Jabodetabek community who actively use social media and have contributed to the purchase of K-pop music concert tickets (boyband/girlband) in Southeast Asia. The data collected were 135 respondents, with female respondents dominating, namely 108 people (80%) and male respondents as many as 27 people (20%). Furthermore, the age of the respondents taken was 14-26 years old as many as 135 people. Then, 59 people (43.7%) of them were students, private/state employees as many as 67 people (49.6%), and entrepreneurs as many as 9 people (6.7%), and based on the respondent area in JABODETABEK, Jakarta there were 54 people (40%), Bogor there were 35 people (25.9%), Tangerang there were 21 people (15.6%), Depok there were 14 people (10.4%), and Bekasi there were 11 people (8.1%).

In the relationship between digital marketing variables and consumer engagement, a T-statistics value of 5.163 was found with a P-value of 0.000. Because T-statistics > 1.653 and P-value < 0.05, it can be concluded that digital marketing has a positive, significant, and direct influence on consumer engagement. This means that if there is an increase in the digital marketing variable, consumer engagement will also increase.

In the relationship between consumer engagement and purchase intention, a T-statistics value of 1.697 was obtained with a P-value of 0.045. Because T-statistics > 1.653 and P-value < 0.05, it can be concluded that there is a significant and positive direct influence between consumer engagement and purchase intention. This means that every increase in the consumer engagement variable will also cause an increase in purchase intention.

While in the relationship between digital marketing and purchase intention, a T-statistics value of 0.261 was obtained with a P-value of 0.397. Since the T-statistics value < 1.653 and P-value > 0.05, it can be concluded that there is no direct, positive, and significant influence of digital marketing on purchase intention. In other words, there is no evidence to suggest that changes in digital marketing significantly affect purchase intention.

However, with the moderation of brand equity on the relationship between digital marketing and purchase intention, a T-statistic value of 2.419 was found with a P-value of 0.008. Because the T-statistics > 1.653 and P-value < 0.05, it can be concluded that the moderation of brand equity in digital marketing has a positive and significant impact on purchase intention. This means that the moderating role of brand equity strengthens the relationship between digital marketing and the tendency to make a purchase, indicating that brand equity increases the positive impact of digital marketing on purchase intention.

Furthermore, the indirect effect value on the digital marketing variable on purchase intention through consumer engagement shows a T-statistics value of 1.490 and a P-value of 0.068. Because the T-statistics are < 1.653 and P-value > 0.05, this indicates that there is no significant influence between digital marketing and purchase intention through the consumer engagement pathway.

The results of the study show that, although efforts have been made to integrate consumer engagement as a mediator, the findings show that the relationship between digital marketing and purchase intention does not show a significant influence through consumer engagement. In other words, although digital marketing may trigger the level of consumer engagement, such engagement does not seem to effectively mediate the influence of digital marketing on purchase intention.

Based on the explanations above, the conclusions regarding the hypotheses in this study can be seen in the table below:

Table 1. Hypothesis Testing of Research Model

Hypothesis	Hypothesis Statement	P-Value	T-statistic	Description	Conclusion
H1	Digital Marketing Has a Significant Influence on Purchase Intention	0,397	0,261	Data does not support the hypothesis	H1 rejected
H2	Digital Marketing Has a Significant Positive Impact on Consumer Engagement.	0,000	5,163	Data supports the hypothesis	H2 accepted
H3	Consumer Engagement Has a Positive and Significant Impact on Purchase Intention.	0,045	1,697	Data supports the hypothesis	H3 accepted
H4	Brand Equity Moderates the Relationship Between Digital Marketing and Purchase Intention	0,008	2,419	Data does not support the hypothesis	H4 rejected because H1 is not significant

Source: Processed Data (PLS-SEM), 2024.

Testing each hypothesis in the study produced various findings. The first hypothesis showed that there was no significant influence between digital marketing and purchase intention. This finding contradicts previous theories and results which generally state a positive relationship between digital marketing and purchase intention. Several theories state that digital marketing should be able to influence purchase intention by increasing consumer awareness, interest, and engagement with a product or service. However, in this context, factors such as product type, marketing campaign quality, relevance to the audience, and level of competition in the market may play a significant role. Generation Z, which is the majority of respondents, is known to be highly connected to technology and often has a more selective approach to digital advertising and promotions. This generation tends to be very interested in technology and has a tendency to buy K-pop concert tickets online. They are also very enthusiastic fans of concerts from groups such as BLACKPINK, BTS, NCT, NEWJEANS, TWICE, and SEVENTEEN.

The impact of digital marketing on purchase intention can vary greatly depending on several factors such as product type, service, marketing campaign quality, relevance to the target audience, level of competition in the market, and current economic conditions. Although in some situations digital marketing can play a major role in influencing consumer purchase intention, there are also cases where the direct relationship between digital marketing and purchase intention is not so clear or has not been fully proven. In this case, digital marketing may not have a direct visible impact on purchase intention because consumers from this generation may be more influenced by other factors such as recommendations from friends, the influence of fan communities, or direct experience with K-pop groups. In addition, the uncertainty in this relationship may also be due to variations in the implementation and quality of digital marketing itself. This indicates that in some contexts, digital marketing may not be the main factor influencing purchase intention. Previous studies have also shown that there is no direct correlation between digital marketing and purchase intention (Habib et al., 2022; Nabila & Negoro, 2023). These findings highlight the need for further research to explore contextual factors that may influence the effectiveness of digital marketing in influencing purchase intention in more depth.

The second hypothesis shows that digital marketing has a positive and significant impact on consumer engagement. This finding indicates that the more effective digital marketing is implemented by K-pop concert organizers, such as BLACKPINK, BTS, NCT, NEWJEANS, TWICE, and SEVENTEEN, the higher the level of consumer engagement with these groups. Well-done digital marketing can attract attention and motivate fans to engage more deeply through various digital platforms, such as social media, websites, and mobile applications. This is important because high consumer engagement plays a key role in marketing strategies, helping to build loyalty and strengthen the bond between fans and K-pop groups. Fans who actively interact with the digital content provided, such as social media posts, promotional videos, and breaking news, tend to be more engaged and show higher loyalty. This intensive interaction not only strengthens the emotional connection between fans and the group, but can also have a direct impact on concert ticket sales and fan retention. Effective digital marketing helps create a more personalized and relevant experience for fans, increasing the opportunity for higher conversions and building a stronger community around K-pop groups. Previous studies support this finding by showing that digital marketing has a significant impact on consumer engagement. Studies by (Habib et al., 2022; Hakro et al., 2023; Setyawati & Anindita, 2022) show that a good digital marketing strategy can effectively increase consumer engagement levels. Well-designed digital marketing, which involves interesting and relevant content, and ongoing interactions, plays a vital role in driving consumer engagement and building long-term loyalty. These findings underscore the importance of implementing a planned and responsive digital marketing strategy to maximize engagement and success in the entertainment industry such as K-pop music concerts.

The third hypothesis suggests that consumer engagement has a positive influence on purchase intention. This finding indicates that the higher the level of fan interaction with K-pop groups such as BLACKPINK, BTS, NCT, NEWJEANS, TWICE, and SEVENTEEN, the higher their intention to purchase concert tickets. High consumer engagement not only includes intense interaction through social media and digital platforms, but also involves active participation in activities related to the group, such as sharing content, providing feedback, and following the latest developments from the

group. The branding built by K-pop groups through the content they share on various digital platforms, including social media, websites, and applications, plays an important role in strengthening emotional connections with fans. Consistent and interesting content, such as teaser videos, exclusive photos, and the latest news about concerts, helps build and strengthen the group's positive image in the eyes of fans. When fans feel a deep connection and are actively involved in activities related to the group, they tend to feel more attached and believe in the values brought by the group. This in turn encourages them to be more enthusiastic about purchasing concert tickets and supporting the group in live events. This study is in line with previous findings that emphasize the importance of consumer engagement in influencing purchase intention (Haddad et al., 2022; Peters & Bodkin, 2022; Sharma et al., 2020). These studies revealed that fans who actively interact with content and activities provided by the group tend to be more committed to making purchases and show greater loyalty. Therefore, building an effective engagement strategy through quality content and relevant interactions is a crucial aspect in motivating fans to purchase concert tickets and support the group continuously. These findings emphasize the need for marketers to focus on strategies that increase consumer engagement as a way to drive purchase intention and successful concert ticket sales.

The findings from the fourth hypothesis test (H4) show that although the P-Value and T-statistics show a significant relationship, the data do not support the moderation hypothesis because the main relationship (H1) between Digital Marketing and Purchase Intention is not significant. This means that Brand Equity cannot moderate an insignificant relationship, so the H4 hypothesis is rejected. In other words, although brand equity statistically shows a significant interaction, because the main independent variable in the relationship does not have a significant direct effect on purchase intention (H1 is rejected), the moderation effect of brand equity cannot be considered valid in the context of this model. This indicates that the brand equity of K-pop groups such as BLACKPINK, BTS, NCT, NEWJEANS, TWICE, and SEVENTEEN has not been able to strengthen the influence of digital marketing on the intention to buy concert tickets directly. The strength of the brand image owned by the K-pop group will only be effective as a moderator if the digital marketing strategy first has a significant effect on purchase intention.

The implication of these results is that management and marketers in the entertainment industry need to evaluate the effectiveness of the digital marketing strategy used. The first focus should be directed at improving the quality and attractiveness of digital campaigns so that they can have a direct impact on purchase intentions. After that, brand equity can be used as a supporting factor to increase this influence.

Thus, this finding is different from several previous studies (Ahmed et al., 2023; Lou & Yuan, 2019). These studies also emphasize the importance of building strong brand equity as an integral part of a digital marketing strategy. Thus, marketers in the K-pop industry must continue to strive to improve brand equity to maximize the effectiveness of digital marketing in attracting and retaining fans, as well as driving higher purchase intentions. This finding emphasizes that the combination of strong brand equity and smart digital marketing strategies is the key to success in achieving marketing goals in the entertainment industry, especially in the context of K-pop music concerts.

CONCLUSION

The results of the study showed that four hypotheses were successfully tested, focusing on the influence of digital marketing through consumer engagement and brand equity as a moderating variable on the purchase intention of K-pop concert tickets among Generation Z. First, there was no direct correlation between digital marketing and purchase intention of K-pop concert tickets. However, digital marketing significantly influenced the relationship between consumer engagement and purchase intention. Second, there was a significant relationship between consumer engagement and purchase intention, highlighting the importance of fan engagement in increasing concert ticket purchase intention. Meanwhile, although brand equity had a statistically significant interaction value, the moderation hypothesis was not supported, because the main relationship between digital marketing and purchase intention was not significant. Therefore, brand equity cannot be considered effective as a moderator in this context.

The main limitation is the focus on Generation Z, namely individuals aged 14-26 years in Jabodetabek, which may limit the generalizability of the study results to this age group and ignore differences in older ages. The preferences and motivations of older individuals in purchasing K-pop concert tickets may differ, and the results of this study may not fully represent the wider population. Future research should expand the age range of respondents and consider factors specific to the concert industry, such as location, ticket price, and production quality, for a more comprehensive understanding.

Managerial implications for the K-pop concert ticket industry such as BLACKPINK, BTS, NCT, NEWJEANS, TWICE, and SEVENTEEN involve strengthening the interaction between digital marketing, consumer engagement, and brand equity to influence purchase intention among Generation Z. Digital marketing strategies should target the Generation Z market with relevant content, online promotions, and active interactions on social media. In addition, creating interactive experiences through various digital channels, such as online contests and virtual mini-concerts, can increase engagement and connection with the brand. Building and maintaining strong brand equity among Generation Z, by ensuring that the brand remains positive and relevant, is also essential.

By strengthening the interaction between digital marketing, consumer engagement, and brand equity, K-pop concert ticket companies can increase purchase intention among Generation Z, who will be more motivated to purchase tickets from brands they find relevant, interesting, and satisfying.

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