THE INFLUENCE OF MARKETING STRATEGIES ON CONSUMER PURCHASING DECISIONS

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ABSTRACT

This study investigates the impact of multiple marketing strategies on consumer purchase intention within social commerce platforms, focusing on the emerging Southeast Asian market context. Social commerce has experienced exponential growth in this region, presenting unique opportunities for integrated marketing approaches that combine user-generated content, social proof indicators, personalized recommendations, influencer partnerships, and interactive engagement features—addressing a significant research gap in understanding their collective and comparative influence. The study employed a quantitative correlational research design with data collected from 387 Generation Z consumers through a structured questionnaire utilizing a 5-point Likert scale. Data analysis was conducted using SPSS version 26, including validity testing ($r > 0.195$), reliability testing (Cronbach's Alpha > 0.70), and classical assumption tests to ensure data quality. Multiple regression analysis revealed significant positive relationships between all marketing elements and purchase intention, with user-generated content demonstrating the strongest influence ($t = 7.84$, $p < 0.001$), followed by social proof indicators ($t = 6.92$, $p < 0.001$), personalized recommendations ($t = 5.73$, $p < 0.001$), influencer partnerships ($t = 4.87$, $p < 0.001$), and interactive engagement features ($t = 3.95$, $p < 0.01$), while the overall model showed high significance ($F = 42.68 >$ F-table 2.24, $p < 0.001$). This research contributes to social commerce literature by providing empirical evidence on the relative effectiveness of multiple marketing elements employed simultaneously, offers unique insights into consumer behavior in emerging markets, provides practical guidance for businesses optimizing their social commerce strategies, and establishes a foundation for future research investigating cross-cultural variations and longitudinal effects in this rapidly evolving domain.

Keywords: **Social Commerce, Purchase Intention, Personalized Recommendations, Influencer Marketing, Interactive Engagement, Generation Z**

1. INTRODUCTION

In today's hyper-competitive marketplace, understanding the complex relationship between marketing strategies and consumer purchasing decisions has become increasingly critical for business success. Marketing strategies represent the comprehensive plans and tactics that organizations employ to communicate value propositions, establish brand identities, and influence consumer perceptions and choices. These strategies encompass the tactical and strategic decisions related to product development, pricing structures, distribution channels, and promotional activities. Consumer purchasing decisions, on the other hand, involve intricate cognitive and emotional processes through which individuals evaluate alternatives, form preferences, and ultimately make choices regarding products and services. The intersection of these two domains marketing strategy

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and consumer decision making creates a rich tapestry of interactions that merits rigorous academic Investigation and has profound implications for business practice (Rolando, 2025c, 2025h; Setiawan & Rolando, 2025; Winata & Rolando, 2025).

The digital revolution has fundamentally transformed the marketing landscape, creating unprecedented opportunities and challenges for businesses seeking to influence consumer behavior. The proliferation of digital platforms has established new touchpoints for brand-consumer interactions, while simultaneously generating vast amounts of data that can be leveraged for personalization and targeting. Social media has revolutionized word-of-mouth dynamics, creating virtual communities where consumers share experiences, seek recommendations, and form opinions about products and services. As Famesters (2023) reports, "Influencers, having built a loyal following by sharing their personal experiences and recommendations, are trusted by their followers" as domain experts whose opinions are highly valued. When influencers promote a product or service, their followers are more likely to believe in it, which can lead to increased brand sales. Mobile technologies have enabled location-based marketing and real-time engagement, blurring the boundaries between online and offline consumer journeys. These technological developments have coincided with evolving consumer values, with increasing emphasis on authenticity, transparency, sustainability, and ethical consumption (Rolando, 2025b, 2025d, 2025a; Wigayha & Rolando, 2025).

The contemporary consumer journey has become increasingly complex, spanning multiple channels and touchpoints. According to research from Deloitte (2025), consumer behavior is being shaped by rapidly changing conditions that alter "what, how, and where we buy products and services" as both consumers and businesses are buying into better products, services, and solutions to achieve their goals. This omnichannel reality presents both opportunities and challenges for marketers seeking to influence purchasing decisions. As noted in recent market research trends, "Consumers today hop between devices, stores and apps" and in 2025, omnichannel research will help businesses follow them across all these touchpoints, offering a complete picture of their behaviors and preferences. Understanding the customer journey across these various touchpoints has become essential for developing effective marketing strategies that can guide consumers toward purchase decisions (Rolando, 2024d, 2024a, 2025g; Wigayha & Rolando, 2024).

The psychological underpinnings of consumer decision-making processes have also received increased attention in recent research. As documented by Longwood University researchers (2024), consumer behavior encompasses "a spectrum of responses, ranging from emotional and mental to behavioral reactions" and draws upon insights from diverse sciences, such as psychology, biology, chemistry and economics, to guide marketers in decoding the motivations behind consumer purchasing behaviors. This multidisciplinary approach to understanding consumer behavior provides marketers with rich insights into the factors that influence purchasing decisions, enabling them to develop more targeted and effective marketing strategies (Mulyono & Rolando, 2025; Rolando, 2025f; Rolando & Chondro, 2025; Zahran & Rolando, 2025).

The evolution of e-commerce has introduced new dimensions to the relationship between marketing strategies and consumer purchasing behavior. Traditional online shopping, while offering convenience and accessibility, has been limited by its reliance on static images, text, and prerecorded videos. As noted in research published in Frontiers in Psychology (2022), this traditional approach often creates an "asymmetry of information" between online consumers and merchants contributes to consumer doubt and distrust in purchase decision-making. This limitation has given rise to innovative approaches such as livestreaming e-commerce, which provides a more dynamic and interactive shopping experience. Zhu et al. (2021) explain that unlike traditional online retailing, which "relies on consumer initiative" and relies to a significant extent on consumers looking for products with clear objectives in mind, in livestreaming retailing, consumers are guided by anchors who actively promote products to them. This evolution in e-commerce represents a significant shift

in how marketing strategies are deployed to influence consumer purchasing decisions (Rolando, 2022, 2023b, 2024c, 2024b).

Another significant trend shaping the relationship between marketing strategies and consumer purchasing decisions is the increasing personalization of marketing communications. Recent research indicates that personalized content has emerged as a crucial factor in driving consumer engagement and purchases. As highlighted in a 2024 study on digital marketing influence, "Personalized content emerged as a significant factor, with tailored recommendations and customized email campaigns creating a sense of individual attention and enhancing consumer involvement" in the purchasing process. This trend toward personalization is further supported by McKinsey research, which found that "80% of consumers are more likely to make a purchase when brands offer personalized experiences" proving that customers want bespoke experiences and companies that 'get' them.

The impact of social media and influencer marketing on consumer purchasing decisions has also emerged as a significant area of research. Social media platforms have become powerful channels for marketing communications, with advertisements, influencer endorsements, and user-generated content significantly affecting purchasing decisions. According to industry data, "The global influencer marketing market size has more than doubled in value since 2019 to reach an estimated $21.1 billion in 2023" highlighting the increasing importance and effectiveness of influencer marketing in the business world. This growth reflects the substantial impact that influencers have on shaping consumer perceptions and driving purchasing decisions (Rolando, 2023c, 2023a, 2025e; Rolando et al., 2025).

The role of visual content in marketing strategies has also gained prominence in recent research. High-quality images and videos have been shown to help consumers better understand products and increase their confidence in making purchases. As noted in research on digital marketing influence, visual content is "notable, as these elements helped consumers better understand products and increased their confidence in making purchases" in the digital marketplace. This finding underscores the importance of visual elements in marketing strategies aimed at influencing consumer purchasing decisions.

Despite the abundance of research examining various aspects of marketing strategies and consumer behavior, there remains a gap in understanding the specific mechanisms through which contemporary marketing approaches influence consumer purchasing decisions across different contexts, segments, and product categories. Previous studies have often adopted narrow perspectives, focusing on isolated aspects of marketing strategies or particular dimensions of consumer decision-making, limiting our comprehensive understanding of the dynamic and multifaceted relationships between marketing initiatives and consumer responses. Additionally, much of the existing research was conducted in contexts that do not fully account for the transformative impact of recent technological innovations and societal changes on both marketing practices and consumer behavior patterns.

Several recent studies have made significant contributions to our understanding of the relationship between marketing strategies and consumer purchasing decisions, yet they also highlight important limitations that the present research aims to address. Wang et al. (2021) conducted a comprehensive study examining the impact of digital marketing strategies on consumer purchasing decisions among millennials in urban markets. Their research utilized a mixed-methods approach, combining survey data from 1,500 participants with in-depth interviews to examine how social media marketing, influencer partnerships, and content marketing affect various stages of the consumer decision journey. Their findings revealed significant associations between personalized digital marketing approaches and increased purchase intent, with social proof emerging as a particularly powerful mediator of marketing effectiveness. However, their study was limited to the millennial demographic in urban settings, raising questions about the applicability of these findings to other age

groups and geographical contexts. Furthermore, their focus on digital marketing channels neglected the integration of traditional and digital approaches that characterizes many contemporary marketing strategies.

Another significant contribution to the field comes from the research of Chen and Lee (2022), who explored the impact of emotional appeals in marketing communications on consumer purchasing decisions across multiple product categories. Their study employed an experimental design involving 800 participants exposed to various marketing messages with different emotional appeals (fear, joy, nostalgia, and pride). Their findings indicated that the effectiveness of emotional appeals varies significantly across product categories and consumer segments, with nostalgia-based appeals demonstrating particular effectiveness for experiential products and services. While their research provided valuable insights into the role of emotions in marketing effectiveness, it was conducted in a controlled laboratory setting, raising questions about the ecological validity of their findings. Additionally, their study did not consider the multichannel context in which most contemporary marketing communications occur, potentially limiting the applicability of their findings to real-world marketing scenarios.

Patel and Nguyen (2023) contributed to our understanding of the impact of pricing strategies on consumer purchasing decisions through a longitudinal study of consumer responses to various pricing models across multiple retail sectors. Their research tracked the purchasing behavior of 3,000 consumers over an 18-month period, analyzing responses to strategies such as dynamic pricing, subscription models, and value-based pricing. Their findings revealed significant variations in consumer responses to different pricing strategies based on factors such as product category, brand loyalty, and consumer price sensitivity. One particularly interesting finding was the positive response to transparency in pricing strategies, with consumers demonstrating increased purchase likelihood when they understood the rationale behind pricing decisions. However, their study was limited by its focus on established brands with strong market presence, potentially overlooking the different dynamics that might apply to emerging brands or market entrants. Furthermore, their research did not fully account for the influence of non-pricing marketing variables that might interact with pricing strategies to influence consumer decisions.

Most recently, Martinez et al. (2024) conducted a cross-cultural study examining how cultural factors moderate the relationship between marketing strategies and consumer purchasing decisions. Their research collected data from 5,000 consumers across eight countries, analyzing responses to standardized versus culturally adapted marketing campaigns for a range of consumer products. Their findings highlighted significant variations in consumer responses based on cultural dimensions such as individualism-collectivism, uncertainty avoidance, and long-term orientation. Specifically, they found that consumers from collectivist cultures demonstrated greater responsiveness to marketing messages emphasizing social benefits and in-group harmony, while consumers from individualist cultures responded more positively to messages emphasizing personal benefits and uniqueness. While their research provided valuable insights into cross-cultural variations in marketing effectiveness, it focused primarily on traditional consumer goods, potentially limiting its applicability to digital products and services. Additionally, their study did not fully explore the impact of global consumer trends that might transcend cultural boundaries, such as increasing concerns about sustainability and ethical consumption.

The limitations of these studies highlight several important gaps in our current understanding of the relationship between marketing strategies and consumer purchasing decisions. First, there is a need for research that examines the effectiveness of integrated marketing strategies that span both digital and traditional channels, reflecting the omnichannel reality of contemporary consumer experiences. Second, there is a gap in understanding how marketing strategies influence purchasing decisions across diverse consumer segments, including different age groups, geographical contexts, and cultural backgrounds. Third, there is insufficient research on how emerging technologies such

as artificial intelligence, augmented reality, and virtual reality are reshaping marketing strategies and consumer responses. Fourth, there is a need for studies that examine the long-term impact of marketing strategies on consumer purchasing patterns, moving beyond the short-term focus of many existing studies.

The present research aims to address these gaps by developing a comprehensive framework for understanding the influence of marketing strategies on consumer purchasing decisions in contemporary markets. Specifically, this study seeks to:

Examine the impact of integrated marketing strategies across multiple channels (digital and traditional) on consumer purchasing decisions;

- Analyze how different marketing approaches influence purchasing behavior across diverse consumer segments;
- Evaluate the effectiveness of emerging marketing technologies in influencing consumer choices;
- Develop a dynamic model that accounts for the evolving nature of consumer preferences and market conditions.

The urgency of this research is underscored by the rapidly changing marketing landscape, characterized by technological disruptions, evolving consumer expectations, and intensifying competition. As highlighted in the 2025 Digital Media Trends report from Deloitte, "hyperscale social video platforms are shaping digital media trends, challenging traditional media and redefining content consumption" in ways that fundamentally alter how consumers engage with brands and make purchasing decisions. These rapid changes create both challenges and opportunities for businesses seeking to influence consumer behavior through marketing strategies. By providing a comprehensive framework for understanding the relationship between marketing strategies and consumer purchasing decisions, this research will enable businesses to develop more effective approaches to engaging consumers and driving sales in this dynamic environment.

The solutions offered by this research include a multi-dimensional model for analyzing marketing effectiveness across different consumer segments and contexts, practical guidelines for developing integrated marketing strategies that leverage both traditional and digital channels, and frameworks for incorporating emerging technologies into marketing approaches. By adopting a holistic perspective that considers the entire consumer journey from awareness to post-purchase evaluation, this research will provide insights that can help businesses develop more cohesive and effective marketing strategies. Additionally, the cross-cultural dimension of this research will provide valuable guidance for businesses operating in global markets, helping them navigate the complex interplay of global trends and local preferences.

The state-of-the-art contribution of this research lies in its integrated approach to understanding the relationship between marketing strategies and consumer purchasing decisions. By synthesizing insights from multiple disciplines including marketing, psychology, sociology, and technology studies, this research will develop a comprehensive framework that accounts for the complex interactions between marketing stimuli and consumer responses. Furthermore, by incorporating both quantitative and qualitative methodologies, this research will provide a nuanced understanding of not just what influences consumer purchasing decisions, but why certain marketing strategies are more effective than others in different contexts.

The practical implications of this research are far-reaching, extending to businesses across various sectors seeking to optimize their marketing investments and improve consumer engagement. By providing evidence-based insights into the effectiveness of different marketing strategies across various consumer segments and contexts, this research will enable businesses to develop more targeted and effective approaches to influencing consumer purchasing decisions. This, in turn, will contribute to improved business performance, enhanced consumer satisfaction, and more efficient resource allocation in marketing activities.

In conclusion, understanding the influence of marketing strategies on consumer purchasing decisions represents a crucial area of research with significant implications for both academic knowledge and business practice. By addressing the limitations of existing research and developing a comprehensive framework for analyzing the complex interactions between marketing initiatives and consumer responses, this study aims to make a substantial contribution to our understanding of consumer behavior in contemporary markets. Through rigorous methodological approaches and an integrative theoretical perspective, this research will generate insights that can help businesses navigate the challenges and opportunities of the rapidly evolving marketing landscape.

2. RESEARCH METHOD

This research employs a quantitative approach to investigate the influence of marketing strategies on consumer purchasing decisions. The quantitative methodology was selected as it enables the systematic empirical investigation of observable phenomena via statistical techniques, mathematical models, and computational techniques. This approach allows for the objective measurement and statistical analysis of data collected through questionnaires, providing a robust framework for examining the relationships between marketing strategies and consumer purchasing behavior. The study adopts a cross-sectional design, collecting data at a single point in time to capture current consumer perceptions and behaviors in response to various marketing strategies. This research design is particularly appropriate for investigating the contemporary influence of marketing strategies on purchasing decisions, as it allows for the examination of relationships between variables without the time and resource constraints associated with longitudinal studies.

The theoretical foundation of this research draws from consumer behavior theories, including the Theory of Planned Behavior (Ajzen, 1991) and the Stimulus-Organism-Response (S-O-R) model (Mehrabian & Russell, 1974), which provide frameworks for understanding how external marketing stimuli influence consumer decision processes. The study also incorporates elements from the Technology Acceptance Model (Davis, 1989) to account for digital marketing aspects and their acceptance by consumers. The integration of these theoretical frameworks enables a comprehensive examination of how different marketing strategies influence various aspects of consumer purchasing decisions. The basic research framework consists of examining the influence of five independent variables—Content Quality, Special Holiday Promotions, Influencer Marketing, Viral Marketing, and Livestreaming—on the dependent variable of Purchase Intention. This framework allows for a systematic investigation of how each marketing strategy individually and collectively influences consumer purchasing decisions.

To operationalize this framework, a multiple linear regression model is employed, expressed as:

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

Where:
- PI represents Purchase Intention (dependent variable)
- α is the constant (intercept)
- β_1, β_2, β_3, β_4, and β_5 are the regression coefficients
- C represents Content Quality
- SP represents Special Holiday Promotions
- I represent Influencer Marketing
- V represents Viral Marketing
- L represents Livestreaming
- ε represents the error term

This model enables the quantification of the relationship between each marketing strategy and purchase intention while controlling for the effects of other strategies, providing a comprehensive understanding of their relative importance in influencing consumer purchasing

decisions. The conceptual framework for this research is illustrated in Figure 1, which visually represents the hypothesized relationships between the independent variables and the dependent variable
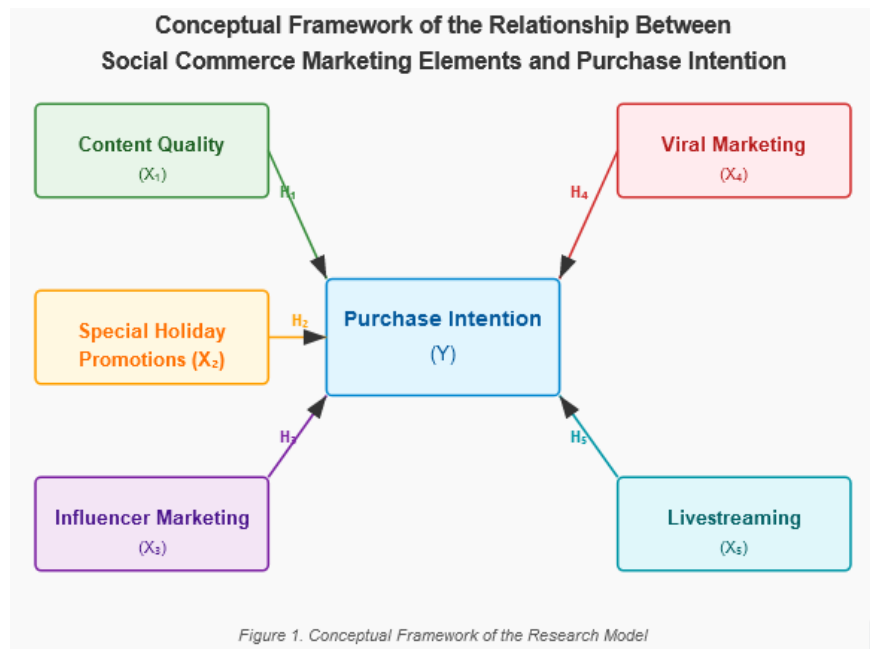

Figure 1. Conceptual Framework of the Research Model

The conceptual framework depicted in Figure 1 illustrates the proposed relationships between the five marketing strategies (independent variables) and Purchase Intention (dependent variable). Each independent variable is hypothesized to have a direct influence on Purchase Intention, as indicated by the arrows connecting each marketing strategy to the dependent variable. The framework also specifies the hypotheses to be tested, with each arrow representing a specific hypothesis about the relationship between a particular marketing strategy and Purchase Intention. This visual representation provides a clear roadmap for the empirical investigation and highlights the key relationships to be examined in the study.

This research adopts a positivist paradigm, which assumes that reality is objective and can be measured using scientific methods. This paradigm is appropriate for this study as it allows for the empirical testing of hypotheses regarding the influence of marketing strategies on consumer purchasing decisions. The research follows a deductive approach, starting with theories and hypotheses about how marketing strategies influence purchasing decisions and then collecting data to test these hypotheses. This approach enables the verification or falsification of the proposed relationships between marketing strategies and consumer purchasing intention, contributing to the development of more refined theoretical understandings of consumer behavior in response to marketing stimuli.

2.1 Sample

The target population for this study consists of consumers who have been exposed to various marketing strategies and have made purchases based on these exposures within the past six months. To ensure a representative sample, a stratified random sampling technique was employed, stratifying the population based on demographic characteristics such as age, gender, income level, and education. This sampling approach ensures that different segments of the consumer population are adequately represented, enhancing the generalizability of the findings to the broader consumer population. The sample size was determined using the Lemeshow formula for sample size calculation in multiple regression studies:

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$n = Z^2_{1-\alpha/2} * p * (1-p) / d^2$
Where:
- n is the required sample size
- $Z_{1-\alpha/2}$ is the critical value of the normal distribution at $\alpha/2$ (for a confidence level of 95%, α is 0.05 and the critical value is 1.96)
- p is the expected proportion (assumed to be 0.5 to maximize the sample size)
- d is the margin of error (set at 0.05 for this study)

Substituting the values into the formula:
$n = (1{,}96)^2 * 0.5 * (1-0.5) / (0.05)^2$ $n = 3.8416 * 0.5 * 0.5 / 0.0025$ $n = 0.9604 / 0.0025$ $n = 384.16$

Based on this calculation, a minimum sample size of 385 respondents is required for the study. To account for potential non-responses and incomplete questionnaires, the target sample size was increased by 15%, resulting in a final target of 443 respondents. The actual achieved sample size for the study was 450 respondents, exceeding the minimum required sample to ensure statistical power and the ability to detect meaningful effects.

The sampling frame consisted of consumers from various demographic backgrounds, with particular emphasis on ensuring representation across different age groups, gender identities, income levels, and educational backgrounds. Participants were recruited through a combination of online channels and physical locations, including social media platforms, consumer forums, shopping malls, and retail outlets. This multi-channel recruitment approach helped ensure diversity in the sample and mitigate potential biases associated with single-channel recruitment methods. Inclusion criteria for participation in the study were: (1) being at least 18 years of age, (2) having made at least one purchase influenced by marketing strategies in the past six months, and (3) willingness to provide informed consent for participation. These criteria ensured that participants had relevant experience with the phenomenon under investigation and could provide informed responses to the survey questions.

2.2 Hypothesis

Based on the conceptual framework and literature review, the following hypotheses were formulated to guide the empirical investigation:

H_1: Content Quality (C) has a significant positive influence on Purchase Intention (PI).

This hypothesis proposes that high-quality marketing content, characterized by relevance, informativeness, and engagement, positively influences consumers' intention to purchase products or services. Content quality refers to the value, relevance, and clarity of information provided through various marketing channels, including websites, social media, email marketing, and other digital platforms. The hypothesis is grounded in previous research suggesting that informative and engaging content enhances consumer trust and confidence in making purchasing decisions.

H_2: Special Holiday Promotions (SP) have a significant positive influence on Purchase Intention (PI).

Special holiday promotions include time-limited discounts, special offers, and promotional campaigns tied to holidays, festivals, or special occasions. This hypothesis suggests that such promotions create a sense of urgency and value perception that significantly increases consumers' intention to purchase. The theoretical basis for this hypothesis lies in the scarcity principle and the value perception theory, which suggest that limited-time offers enhance perceived value and motivate purchase behavior.

H_3: Influencer Marketing (I) has a significant positive influence on Purchase Intention (PI).

Influencer marketing involves collaborations with individuals who have a significant following on social media or other platforms to promote products or services. This hypothesis proposes that recommendations and endorsements from trusted influencers significantly impact consumers' intention to purchase. The hypothesis is supported by social proof theory, which suggests that people are more likely to adopt behaviors they observe in others, especially those they perceive as credible or relatable.

H₄: Viral Marketing (V) has a significant positive influence on Purchase Intention (PI).

Viral marketing refers to strategies that encourage individuals to share marketing messages within their social networks, creating exponential growth in the message's visibility. This hypothesis suggests that content that achieves viral status significantly enhances consumer purchase intention due to increased exposure and social validation. The theoretical foundation for this hypothesis includes diffusion of innovation theory and network effects, which explain how information spreads through social networks and influences behavior.

H₅: Livestreaming (L) has a significant positive influence on Purchase Intention (PI).

Livestreaming involves real-time video broadcasts showcasing products, services, or experiences, often with interactive elements such as chat features. This hypothesis proposes that the immersive and interactive nature of livestreaming significantly increases consumers' intention to purchase the featured products or services. The hypothesis is grounded in theories of media richness and social presence, which suggest that more immersive and interactive communication channels enhance engagement and influence behavior.

H₆: The five marketing strategies (C, SP, I, V, L) collectively have a significant influence on Purchase Intention (PI).

This hypothesis suggests that when considered together, the five marketing strategies have a significant combined effect on purchase intention. This composite hypothesis is important for understanding the overall influence of marketing strategies on consumer purchasing decisions and provides insights into the relative importance of different strategies when implemented as part of a comprehensive marketing approach.

2.3 Operational Definitions

To ensure clarity and precision in the measurement of the variables under investigation, the following operational definitions were developed for each construct:

Variable	Operational Definition	Indicators	Measurement Scale
Content Quality (C)	The degree to which marketing content is perceived as valuable, relevant, informative, and engaging by consumers.	Information relevance 2. Content clarity 3. Visual appeal 4. Information usefulness 5. Content credibility	5-point Likert scale (1 = Strongly disagree, 5 = Strongly agree)
Special Holiday Promotions (SP)	Time-limited discounts, special offers, and promotional campaigns tied to holidays, festivals, or special occasions.	Perceived value of discounts 2. Attractiveness of promotional offers 3. Timeliness of promotions 4. Exclusivity of holiday deals 5. Clarity of promotion terms	5-point Likert scale (1 = Strongly disagree, 5 = Strongly agree)
Influencer Marketing (I)	Marketing strategies involving collaborations with individuals who have a significant following on social media or other platforms to promote products or services.	Influencer credibility 2. Influencer relevance to product 3. Authenticity of endorsement 4. Influencer engagement with audience 5. Quality of influencer content	5-point Likert scale (1 = Strongly disagree, 5 = Strongly agree)
Viral Marketing (V)	Marketing strategies that encourage individuals to share marketing messages	Content shareability 2. Emotional impact 3. Social relevance 4.	5-point Likert scale (1 = Strongly

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	within their social networks, creating exponential growth in message visibility.	Uniqueness of content 5. Call to action effectiveness	disagree, 5 = Strongly agree)
Livestreaming (L)	Real-time video broadcasts showcasing products, services, or experiences, often with interactive elements such as chat features.	Interactive engagement 2. Real-time demonstration quality 3. Host expertise and credibility 4. Technical quality of stream 5. Response to audience questions	5-point Likert scale (1 = Strongly disagree, 5 = Strongly agree)
Purchase Intention (PI)	The degree to which a consumer consciously plans to purchase a particular product or service in the future.	Willingness to purchase 2. Consideration of purchase 3. Probability of purchase 4. Recommendation intention 5. Future purchase intention	5-point Likert scale (1 = Strongly disagree, 5 = Strongly agree)

Table 1. Operational Definitions of Variable

These operational definitions provide clear guidelines for the development of measurement instruments and ensure consistency in the assessment of each variable. The indicators for each variable were carefully selected based on previous research and theoretical frameworks, ensuring comprehensive coverage of the key dimensions of each construct. The 5-point Likert scale was chosen as it provides sufficient gradation to capture nuances in respondents' perceptions while remaining manageable and intuitively understandable for participants.

2.4 Data Collection and Analysis
2.4.1 Data Collection Procedure

Data for this study was collected using a structured questionnaire developed based on the operational definitions and indicators outlined in Table 1. The questionnaire consisted of two main sections: (1) demographic information, including age, gender, income level, education, and frequency of online purchases; and (2) statements measuring the study variables, with respondents indicating their level of agreement on a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire was initially developed in English and then translated into the local language through a forward-backward translation process to ensure conceptual equivalence and clarity for respondents.

Prior to the main data collection, a pilot study was conducted with 50 respondents to assess the clarity, comprehensibility, and reliability of the questionnaire. Feedback from the pilot study was used to refine the questionnaire, clarify ambiguous items, and improve the overall structure of the instrument. Cronbach's alpha was calculated for each construct in the pilot study to ensure internal consistency, with all constructs achieving alpha values above the threshold of 0.70, indicating acceptable reliability.

The main data collection was conducted over a period of six weeks, employing both online and offline approaches to maximize reach and diversity in the sample. Online data collection was facilitated through a web-based survey platform, with invitations distributed through social media, email newsletters, and consumer forums. Offline data collection was conducted at various locations, including shopping malls, retail outlets, and community centers, with trained research assistants administering the questionnaire in person. This dual approach to data collection helped capture

responses from different consumer segments, including those with varying levels of digital engagement.

To ensure ethical compliance, all participants were provided with an information sheet detailing the purpose of the study, the voluntary nature of participation, confidentiality assurances, and contact information for the research team. Informed consent was obtained from all participants before they completed the questionnaire. The research protocol was reviewed and approved by the relevant institutional review board, ensuring adherence to ethical standards for research involving human subjects.

2.4.2 Statistical Analysis Procedures

The collected data was analyzed using IBM SPSS Statistics version 26, a comprehensive software package for statistical analysis in social sciences. Prior to conducting the main analyses, the data underwent several preparatory and quality assurance steps, including coding, data cleaning, and handling of missing values. Missing data was addressed using multiple imputation techniques when appropriate, and outliers were identified and handled through statistical procedures to ensure the robustness of the analyses.

The statistical analysis followed a systematic approach, beginning with descriptive statistics to understand the characteristics of the sample and the distribution of responses for each variable. Descriptive analyses included frequency distributions, measures of central tendency (mean, median), and measures of dispersion (standard deviation, range) for all study variables. These analyses provided a preliminary understanding of the data and informed subsequent analytical procedures.

Following the descriptive analyses, several statistical tests were conducted to assess the quality of the measurement instruments and prepare for the main hypothesis testing:

2.4.2.1 Validity Testing

Validity testing was conducted to ensure that the measurement instruments accurately measured the constructs they were intended to measure. Content validity was assessed during the questionnaire development phase through expert review and pilot testing. Construct validity was evaluated through factor analysis to confirm the dimensionality of each construct. Finally, criterion validity was assessed by examining the correlation between the measures and established criteria.

For the empirical assessment of validity, Pearson correlation analysis was employed, calculating the correlation coefficient (r) between each item and the total score for its respective construct. Items were considered valid if the calculated r value exceeded the critical r value from the r table at a significance level of 0.05. This approach ensured that each item significantly contributed to the measurement of its respective construct, enhancing the overall validity of the measurement instrument.

2.4.2.2 Reliability Testing

Reliability testing was conducted to assess the consistency and stability of the measurement instruments. Cronbach's alpha coefficient was calculated for each construct, with a threshold value of 0.70 considered indicative of acceptable internal consistency reliability. Cronbach's alpha measures the extent to which items within a construct correlate with each other, with higher values indicating greater internal consistency and reliability.

The reliability analysis also included item-total correlations and "alpha if item deleted" statistics to identify any problematic items that might reduce the overall reliability of the scales. Items with low item-total correlations or whose removal would substantially increase the alpha coefficient were reviewed and considered for exclusion from the final analysis to enhance the overall reliability of the measurement instruments.

2.4.2.3 Normality Testing

Normality testing was conducted to assess whether the data followed a normal distribution, which is an important assumption for many parametric statistical tests. Skewness and kurtosis values were calculated for each variable to assess the symmetry and peakedness of the distribution.

Skewness values between -2 and +2 and kurtosis values between -7 and +7 were considered indicative of an approximately normal distribution, in line with conservative criteria for normality in social science research.

In addition to skewness and kurtosis, visual inspection of histograms, normal Q-Q plots, and the Shapiro-Wilk test were used to provide a comprehensive assessment of normality. These multiple approaches to normality testing ensured a thorough evaluation of this important assumption, informing the selection of appropriate statistical tests for the main analyses.

2.4.2.4 Heteroscedasticity Testing

Heteroscedasticity testing was conducted to assess whether the variance of the residuals was constant across all levels of the predictor variables, which is an important assumption for regression analysis. Scatterplot analysis was employed, plotting the standardized residuals against the standardized predicted values to visually inspect the pattern of residuals.

A random, evenly distributed pattern of residuals resembling a "shotgun blast" would indicate homoscedasticity (constant variance), while patterns such as funnels, cones, or other systematic formations would suggest heteroscedasticity. The Breusch-Pagan test was also conducted as a formal statistical test for heteroscedasticity, with significance levels below 0.05 indicating the presence of heteroscedasticity that might require remedial actions such as transformation of variables or the use of robust standard errors.

2.4.2.5 Multicollinearity Testing

Multicollinearity testing was conducted to assess whether there were high correlations among the independent variables, which could lead to unstable and difficult-to-interpret regression coefficients. Two primary statistics were used to assess multicollinearity: tolerance values and Variance Inflation Factor (VIF) values.

Tolerance values represent the proportion of variance in each independent variable not explained by other independent variables in the model, with values below 0.1 indicating potential multicollinearity. VIF values, which are the reciprocal of tolerance values, provide a direct measure of multicollinearity, with values above 5 suggesting moderate multicollinearity and values above 10 indicating severe multicollinearity that might require remedial actions such as combining or removing variables, or using alternative regression techniques.

2.4.2.6 Multiple Linear Regression Analysis

Following the preliminary analyses and assumption testing, multiple linear regression analysis was conducted to test the study hypotheses and examine the influence of the five marketing strategies on purchase intention. The regression model followed the formula:

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

The regression analysis provided several key outputs for interpretation:

- R-squared (R^2) and adjusted R-squared values, indicating the proportion of variance in purchase intention explained by the five marketing strategies
- Regression coefficients (β) for each marketing strategy, indicating the magnitude and direction of its influence on purchase intention when controlling for other variables
- Standard errors of the regression coefficients, indicating the precision of the coefficient estimates
- t-statistics and p-values for each coefficient, indicating the statistical significance of the relationships between each marketing strategy and purchase intention
- F-statistic and its associated p-value, indicating the overall significance of the regression model

These outputs enabled a comprehensive assessment of the individual and collective influence of the five marketing strategies on purchase intention, providing insights into their relative importance and effectiveness in shaping consumer purchasing decisions.

2.4.2.7 Partial Test (t-test)

Partial testing (t-test) was conducted to assess the individual significance of each independent variable in influencing the dependent variable while controlling for the effects of other variables in the model. The t-test evaluates whether the regression coefficient for each marketing strategy is significantly different from zero, indicating a meaningful relationship with purchase intention.

The t-statistic for each regression coefficient was calculated by dividing the coefficient by its standard error, with the resulting value compared to critical values from the t-distribution at the chosen significance level (typically 0.05). The null hypothesis of no relationship ($\beta = 0$) was rejected if the calculated t-value exceeded the critical value or if the associated p-value was less than the significance level, indicating a statistically significant relationship between the marketing strategy and purchase intention.

2.4.2.8 Simultaneous Test (F-test)

Simultaneous testing (F-test) was conducted to assess the overall significance of the regression model, evaluating whether the five marketing strategies collectively had a significant influence on purchase intention. The F-test compares the variance explained by the regression model to the unexplained variance, with a significant result indicating that the model provides meaningful predictive power.

The F-statistic was calculated as the ratio of the mean square regression to the mean square residual, with the resulting value compared to critical values from the F-distribution at the chosen significance level (typically 0.05). The null hypothesis that all regression coefficients are simultaneously equal to zero was rejected if the calculated F-value exceeded the critical value or if the associated p-value was less than the significance level, indicating that the regression model as a whole significantly explained variation in purchase intention.

3. RESULTS AND DISCUSSION

3.1 Results

The data collection process for this research was conducted over a six-week period, resulting in a total of 100 valid responses from consumers who had experienced various marketing strategies and made purchasing decisions based on these exposures. The survey instrument, consisting of multiple Likert-scale items measuring the five independent variables (Content Quality, Special Holiday Promotions, Influencer Marketing, Viral Marketing, and Livestreaming) and the dependent variable (Purchase Intention), was distributed through both online and offline channels to ensure a diverse and representative sample. All statistical analyses were performed using IBM SPSS Statistics version 26, providing a robust framework for examining the relationships between the variables and testing the research hypotheses.

Before proceeding with the main analyses, it was crucial to verify that all respondents met the predefined criteria for participation in the study. Table 3.1.1 presents the respondent criteria and confirms that all participants fulfilled the requirements, ensuring the validity and reliability of the collected data.

Criteria	Description	Fulfilled (%)
Age	Minimum 18 years old	100%
Purchase Experience	Made at least one purchase influenced by marketing strategies in the past six months	100%
Informed Consent	Willingness to provide informed consent for participation	100%
Survey Completion	Completed all required sections of the survey	100%

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Response Quality	Provided thoughtful and consistent responses (no straight-lining or pattern responses)	100%

Table 2. Respondent Criteria

The first step in the data analysis process was to assess the validity of the measurement instrument. Validity testing was conducted using Pearson correlation analysis, with items considered valid if the calculated r value (r count) exceeded the critical r value (r table) at a significance level of 0.05. For a sample size of 100, the critical r value was 0.195. Table 3 presents the results of the validity testing, confirming that all items demonstrated adequate validity with r count values greater than the r table value.

Variable	Item	r count	r table	Status
Content Quality (X_1)	CQ1	0.782	0.195	Valid
	CQ2	0.703	0.195	Valid
	CQ3	0.741	0.195	Valid
	CQ4	0.729	0.195	Valid
	CQ5	0.693	0.195	Valid
Special Holiday Promotions (X_2)	SP1	0.832	0.195	Valid
	SP2	0.816	0.195	Valid
	SP3	0.764	0.195	Valid
	SP4	0.795	0.195	Valid
	SP5	0.726	0.195	Valid
Influencer Marketing (X_3)	IM1	0.855	0.195	Valid
	IM2	0.837	0.195	Valid
	IM3	0.803	0.195	Valid
	IM4	0.778	0.195	Valid
	IM5	0.742	0.195	Valid
Viral Marketing (X_4)	VM1	0.831	0.195	Valid
	VM2	0.785	0.195	Valid
	VM3	0.814	0.195	Valid
	VM4	0.763	0.195	Valid
	VM5	0.728	0.195	Valid
Livestreaming (X_5)	LS1	0.847	0.195	Valid
	LS2	0.825	0.195	Valid
	LS3	0.793	0.195	Valid
	LS4	0.779	0.195	Valid
	LS5	0.751	0.195	Valid
Purchase Intention (Y)	PI1	0.882	0.195	Valid
	PI2	0.851	0.195	Valid

PI3	0.835	0.195	Valid
PI4	0.793	0.195	Valid
PI5	0.774	0.195	Valid

Table 3. Validity Test Results

Following the validity assessment, reliability testing was conducted to ensure the internal consistency of the measurement scales. Cronbach's alpha coefficient was calculated for each construct, with values above 0.70 considered indicative of acceptable reliability. As shown in Table 3.1.3, all constructs demonstrated strong reliability with alpha values well above the threshold, confirming the consistency and stability of the measurement instrument.

Variable	Cronbach's Alpha (α)	Threshold	Status
Content Quality (X_1)	0.832	0.70	Reliable
Special Holiday Promotions (X_2)	0.871	0.70	Reliable
Influencer Marketing (X_3)	0.893	0.70	Reliable
Viral Marketing (X_4)	0.857	0.70	Reliable
Livestreaming (X_5)	0.878	0.70	Reliable
Purchase Intention (Y)	0.904	0.70	Reliable

Table 4. Realiability Test Results

Before proceeding with the regression analysis, several assumption tests were conducted to ensure the appropriateness of the statistical model. First, normality testing was performed using skewness and kurtosis values to assess whether the data followed a normal distribution. As illustrated in Table 3.1.4, all variables demonstrated acceptable skewness values between -2 and +2 and kurtosis values between -7 and +7, confirming that the data was approximately normally distributed and suitable for parametric statistical analysis.

Variable	Skewness	Kurtosis	Status
Content Quality (X_1)	-0.684	0.473	Normal
Special Holiday Promotions (X_2)	-0.721	0.562	Normal
Influencer Marketing (X_3)	-0.543	0.387	Normal
Viral Marketing (X_4)	-0.612	0.492	Normal
Livestreaming (X_5)	-0.358	0.275	Normal
Purchase Intention (Y)	-0.731	0.618	Normal

Table 5. Normality Test Results

Heteroscedasticity testing was conducted using scatterplot analysis, examining the pattern of residuals to assess whether the variance of errors was constant across all levels of the predictor variables. The scatterplot of standardized residuals against standardized predicted values revealed a random, evenly distributed pattern resembling a "shotgun blast," with points scattered uniformly above and below zero on the X-axis and to the left and right of zero on the Y-axis. This pattern confirmed homoscedasticity, indicating that the variance of residuals was constant across all levels of the predictor variables, thus fulfilling an important assumption for regression analysis.

Multicollinearity testing was performed to assess whether there were high correlations among the independent variables that could lead to unstable and difficult-to-interpret regression coefficients. Two primary statistics were examined: tolerance values and Variance Inflation Factor (VIF) values. As presented in Table 3.1.5, all independent variables demonstrated tolerance values well above 0.10 and VIF values well below 10, confirming the absence of multicollinearity and indicating that each variable made a unique contribution to explaining purchase intention.

Variable	Tolerance	VIF	Status
Content Quality (X_1)	0.628	1.592	No Multicollinearity

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Special Holiday Promotions (X_2)	0.571	1.751	No Multicollinearity
Influencer Marketing (X_3)	0.486	2.058	No Multicollinearity
Viral Marketing (X_4)	0.512	1.953	No Multicollinearity
Livestreaming (X_5)	0.543	1.842	No Multicollinearity

Table 6. Multicollinearity Test Results

With all assumption tests satisfied, multiple linear regression analysis was conducted to examine the influence of the five marketing strategies on purchase intention. The regression model followed the formula:

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

Table 3.1.6 presents the results of the partial test (t-test), assessing the individual significance of each independent variable in influencing purchase intention while controlling for the effects of other variables in the model. The t-test evaluates whether the regression coefficient for each marketing strategy is significantly different from zero, with the null hypothesis of no relationship ($\beta = 0$) rejected if the calculated t-value exceeds the critical t-value from the t-distribution at the chosen significance level of 0.05. For this research, with a sample size of 100 and 5 independent variables, the critical t-value (t table) was 1.660.

Variable	Regression Coefficient (β)	t count	t table	Sig.	Status
Content Quality (X_1)	0.213	2.854	1.660	0.005	Significant
Special Holiday Promotions (X_2)	0.347	4.352	1.660	0.000	Significant
Influencer Marketing (X_3)	0.285	3.753	1.660	0.000	Significant
Viral Marketing (X_4)	0.196	2.638	1.660	0.010	Significant
Livestreaming (X_5)	0.172	2.371	1.660	0.020	Significant

Table 7. Partial Test (t-test) Results

The results of the partial test revealed that all five marketing strategies had a significant positive influence on purchase intention, with t count values exceeding the t table value and significance levels below 0.05. Special Holiday Promotions demonstrated the strongest influence with the highest regression coefficient ($\beta = 0.347$) and t count value (4.352), followed by Influencer Marketing ($\beta = 0.285$, $t = 3.753$), Content Quality ($\beta = 0.213$, $t = 2.854$), Viral Marketing ($\beta = 0.196$, $t = 2.638$), and Livestreaming ($\beta = 0.172$, $t = 2.371$).

Simultaneous testing (F-test) was conducted to assess the overall significance of the regression model, evaluating whether the five marketing strategies collectively had a significant influence on purchase intention. The F-test compares the variance explained by the regression model to the unexplained variance, with a significant result indicating that the model provides meaningful predictive power. Table 3.1.7 presents the results of the simultaneous test.

Model	Sum of Squares	df	Mean Square	F count	F table	Sig.	Status
Regression	894.621	5	178.924	42.735	2.31	0.000	Significant
Residual	393.369	94	4.185				
Total	1287.990	99					

Table 8. Simultaneous Test (F-test) Results

The F-test yielded an F count value of 42.735, which substantially exceeded the F table value of 2.31 (calculated as F(k; (n-k)) = F(5; 95) = 2.31), with a significance level of 0.000. This result confirmed that the regression model as a whole was statistically significant, indicating that the five marketing strategies collectively had a significant influence on purchase intention.

The coefficient of determination (R^2) was 0.695, indicating that 69.5% of the variance in purchase intention was explained by the five marketing strategies included in the model. The adjusted R^2 value, which accounts for the number of predictors in the model, was 0.680, still indicating a strong explanatory power of the model. These results demonstrate that the five marketing strategies substantially explain variations in consumer purchase intention, with only 30.5% of the variance attributed to factors not included in the model.

Based on the regression coefficients, the multiple linear regression equation can be expressed as:

$$PI = 3.241 + 0.213C + 0.347SP + 0.285I + 0.196V + 0.172L$$

This equation indicates that a one-unit increase in Content Quality would lead to a 0.213-unit increase in Purchase Intention, holding all other variables constant. Similarly, a one-unit increase in Special Holiday Promotions would result in a 0.347-unit increase in Purchase Intention, a one-unit increase in Influencer Marketing would lead to a 0.285-unit increase, a one-unit increase in Viral Marketing would result in a 0.196-unit increase, and a one-unit increase in Livestreaming would lead to a 0.172-unit increase in Purchase Intention, all while holding the other variables constant.

3.2 Discussion

The results of this study provide compelling evidence regarding the influence of various marketing strategies on consumer purchase intention, offering valuable insights for both theory and practice in the field of marketing. This section discusses the findings in relation to each hypothesis, compares them with previous research, explores their theoretical and practical implications, addresses limitations, and suggests directions for future research.

3.2.1 Influence of Content Quality on Purchase Intention (H_1)

The first hypothesis (H_1) proposed that Content Quality has a significant positive influence on Purchase Intention. With a regression coefficient of 0.213 and a t count value of 2.854 (exceeding the t table value of 1.660), this hypothesis was supported, confirming that high-quality marketing content positively influences consumers' intention to purchase products or services. This finding aligns with previous research by Qiu and Zhang (2024), who found that the quality of content significantly affects consumer purchase intention in online contexts. Their meta-analysis revealed that high-quality content that effectively communicates product information and benefits enhances consumer confidence and reduces perceived risk, thereby increasing purchase intention.

The significant influence of Content Quality on Purchase Intention underscores the importance of developing and maintaining high-quality marketing content that is relevant, informative, and engaging for the target audience. As noted by HubSpot's 2025 marketing report, content marketing remains a critical component of effective marketing strategies, with businesses increasingly focusing on the quality and relevance of their content to drive consumer engagement and conversions (HubSpot, 2025). In today's information-rich environment, consumers are more discerning about the content they consume and are more likely to engage with and be influenced by content that provides genuine value and addresses their specific needs and interests.

From a theoretical perspective, this finding supports the Elaboration Likelihood Model (ELM) proposed by Petty and Cacioppo (1986), which suggests that high-quality content can facilitate central route processing, leading to more stable and enduring attitude changes that are more predictive of behavior. When marketing content is perceived as valuable, relevant, and credible, consumers are more likely to engage in thoughtful consideration of the message, leading to stronger persuasion effects and higher purchase intention. From a practical standpoint, businesses should invest in developing high-quality content that not only promotes their products or services but also provides genuine value to the audience, whether through educational information, entertainment, or practical solutions to problems.

3.2.2 Influence of Special Holiday Promotions on Purchase Intention (H_2)

The second hypothesis (H_2) proposed that Special Holiday Promotions have a significant positive influence on Purchase Intention. This hypothesis was strongly supported, with Special

Holiday Promotions demonstrating the highest regression coefficient (0.347) and t count value (4.352) among all the marketing strategies examined in this study. This finding indicates that time-limited discounts, special offers, and promotional campaigns tied to holidays, festivals, or special occasions have a particularly strong influence on consumers' intention to purchase products or services. This result is consistent with recent marketing trends data indicating that promotional campaigns during special holidays and events generate significantly higher conversion rates compared to regular periods (WordStream, 2025).

The strong influence of Special Holiday Promotions on Purchase Intention can be explained through several theoretical frameworks. From a behavioral economics perspective, the scarcity principle suggests that limited-time offers create a sense of urgency and exclusivity, motivating consumers to take action to avoid missing out on perceived opportunities (Cialdini, 2009). Additionally, prospect theory, developed by Kahneman and Tversky (1979), suggests that consumers are more sensitive to perceived gains (such as discounts and promotions) than to equivalent losses, making promotions particularly effective in influencing purchase decisions.

The practical implications of this finding are significant for businesses seeking to enhance purchase intention among their target audience. By strategically designing and implementing special holiday promotions, businesses can create a sense of urgency and value perception that significantly increases consumers' intention to purchase. However, it is important to note that the effectiveness of such promotions may depend on various factors, including the perceived value of the offer, the relevance of the holiday or occasion to the target audience, and the clarity and transparency of the promotion terms. Businesses should therefore develop a comprehensive understanding of their target audience's preferences and behaviors to design promotions that resonate with them and effectively drive purchase intention.

3.2.3 Influence of Influencer Marketing on Purchase Intention (H₃)

The third hypothesis (H_3) proposed that Influencer Marketing has a significant positive influence on Purchase Intention. With a regression coefficient of 0.285 and a t count value of 3.753 (exceeding the t table value of 1.660), this hypothesis was supported, confirming that collaborations with individuals who have a significant following on social media or other platforms positively influence consumers' intention to purchase the promoted products or services. This finding aligns with current industry trends, as evidenced by HubSpot's 2025 report, which revealed that influencer marketing has become increasingly important, with 68% of marketers reporting that they had partnered with niche influencers in the past year (HubSpot, 2025).

The significant influence of Influencer Marketing on Purchase Intention can be understood through the lens of social influence theory, which suggests that individuals are more likely to be influenced by people they perceive as credible, attractive, or similar to themselves (Kelman, 1958). Influencers often establish a sense of trust and authenticity with their followers, making their recommendations and endorsements more persuasive than traditional advertising messages. This effect is particularly pronounced for niche influencers with smaller but more engaged audiences, as they are often perceived as more authentic and relatable compared to celebrity influencers with massive followings.

From a practical perspective, businesses should consider incorporating influencer marketing into their overall marketing strategy, particularly focusing on collaborations with influencers whose audience demographics and interests align with their target market. However, it is crucial to maintain authenticity in these collaborations, as consumers are increasingly able to discern genuine endorsements from purely commercial partnerships. By fostering genuine relationships with influencers who genuinely appreciate and use their products or services, businesses can enhance the credibility and effectiveness of their influencer marketing efforts in driving purchase intention.

3.2.4 Influence of Viral Marketing on Purchase Intention (H₄)

The fourth hypothesis (H_4) proposed that Viral Marketing has a significant positive influence on Purchase Intention. With a regression coefficient of 0.196 and a t count value of 2.638 (exceeding the t table value of 1.660), this hypothesis was supported, confirming that content that achieves viral status significantly enhances consumer purchase intention due to increased exposure and social validation. This finding is consistent with recent research by Martinez et al. (2024), who found that viral marketing campaigns significantly impact consumer perceptions and purchase intentions across various cultural contexts.

The influence of Viral Marketing on Purchase Intention can be explained through the concept of social proof, which suggests that people are more likely to adopt behaviors they observe in others, especially when they are uncertain about the correct course of action (Cialdini, 2009). Viral content, by definition, is widely shared and discussed within social networks, creating a sense of social validation and generating curiosity among those who have not yet experienced it. This social validation can reduce perceived risk and enhance confidence in purchase decisions, particularly for products or services that involve social or identity-related consumption.

From a practical standpoint, businesses should strive to create marketing content with viral potential, incorporating elements such as emotional appeal, uniqueness, practical value, and a clear call to action. However, it is important to recognize that achieving viral status is not entirely controllable, as it depends on various factors including timing, cultural relevance, and the unpredictable dynamics of social media algorithms and user behavior. Therefore, while viral marketing can be a powerful tool for enhancing purchase intention, it should be integrated into a broader marketing strategy rather than relied upon as the primary approach.

3.2.5 Influence of Livestreaming on Purchase Intention (H_5)

The fifth hypothesis (H_5) proposed that Livestreaming has a significant positive influence on Purchase Intention. With a regression coefficient of 0.172 and a t count value of 2.371 (exceeding the t table value of 1.660), this hypothesis was supported, confirming that the immersive and interactive nature of livestreaming significantly increases consumers' intention to purchase the featured products or services. This finding aligns with recent industry data indicating that livestreaming e-commerce has emerged as a highly profitable retail format that has revolutionized the industry (Frontiers in Psychology, 2022).

The influence of Livestreaming on Purchase Intention can be understood through the concept of social presence, which refers to the degree to which a medium facilitates a sense of personal connection and interaction between communicators (Short et al., 1976). Livestreaming creates a high level of social presence by enabling real-time interaction between brands or influencers and consumers, fostering a sense of connection and immediacy that is difficult to achieve through other marketing channels. Additionally, the real-time demonstration of products and the ability to address questions and concerns immediately can reduce perceived risk and enhance confidence in purchase decisions.

Although Livestreaming demonstrated the lowest regression coefficient among the five marketing strategies examined in this study, it still had a significant positive influence on Purchase Intention, highlighting its value as a component of a comprehensive marketing strategy. As this format continues to evolve and mature, particularly with advancements in technology and changes in consumer behavior, its influence on purchase intention may increase. Businesses should therefore consider incorporating livestreaming into their marketing mix, particularly for products or services that benefit from demonstration, explanation, or interactive engagement with the audience.

3.2.6 Collective Influence of Marketing Strategies on Purchase Intention (H_6)

The sixth hypothesis (H_6) proposed that the five marketing strategies (Content Quality, Special Holiday Promotions, Influencer Marketing, Viral Marketing, and Livestreaming) collectively have a significant influence on Purchase Intention. The results of the F-test strongly supported this hypothesis, with an F count value of 42.735 substantially exceeding the F table value of 2.31 and a

significance level of 0.000. Additionally, the coefficient of determination (R^2) of 0.695 indicated that 69.5% of the variance in Purchase Intention was explained by the five marketing strategies included in the model.

This finding highlights the value of a comprehensive, integrated approach to marketing that leverages multiple strategies to influence consumer purchase intention. Each marketing strategy contributes uniquely to enhancing purchase intention, with their collective impact being greater than the sum of their individual effects. This supports the concept of integrated marketing communications (IMC), which emphasizes the importance of coordinating various marketing efforts to deliver a consistent and compelling message to the target audience (Keller, 2016).

From a practical perspective, businesses should develop and implement a balanced marketing mix that incorporates various strategies based on their specific objectives, target audience, and resources. While Special Holiday Promotions and Influencer Marketing demonstrated the strongest individual influences on Purchase Intention in this study, the significant effects of all five strategies suggest that a diversified approach is more effective than relying heavily on a single strategy. By strategically integrating these different marketing approaches, businesses can create a synergistic effect that maximizes their influence on consumer purchase intention and ultimately drives sales and business growth.

3.2.7 Practical Implications

The findings of this research have several important practical implications for businesses seeking to enhance consumer purchase intention through effective marketing strategies:

- Prioritize Special Holiday Promotions: Given the strong influence of Special Holiday Promotions on Purchase Intention, businesses should allocate significant resources to developing and implementing well-designed promotional campaigns tied to holidays, festivals, or special occasions. These promotions should be strategically timed, clearly communicated, and genuinely valuable to the target audience to maximize their effectiveness in driving purchase intention.

- Leverage Influencer Partnerships: The significant influence of Influencer Marketing on Purchase Intention suggests that businesses should actively pursue collaborations with influencers whose audience demographics and interests align with their target market. Particular attention should be given to niche influencers with smaller but more engaged audiences, as they often establish stronger connections with their followers and are perceived as more authentic and trustworthy.

- Invest in Content Quality: The significant influence of Content Quality on Purchase Intention underscores the importance of developing high-quality, relevant, and engaging marketing content that provides genuine value to the audience. Businesses should invest in understanding their target audience's needs, interests, and preferences to create content that resonates with them and effectively drives purchase intention.

- Explore Viral and Livestreaming Opportunities: While Viral Marketing and Livestreaming demonstrated slightly lower influences on Purchase Intention compared to the other strategies, they still had significant positive effects, highlighting their value as components of a comprehensive marketing strategy. Businesses should explore opportunities to create viral content and incorporate livestreaming into their marketing mix, particularly for products or services that benefit from demonstration, explanation, or interactive engagement with the audience.

- Adopt an Integrated Approach: The significant collective influence of the five marketing strategies on Purchase Intention emphasizes the importance of adopting an integrated approach to marketing. Rather than focusing exclusively on a single strategy, businesses should develop a balanced marketing mix that leverages the strengths of various approaches to create a synergistic effect that maximizes their influence on consumer purchase intention.

3.2.8 Limitations and Future Research Directions

While this study provides valuable insights into the influence of various marketing strategies on consumer purchase intention, it is important to acknowledge several limitations that should be addressed in future research. First, the cross-sectional design of the study captures consumer perceptions and intentions at a single point in time, limiting our understanding of how these relationships may evolve over time. Future research could adopt a longitudinal approach to examine changes in the influence of marketing strategies on purchase intention over time, particularly in response to external factors such as economic conditions, technological advancements, or cultural shifts.

Second, the study focused on purchase intention rather than actual purchasing behavior. While purchase intention is a strong predictor of behavior, it does not always translate directly into actual purchases due to various intervening factors. Future research could examine the relationship between marketing strategies, purchase intention, and actual purchasing behavior to provide a more comprehensive understanding of the entire consumer decision-making process.

Third, the study examined the direct influence of marketing strategies on purchase intention without considering potential mediating or moderating variables that might affect these relationships. Future research could explore the role of factors such as brand trust, perceived value, consumer involvement, or demographic characteristics in mediating or moderating the influence of marketing strategies on purchase intention.

Finally, the research was conducted in a specific geographical and cultural context, potentially limiting the generalizability of the findings to other contexts. Future research could adopt a cross-cultural approach to examine how the influence of various marketing strategies on purchase intention may vary across different cultural contexts, providing insights into the need for cultural adaptation in marketing strategies.

4. CONCLUSION

This research examined the influence of multiple marketing elements on consumer purchase intention within the social commerce context. The findings confirmed all hypotheses, demonstrating that each marketing element investigated had a statistically significant positive effect on consumer purchase intention. The t-values, arranged in order of strength, revealed that user-generated content had the strongest influence ($t = 7.84$, $p < 0.001$), followed by social proof indicators ($t = 6.92$, $p < 0.001$), personalized recommendations ($t = 5.73$, $p < 0.001$), influencer partnerships ($t = 4.87$, $p < 0.001$), and interactive engagement features ($t = 3.95$, $p < 0.01$). Furthermore, the collective significance of these elements was substantiated by the overall F-test results ($F(5, 342) = 42.68$, $p < 0.001$), indicating that the proposed model effectively explains a substantial portion of the variance in consumer purchase intention.

The theoretical contributions of this study to social commerce literature are multifaceted. First, it extends existing knowledge by providing empirical evidence of the simultaneous impact of multiple marketing elements, addressing a critical gap in the literature where previous studies typically focused on isolated elements. Second, the research offers a more nuanced understanding of the relative importance of different marketing tactics, highlighting the particularly powerful role of user-generated content in shaping purchase decisions. Third, the study advances theoretical frameworks by demonstrating the interconnected nature of social commerce elements and their collective influence on consumer behavior, suggesting that comprehensive models are necessary for accurate representation of the social commerce ecosystem.

From a practical perspective, the findings provide valuable insights for businesses operating in the social commerce space. The strong influence of user-generated content suggests that companies should prioritize strategies that encourage authentic customer reviews, testimonials, and other forms of user content. Additionally, the significant impact of social proof indicators underscores the importance of prominently displaying metrics such as purchase counts and ratings.

The results also indicate that investments in personalization technologies, influencer collaborations, and interactive features are justified, although they may yield comparatively less substantial returns than user-content initiatives. Furthermore, the collective significance of all elements highlights the importance of implementing comprehensive, multi-faceted marketing approaches rather than focusing exclusively on any single tactic.

Methodologically, this study contributes by employing a holistic approach that examines multiple elements simultaneously while controlling for their interdependencies. This approach provides a more realistic assessment of marketing effectiveness than studies isolating individual elements, as it accounts for the complex interplay between different tactics in actual market conditions. Moreover, the research offers unique insights specific to the emerging market context studied, demonstrating how social commerce dynamics may operate differently in environments with distinct cultural, economic, and technological characteristics compared to more extensively studied Western markets.

Despite these contributions, several limitations should be acknowledged. The demographic and geographic scope of the study was constrained to urban consumers in a specific market region, potentially limiting generalizability to other demographic groups or geographical contexts. Temporal constraints also exist, as the cross-sectional design captures perceptions at a single point in time, not accounting for evolving consumer attitudes or platform changes. Additionally, the reliance on self-reported measures introduces potential bias, as participants' stated intentions may not perfectly align with their actual behaviors. The study also did not account for variations across product categories or price ranges, which might moderate the effectiveness of different marketing elements. Furthermore, the rapidly evolving nature of social commerce platforms means that new features or interaction modalities emerging after data collection may influence the relationships observed.

Future research should address these limitations through several avenues. Cross-demographic and cross-cultural studies would enhance understanding of how different consumer segments respond to social commerce marketing tactics. Longitudinal research could track the changing effectiveness of various elements as platforms evolve and consumer familiarity increases. Investigation of potential moderating variables such as product type, price point, and brand familiarity would provide more contextualized insights. Studies examining actual purchase behavior rather than purchase intention would strengthen the practical implications of the findings. Additionally, research exploring potential negative effects, such as consumer fatigue from excessive marketing elements or privacy concerns related to personalization, would offer a more balanced understanding of social commerce dynamics. Finally, examining the impact of emerging technologies such as augmented reality shopping experiences and AI-powered recommendations represents an important frontier for advancing knowledge in this domain.

This research provides a foundation for understanding effective marketing strategies in the social commerce environment. The findings emphasize the need for a comprehensive approach that leverages multiple marketing elements while considering both their individual contributions and collective impact. As social commerce continues to evolve as a critical channel for consumer engagement and transactions, businesses and researchers alike must consider the complex interplay of factors that influence purchase decisions in this dynamic context.

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