THE INFLUENCE OF CONTENT MARKETING, SOCIAL MEDIA MARKETING, AND BRAND AWARENESS ON GEN-Z BUYING DECISIONS AT SHOPEE

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Article Information		Abstract (dalam bahasa Inggris)
Submission date	February 14, 2025	*Research aim :* This study aims to investigate the significant partial and simultaneous influence of Content Marketing, Social Media Marketing, and Brand Awareness on the purchasing decisions of Gen-Z on Shopee, specifically among Management students from the 2021 at UNP Kediri.
Revised date	February 17, 2025	*Design/Methode/Approach :* This research adopts a quantitative causality approach, concentrating on Management students from the 2021 cohort. The sampling process was carried out using a probability sampling method, specifically employing a simple random sampling technique, resulting in 80 respondents. Data analysis involves performing classical assumption tests, multiple linear regression analysis, determination coefficient tests, and hypothesis testing, all utilizing SPSS version 25 as the analysis tool.
Accepted date	February 20, 2025	*Research Finding :* The results of this study reveal that both content marketing and brand awareness play a significant role in influencing purchasing decisions. In contrast, social media marketing appears to have a minimal impact on these choices. Furthermore, the research indicates that when considered together, all three variables have a substantial effect on buying decisions.

Theoretical contribution/Originality : This study adds to the digital marketing literature by demonstrating how the interplay of content marketing, social media marketing, and brand awareness affects buying decisions, particularly for Gen-Z on the Shopee platform.

Practitionel/Policy implication : Marketers on Shopee can use these findings to enhance the effectiveness of their digital strategies aimed at attracting Gen-Z interest by optimizing content marketing, increasing brand awareness, and improving social media marketing.

Research limitation : This study is limited to management students of the 2021 UNP Kediri Class

Keywords : Content Marketing, Social Media Marketing, Brand Awareness, Buying Decisions.

1. Introduction

As technology and the internet develop in the modern era, consumer behavior is changing increasingly to suit their demands when they buying it. Developments in technology provide develop a variety of new marketing techniques, including brand awareness, social media marketing, and content marketing. Because of this phenomenon, not many have analyzed the purchasing decisions of a special group, namely Gen-Z, a generation group that is familiar with technology and e-commerce platforms. This study focuses on specifically examining the causal relationship between Content Marketing, Gen-Z buying decisions are affected by social media marketing and brand awareness, especially by management students in the 2021 class at Nusantara PGRI University in Kediri. Management students in this study belong to the Gen-Z social, which actively uses digital technology and has a greater understanding of marketing principles, enabling them to respond more critically to digital marketing strategies. Additionally, Gen-Z has its own tastes and influences when making decisions about what to buy[1].

People in the Gen-Z generation were born between 1997 until 2012. the digital era that uses a variety of social media and e-commerce platforms to satisfy their needs and wants because they grew up with simple access to the internet and the advancement of ever-more-advanced digital technologies. With the ease of internet technology, e-commerce began to develop, resulting in them tending to prefer shopping online through e-commerce compared to visiting offline stores by prioritizing a comfortable shopping experience and being able to get information about their products quickly and accurately. Gen-Z has its own characteristics in determining a purchasing decision, namely by paying attention to the quality of a product through promotional content that provides information about a particular brand that they will buy on [2].

Shopee is one of the most popular online shopping sites in Indonesia with a user base of 235.9 million people. Shopee has many features that make transactions and payments easier with various payment options. In addition, there are many promos and free shipping. However, that alone is not enough to attract consumers to make purchases on the Shopee platform. In the tight competition with other platforms, Shopee requires the right strategy to influence customer buying decisions, especially Gen-Z, who have their own views on interesting content before making a purchase decision on Shopee [3].

Content Marketing is an element of a marketing strategy used to create and distribute valuable, relevant, and consistent content to attract and retain a clearly defined audience and ultimately drive profitable customer action [4]. In a study conducted by Lopes, it was stated that content marketing influences purchasing decisions, especially in Generation-Z [5]. In a study conducted by Cahyo, it was stated that the Content Marketing variable did not affect buying decisions or purchasing decisions [6].

Social media marketing is the activity of marketing a product or service that is carried out directly and indirectly with the aim of recognizing, remembering, and taking action on a brand through social web intermediaries such as microblogging, content sharing, social bookmarking, social networking and blogging, according to [7]. The use of social media as a

marketing medium has a significant influence on satisfaction and purchasing decisions [8]. Social media represent a shift in the dissemination of information to be wider for many mechanisms in a short time [9]. However, in a study conducted by Hadi, it was stated that Social Media Marketing does not affect purchasing decisions [10]. In a study conducted by [11], According to the phrase, purchasing satisfaction is significantly and beneficially affected by social media marketing and brand awareness.

According to [12], the capacity of potential customers to identify and recall a brand that is part of a particular product category is known as brand awareness. Customers' confidence to purchase a product is increased when they are aware of its existence and have greater faith in the product's brand. In a study conducted by [13], Brand awareness has a positive and significant effect on purchasing decisions. In a study conducted by [14], Based on the Zara Pakuwon Mall Store in Surabaya, brand awareness has not had any effect on customer choices to buy.

A buying decision is a process by which customers choose to purchase a product out of a range of options based on [15]. According to [16], Choosing, purchasing, or using goods, services, or products to satisfy or fulfill consumer needs and desires is part of consumer behavior. Another definition explains that purchasing decisions are the nature of buyers, specifically their own knowledge, transacting, applying goods and services, and conditions to meet needs and expectations[17].

As this definition identifies a number of factors that affect purchasing decisions, prior research has demonstrated that the relationship between brand awareness, social media marketing, and content marketing still reveals gaps that have little to no impact on decisions. There aren't many studies that partially and concurrently highlight the three variables on Gen-Z, and none of the management students in the 2021 class have especially examined consumer behavior in unique groups. "The Influence of Content Marketing, Social Media Marketing, and Brand Awareness on Gen-Z Buying Decisions on Shopee in 2021 Batch Management Students, University Nusantara PGRI Kediri" is the title of the study that the researcher chose.

1.1. Statement of Problem
Several studies have rarely looked at the relationship between brand awareness, social media marketing, and content marketing in buying decisions; while some prior research has indicated that each of these factors has a substantial and beneficial effect, other studies have produced different findings, leaving a knowledge gap about the influence of these factors separately and in combination. This study attempts to close this knowledge gap by focusing on consumer behavior, specifically on Gen-Z management students at Nusantara PGRI University, Kediri.

1.2. Research Objectives
The purpose of this study is to determine how each variable content marketing, social media marketing, and brand awareness affects Gen Z's Shopee buying decisions. Additionally, understanding how the three factors work together to influence Gen Z's

purchasing decisions, with an emphasis on Nusantara PGRI University, Kediri's 2021 batch of management students.

2. Method

To attempt to explain the causal relationship between the independent and dependent variables, this study employs a quantitative causality approach. The goal of this study was to test the hypothesis, establish dependable connections, and generate findings that could be applied widely[18]. The causal relationship between the factors of brand awareness, social media marketing, and content marketing that might affect buying decisions can be explained by the concept of causality. Statistics are used in data analysis to produce precise data. Students enrolled in the 2021 Nusantara PGRI University, Kediri Management Study Program represented the study's population.

The optimal sample size was 183 respondents; however, only 80 returned the questionnaire after it was issued because of a lack of research time. The sampling strategy utilized was probability sampling with the simple random sampling approach, which was determined using the slovin formula. Considering that the number of respondents still reaches the minimum required for an analysis of multiple linear regression, which is $N \geq 50 + 8m$, and (m) represents the amount of independent variables for the study. This was stated by [19]. From this theory, the minimum respondents is 74 and in this study the number of respondents has exceeded that so that the results are still relevant.

Using the Likert Scale for scoring the questionnaire, data was obtained from respondents concerning their attitudes, perspectives, and opinions of social issues[20]. Validity tests, instrument reliability tests, the classical assumption test (which includes the normality, multicollinearity, and heteroscedasticity tests), the multiple linear regression equation, the determination test, and the hypothesis test (which includes the F and T tests) are all utilized by data processing with SPSS 25.

3. Results and Discussion

The dependent variable in this study is buying decision, while the independent factors are brand awareness, social media marketing, and content marketing. A questionnaire is used in this study to examine Gen-Z buying decisions. The following describes the characteristics of the questionnaire respondents:

Table 1.

Respondent Profile

NUMBER	CATEGORY	AGE	NUMBER OF RESPONDENTS	PERCENTAGE (100%)
1.	Male	20–24 years	19	23,8%
2.	Female	20-24 years	61	76,3%

Source: Output of SPSS data processing 25 2024

According on table 1. It is visible that there are 19 males among the respondents or 23.8% and 61 female respondents or 76.3% and the majority of respondents fall into the Gen-Z category, namely with ages between 20–24 years.

Table 2.

Content Marketing Variable Validity Test Results (X1)

Variable	R Count	R Table	Description
X1.1	.761	0,219	VALID
X1.2	.647	0,219	VALID
X1.3	.545	0,219	VALID
X1.4	.692	0,219	VALID
X1.5	.696	0,219	VALID
X1.6	.750	0,219	VALID
X1.7	.815	0,219	VALID
X1.8	.786	0,219	VALID
X1.9	.636	0,219	VALID
X1.10	.655	0,219	VALID
X1.11	.699	0,219	VALID
X1.12	.666	0,219	VALID

Source: Output of SPSS data processing 25 2024

The purpose of the validity test is to assess the questionnaire's reliability and make sure the measuring tool accurately captures the characteristics being assessed. Correlating each response with the overall score is how validity testing is done, according to[21]. Table 2 describes the reason based on a significant test of 0.05 the value of r count in a Pearson correlation table is >0.219 (r table). This indicates that every statement item on the questionnaire for the Content Marketing variable is considered credible.

Table 3.

Social Media Marketing Variable Validity Test Results (X2)

Variable	R Count	R Table	Description
X2.1	.732	0,219	VALID
X2.2	.534	0,219	VALID
X2.3	.730	0,219	VALID
X2.4	.711	0,219	VALID
X2.5	.741	0,219	VALID
X2.6	.784	0,219	VALID
X2.7	.684	0,219	VALID
X2.8	.568	0,219	VALID

Source: Output of SPSS data processing 25 2024

The calculated r value in the Pearson correlation table is > 0.219 (r table) considering a significant test of 0.05, which can be clarified in table 3. This indicates that every statement item on the questionnaire for the Social Media Marketing variable is considered valid.

Table 4.

Brand Awareness Variable Validity Test Results (X3)

Variable	R Count	R Table	Description
X3.1	.784	0,219	VALID
X3.2	.829	0,219	VALID
X3.3	.780	0,219	VALID
X3.4	.767	0,219	VALID
X3.5	.729	0,219	VALID
X3.6	.832	0,219	VALID
X3.7	.821	0,219	VALID
X3.8	.755	0,219	VALID

Source: Output of SPSS data processing 25 2024

The interpretation of Table 4 reveals that the calculated r-value in the Pearson correlation table is greater than 0.219 (r-table) based on a 0.05 significance level. This means that all of the statements in the questionnaire for the Brand Awareness variable are considered valid.

The Buying Decision (Y) validity test uses indicators written based on SPSS 25 calculations with 10 statement items. Then the results are as follows:

Table 5.

Buying Decision Variable Validity Test Results (Y)

Variable	R Count	R Table	Description
Y.1	.773	0,219	Valid
Y.2	.777	0,219	Valid
Y.3	.639	0,219	Valid
Y.4	.623	0,219	Valid
Y.5	.640	0,219	Valid
Y.6	.716	0,219	Valid
Y.7	.695	0,219	Valid
Y.8	.460	0,219	Valid
Y.9	.560	0,219	Valid
Y.10	.443	0,219	Valid

Source: Output of SPSS data processing 25 2024

According to a significant test of 0.05, the value of r count in the Pearson correlation table> 0.219 (r table) explains the interpretation of table 5, indicating that all statement result from the Buying Decision variable questionnaire are considered valid.

Table 6.

Reliability Test Results

Variable	N Of Items	Cronbach's Alpha Calculation	Cronbach's Alpha	Description
X1	12	0,902	0,6	Reliable
X2	8	0,836	0,6	Reliable
X3	8	0,911	0,6	Reliable
Y	10	0,822	0,6	Reliable

Source: Output of SPSS data processing 25 2024

Cronbach's alpha value is higher than the limit value of 0.6, meaning that the X1 variable value of 0.902 > 0.6, which shows that the X1 Content Marketing variable is reliable, can be used to explain the reliability test. The reliability of the X2 Social Media Marketing variable has been shown by its value of 0.836 > 0.6. The X3 Brand Awareness variable is dependable, as evidenced by its value of 0.911 > 0.6. Additionally, the value of the Y variable is 0.822 > 0.6. This points to the reliability of the Y Buying Decision variable.

CLASSICAL ASSUMPTION TEST
1. NORMALITY
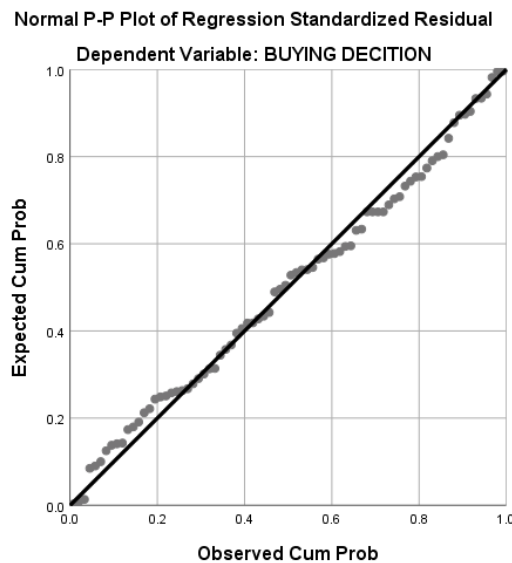
Source: Output of SPSS data processing 25 2024
Figure 1. Normality Test Results

It is possible to determine from the previous image that the residuals are normally distributed because the points are dispersed along and surrounding the diagonal line.

2. MULTICOLLINEARITY

Table 7.

Mulkolinierity Test Results

Coefficients^a			
		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	Content Marketing	.267	3.751
	Social Media Marketing	.289	3.456
	Brand Awareness	.506	1.975

a. Dependent Variable: Buying Decision

Source: Output of SPSS data processing 25 2024

Multicollinearity in regression is the presence of a significant correlation between two or more independent variables. The independent variables in a normal regression do not relate to one another. Less than 10 is the VIF value that was used. According to the preceding table, there is no correlation between the independent variables and the mulkolinierity assumption because the three variables' VIF values are less than 10.

3. HETEROSCEDASTICITY
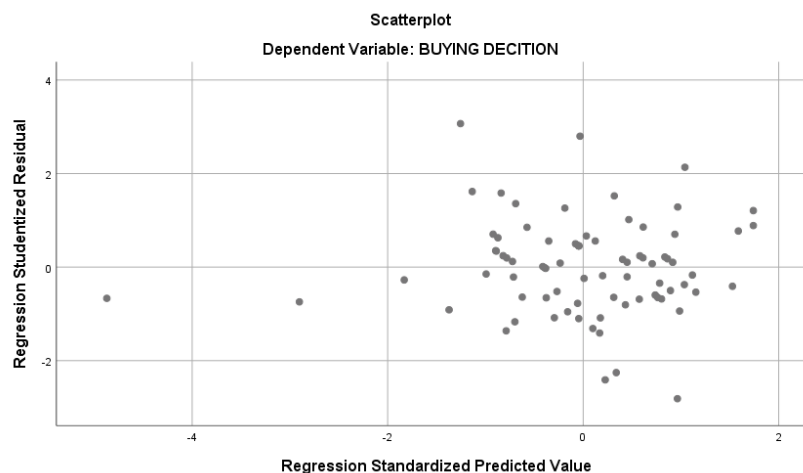
Source: Output of SPSS data processing 25 2024

Figure 2. Heteroscedasticity Test Results

There is no heteroscedasticity issue in the regression model since the figure's points are distributed randomly, show no pattern, and are both above and below zero, signifying that the residual variance is homogenous or consistent.

MULTIPLE LINEAR REGRESSION

Table 8.

Coefficients^a		Unstandardized Coefficients	
Model		B	Std. Error
1	(Constant)	7.839	2.715
	Content Marketing	.282	.106
	Social Media Marketing	.024	.148
	Brand Awareness	.513	.098

a. Dependent Variable: Buying Decision

Source: Output of SPSS data processing 25 2024

Referring to the table above, the regression equation is formulated as follows:

$Y = a + b1X1 + b2X2 + b3X3$

$= 7.839 + 0.282\ X1 + 0.024\ X2 + 0.513\ X3$

The constant value (a) is 7.839, meaning that if the variables Content Marketing (X1), Social Media Marketing (X2), and Brand Awareness (X3) have no effect at all (X1, X2, X3 = 0), the Buying Decision remains at 7.839. Based on the multiple linear regression model, it can be inferred that Buying Decision is influenced by several key factors, including Content Marketing, Social Media Marketing, and Brand Awareness. Assuming that the variable is fixed, the Buying Decision value will increase by 0.282 units in the Content Marketing variable, by 0.024 unit increase in the Social Media Marketing variable, and by 0.513 unit increase in the Brand Awareness variable.

DETERMINATION TEST

Table 9.

Determination Test Results

Model Summary^b		
Model	R	R Square
1	.803^a	.646

a. Predictors: (Constant), Brand Awareness, Social Media Marketing, Content Marketing
b. Dependent Variable: Buying Decision

Source: Output of SPSS data processing 25 2024

According to the above determination test results, the R Square value is 0.646, indicating the degree to which the variables of Brand Awareness (X3), Social Media Marketing (X2), and Content Marketing (X1) influence Buying Decision (Y), which is 64.6%. It can be inferred that there are still additional variables, totaling 35.4%, that affect Buying Decision Gen-Z but weren't examined in this study.

HYPOTHESIS TEST

Table 10.

F Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
ANOVAª						
1	Regression	1459.842	3	486.614	46.133	.000ᵇ
	Residual	801.645	76	10.548		
	Total	2261.488	79			
a. Dependent Variable: Buying Decision						
b. Predictors: (Constant), Brand Awareness, Social Media Marketing, Content Marketing						

Source: Output of SPSS data processing 25 2024

The previous table explains that if the value of F count = 46.133 > F table (3.76) = 2.72 or sig value = 0.000 < 0.05, then H0 is rejected, indicating that as a whole, brand awareness (X3), social media marketing (X2), and content marketing (X1) greatly affect buying decisions (Y).

Table 11.

T Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
Coefficientsª								
1	(Constant)	7.839	2.715		2.887	.005		
	Content Marketing	.282	.106	.353	2.671	.009	.267	3.751
	Social Media Marketing	.024	.148	.020	.161	.873	.289	3.456
	Brand Awareness	.513	.098	.501	5.223	.000	.506	1.975
a. Dependent Variable: Buying Decision								

Source: Output of SPSS data processing 25 2024

The previous table clarifies why the variable Content Marketing (X1) in H1 has a sig =0.009 <0.05, reject H0, indicating that Content Marketing (X1) has a somewhat significant impact on the buying decision.

With a sig value of 0.873>0.05 in H2, the variable Social Media Marketing (X2) is approved, indicating that it has a relatively minor impact on buying decisions.

The variable Brand Awareness (X3) in H3 has a sig value of 0.00 <0.05, indicating that it influences purchasing decisions in a substantial way.

3. Discussion

The Influence of Content Marketing on Buying Decisions

Conclusions of this study indicated that the Content Marketing variable had a significant partial influence on purchasing decisions, with a t-value of 2.671 and a significance value of 0.009, which is less than the significance level of 0.05. This indicates that Gen-Z purchasing decisions will be more influenced by Shopee's superior content marketing. According to this study's findings, Gen-Z management students at Nusantara PGRI University in Kediri's buying decisions have a beneficial effect from Shopee's content marketing. Gen Z's comprehension and interest in Shopee's content marketing can influence their purchasing decisions. The results of this study are in line with and strengthened by previous studies which state that Content Marketing has a significant influence on buying decisions by [22]. However, this study is not in line with other studies which state that the Content Marketing variable does not affect buying decisions carried out by [6].

The Influence of Social Media Marketing on Buying Decisions

In this study, the results showed that the significance value of the Social Media Marketing variable was 0.873, whereas this value was greater than the significant level of 0.05 and it had a t-value of 0.161, meaning that the Social Media Marketing variable did not have a significant partial influence on Buying Decision.

This shows that Shopee's marketing efforts through buying decisions are not much influenced by social media. This factor is caused by the ineffectiveness of the social media marketing strategy implemented, or other factors that are more dominant in influencing Gen-Z Buying Decisions, which are not discussed in this study. The results of this study are in line with previous studies which state that social media marketing has no effect on buying decisions [9]. This study contradicts earlier research showing that social media marketing influences purchasing decisions by [23].

The Influence of Brand Awareness on Buying Decision

The results of this study indicated that the Brand Awareness variable had a partly significant influence on buying decisions, with a t-value of 5.223 and a significance value of 0.000, which was below the significance level of 0.05. This indicates that consumers are more likely to select products from a brand above those from other brands if they are more aware of that brand. This study supports earlier studies showing that buying decisions are greatly affected by brand awareness. [13]. This finding contradicts earlier studies that found brand awareness has no bearing on purchasing decisions.[14].

The Influence of Content Marketing, Social Media Marketing, and Brand Awareness on Buying Decisions

With a calculated F of 46.133, the results of the hypothesis test in this study indicate that all independent variables in this study have a significant impact on purchasing decisions at the same time. The significance value in the F test is 0.000, which is less than the significance level of 0.05. This demonstrates that brand awareness, social media marketing, and content marketing all positively impact buying decisions.

4. Conclusion

The data analysis and discussion carried out by researchers on the subject of the influence of Brand Awareness (X3), Social Media Marketing (X2), and Content Marketing (X1) on Buying Decision (Y) can be deduced from the aforementioned studies. The following is the Gen-Z Case Study on Management Students of University Nusantara PGRI Kediri's 2021 Batch: Social media marketing has no partial positive impact on Gen-Z purchasing decisions, but brand awareness and content marketing both have a partial positive impact. Additionally, brand awareness, social media marketing, and content marketing all have a positive and significant influence on decisions to buy. Researchers hope that further research can conduct a more in-depth analysis of the Social Media Marketing Strategy used by Shopee, as well as expand the sample by involving Generation-Z as a background by using more diverse research methods such as experiments and enriching reading references and data sources.

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