

THE EFFECT OF INFLUENCER MARKETING AND BRAND AWARENESS ON GEN Z'S FOOD PRODUCT PURCHASE DECISIONS, WITH CUSTOMER ENGAGEMENT AS AN INTERVENING VARIABLE

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ABSTRACT

This study aims to analyze the influence of influencer marketing and brand awareness on Generation Z's food product purchase decisions, with customer engagement as an intervening variable. The study employed a quantitative approach using a survey of 96 Generation Z respondents in Kediri City who had previously purchased food products based on influencer recommendations on social media. Data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS). The results indicate that brand awareness and customer engagement have a positive and significant effect on purchasing decisions. Influencer marketing was found to have a positive effect on customer engagement but did not have a direct effect on purchasing decisions. Furthermore, customer engagement was found to mediate the effects of influencer marketing and brand awareness on purchasing decisions. These findings confirm that increasing food product purchasing decisions among Generation Z is more effectively achieved by strengthening customer engagement and brand awareness rather than relying solely on influencer marketing activities.

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INTRODUCTION

The digital technology transformation is driving companies to adapt their marketing strategies to more effectively reach Generation Z, who actively engage across various social media platforms. Exposure to digital technology from an early age has shaped Generation Z's characteristics as a consumer group accustomed to utilizing digital media in various daily activities. These conditions have shaped Generation Z's habits of obtaining, evaluating, and disseminating information through various digital platforms quickly and intensively (Chang & Chang, 2023). In Indonesia, platforms such as TikTok, Instagram, and YouTube are widely used by Generation Z to search for information, interact, and follow product recommendations from influencers or *key opinion leaders* (Hidayah, 2023).

Generation Z is a consumer group born between 1997 and 2012 that differs from previous generations due to its strong connection to digital technology and social media (Priporas et al., 2017).

One of the most widely used marketing strategies in the digital context is influencer marketing. Influencers are seen as individuals who possess credibility, appeal, and the power to persuade consumers and influence their attitudes and behavior (Lou & Yuan, 2019). An influencer's expertise, trustworthiness, and credibility play a key role in shaping consumers' positive perceptions of a brand, thereby influencing their attitudes and purchasing tendencies toward the promoted products (Leite et al., 2024). However, the success of influencer marketing depends not only on the breadth of the promotional reach it generates, but also on its ability to drive customer engagement. Customer engagement is fostered through various interactions between consumers and brands on social media—such as responding to posts, sharing information, and participating in brand-related conversations—thereby strengthening the relationship between consumers and brands (Park & Ha, 2021). However, the effectiveness of influencer marketing depends not only on exposure, but also on the level of customer engagement generated through interactions on social media (Brodie et al., 2011).

In addition to influencer marketing, brand awareness is also a factor that influences consumers' purchasing decisions. A high level of brand awareness makes it easier for consumers to recognize and remember a brand compared to competing brands. The more strongly a brand is embedded in consumers' memories, the greater the likelihood that it will be considered during the purchasing process. This indicates that consumers tend to feel more confident about products from brands they are already familiar with compared to those that are still unfamiliar. The results of this study are consistent with the findings (Kinanding & Nurrohm, 2024). A high level of brand awareness can increase the likelihood that a brand will be chosen by consumers, particularly in the food product category, which is highly competitive and characterized by relatively quick purchasing decisions (Aaker, 1996).

Previous research has shown that influencer marketing and brand awareness play an important role in influencing consumer behavior. (Garg & Bakshi, 2024) revealed that an influencer's credibility—as reflected in trust, appeal, and engagement with followers—can increase consumer confidence in the promoted product, thereby driving purchase intent. These findings are supported by (Gu & Duan, 2024) which indicates that consumer engagement with influencers' marketing activities on social media contributes to the formation of positive attitudes and increases consumers' propensity to make purchases. In addition, brand awareness is also an important factor in the purchase decision-making process, as consumers tend to choose brands that are familiar and easy to remember over less familiar brands.

Although there has been extensive research on influencer marketing and brand awareness, most previous studies have focused on the direct influence of these two variables on purchasing decisions. This study (S. Kumar, 2020) shows that influencer marketing can increase consumer engagement and influence purchase intent through recommendations made by influencers on digital media. In addition, (Seruni et al., 2024) emphasizes that influencer marketing plays a role in shaping consumer responses on social media, whereas (Kumar Bharat et al., 2025) indicates that brand awareness contributes to consumer purchasing decisions. However, studies that position customer engagement as a mechanism explaining the relationship between influencer marketing, brand awareness, and purchasing decisions remain relatively limited, particularly in the context of food products and Generation Z consumers in Indonesia. This research gap highlights the need for a deeper understanding of the role of customer engagement in the purchasing decision-making process. Therefore, this study aims to analyze the influence of influencer marketing and brand awareness on Generation Z's food product purchase decisions, with customer engagement as the intervening variable. This study is expected to make a theoretical contribution to the development of digital marketing literature while also providing practical insights for food business operators in designing marketing strategies capable of increasing consumer engagement and driving purchase decisions.

H1 : Influencer marketing has a positive impact on Generation Z's purchasing decisions regarding food products.

Influencer marketing is effective when the information conveyed by an influencer is perceived as relevant to consumers' needs, thereby shaping their preferences toward the promoted product. This is particularly true for

Generation Z, who are very active on social media. When an influencer possesses credibility, appeal, and alignment with the promoted product, consumers are more likely to develop trust and feel motivated to make a purchase. Research conducted by (Liu, 2025) This indicates that an influencer's credibility has a positive effect on consumers' purchase intentions in the context of digital marketing. Therefore, influencer marketing is believed to be able to influence Generation Z's decisions to purchase food products.

H2: Brand awareness has a positive influence on Generation Z's purchasing decisions regarding food products.

The second hypothesis (H2) states that brand awareness has a positive effect on Generation Z's purchasing decisions regarding food products. Brands with high recognition levels tend to come to mind more easily when consumers evaluate various product alternatives. This fosters stronger confidence in the purchasing decision-making process. Among Generation Z, exposure to information through social media, digital content, and recommendations from their social circles further strengthens brand recognition. Food products with high brand awareness are more likely to be chosen because they are perceived as more familiar, have a good reputation, and provide consumers with a sense of security. These findings are consistent with research (Rachman et al., 2025) which indicates that brand awareness plays a key role in driving purchasing decisions by fostering positive attitudes toward a brand. Thus, the higher the level of consumer awareness of a brand, the greater the likelihood of a purchase decision.

H3: Influencer marketing has a positive impact on customer engagement among Generation Z.

Influencer marketing is not only used as a promotional tool but also plays a role in fostering more meaningful interactions between consumers and brands. Content shared by influencers encourages audiences to respond, share experiences, and participate in various social media activities. These interactions have the potential to boost customer engagement, as consumers feel closer to and more connected with the recommended brands. As a generation that has grown up alongside the development of digital technology, Generation Z tends to show a higher level of engagement with content that is interesting, communicative, and interactive. Findings (Gu & Duan, 2024) revealed that influencer marketing on social media contributes to increasing consumer engagement through interaction, active participation, and the creation of shared values between consumers and brands. Thus, influencer marketing is believed to have a positive impact on customer engagement among Generation Z.

H4: Brand awareness has a positive impact on customer engagement among Generation Z.

High brand awareness makes it easier for consumers to recognize, remember, and interact with a brand. When consumers are familiar with a particular brand, they are more likely to follow its social media accounts, engage with its content, and participate in the brand's digital activities. Among Generation Z, engagement with a brand often stems from an emotional connection and the intensity of brand exposure on social media. Therefore, as brand awareness increases, customer engagement also tends to rise. Research (Ao et al., 2023) explains that the characteristics of social media marketing, including brand credibility and appeal, are strongly correlated with consumer engagement. This suggests that brand awareness can strengthen consumer engagement with a brand.

H5: Customer engagement has a positive impact on Generation Z's decisions to purchase food products.

Customer engagement reflects the level of consumers' emotional, cognitive, and behavioral involvement with a brand. Consumers with high levels of engagement tend to interact more actively with brand content, leave reviews, and recommend products to others. This engagement can strengthen consumers' confidence in the purchase decision-making process. For Generation Z, customer engagement is a key factor because this group prefers interactive relationships with brands through various digital platforms and social media. Research (Dua, 2024) shows that customer engagement plays a significant role in increasing consumers' purchase intention (A. Kumar et al., 2025) in live-streamed shopping activities. Therefore, customer engagement is believed to have a positive influence on Generation Z's decisions to purchase food products.

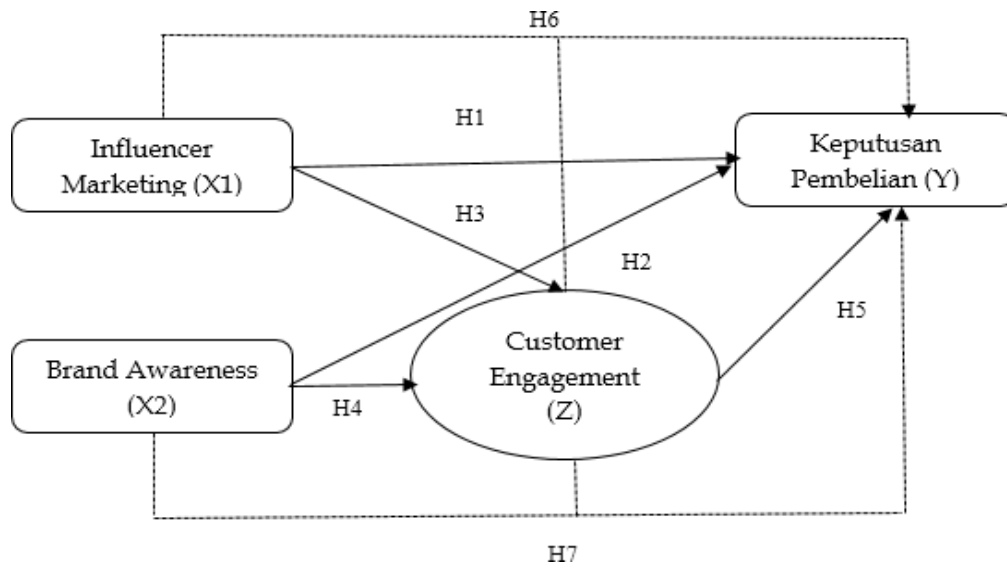
H6: Customer engagement mediates the effect of influencer marketing on purchasing decisions.

The test results show that customer engagement significantly mediates the effect of influencer marketing on purchasing decisions. These findings indicate that the effectiveness of influencer marketing in driving purchasing decisions does not occur directly, but rather through an increase in consumer engagement with the brand first. The content shared by influencers captures the audience's attention, sparks interaction through comments, likes, and

sharing, thereby fostering a closer relationship between consumers and the brand. As consumer engagement increases, trust in and interest in the product also tend to grow, ultimately driving purchasing decisions. These findings are consistent with research (Wismiarsi et al., 2024) which explains that engagement acts as a mediating variable linking content interactivity to purchase intention. Thus, customer engagement serves as a key mechanism that strengthens the influence of digital marketing activities on consumer purchasing behavior.

H7: Customer engagement mediates the effect of brand awareness on purchasing decisions.

High brand awareness can boost customer engagement because consumers who are already familiar with a brand tend to show greater interest in following the company's various activities and the information it shares. Strong brand recognition makes it easier for consumers to remember products, seek additional information, and interact with content available on digital media. These interactions then foster a closer relationship between consumers and the brand, thereby increasing trust and confidence in the purchasing decision-making process. Thus, customer engagement serves as a mechanism that reinforces the influence of brand awareness on purchasing decisions. These findings are supported by research (Habib et al., 2022) which indicates that customer engagement plays a significant role in increasing consumers' purchase intent in a digital marketing environment.



RESEARCH METHOD

The study was designed using a quantitative, survey-based approach to analyze the relationships among variables, including influencer marketing, brand awareness, customer engagement, and purchase decisions. This approach was chosen because it allows for the objective measurement of variables through numerical data obtained from respondents.

The research subjects were Generation Z individuals residing in Kediri City who had purchased food products after receiving recommendations from influencers on social media. Respondents were selected using purposive sampling, a type of non-probability sampling. This technique was used to identify respondents who met the characteristics required for the study. According to (Etikan, 2016), Purposive sampling allows researchers to select a sample based on specific criteria relevant to the research objectives. The criteria for respondents include being between the ages of 14 and 29, residing in Kediri City, actively using social media, having seen food product promotions shared by influencers, and having purchased food products based on influencers' recommendations within the past year.

The sample size was determined using the Lemeshow formula because the population size was not known with certainty. Based on a 95% confidence level with a 10% margin of error, the minimum required sample size was 96 respondents. During the data collection process, 106 questionnaires met the criteria and were subsequently used in the data processing stage.

The research data was derived from primary data collected through an online questionnaire distributed via Google Forms. The questionnaire was distributed through various social media platforms, such as WhatsApp, Instagram, and TikTok, to reach respondents who met the study's criteria. Before completing the questionnaire, respondents were asked to answer several screening questions to ensure they met the established criteria. Each indicator was measured using a five-point Likert scale, ranging from a score of 1 (strongly disagree) to a score of 5 (strongly agree). The use of this scale was deemed effective in identifying individuals' perceptions and evaluations of the research subject. (Joshi et al., 2015). The research instrument consists of 16 indicators developed based on the theoretical framework and relevant previous research findings.

Data analysis was conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method via SmartPLS software to test the structural relationships among the research constructs. This method was chosen based on its ability to simultaneously estimate relationships among constructs, including both direct and indirect relationships via mediating variables. Furthermore, PLS-SEM is considered suitable for research focused on developing predictive models and involving a relatively limited sample size. (Ringle et al., 2023). (Sarstedt & Liu, 2024) It also explains that PLS-SEM is one of the most widely used analytical techniques in marketing research because it is capable of producing stable estimates for models involving multiple latent constructs. The analysis stages include evaluating the measurement model (outer model) through tests of convergent validity, discriminant validity, and construct reliability, followed by an evaluation of the structural model (inner model) through tests of the R-squared (R^2) value, effect size (f^2), and hypothesis testing using the bootstrapping procedure.

RESULT AND DISCUSSION

Respondent descriptions

The questionnaire distributed in this study successfully obtained 106 valid respondents, whose responses were used as research data. The questionnaire included respondent characteristics such as gender, age, and employment status. Based on the data collected, the majority of respondents were female (50.9%), while males accounted for 49.1%. In terms of age, the majority of respondents were in the 22–25 age group (63.2%), followed by those aged 18–21 (20.8%), 26–29 (9.4%), 14–17 (4.7%), and those over 30 (1.9%). Meanwhile, based on employment status, the majority of respondents were college students or high school students (49.1%), followed by private-sector employees (24.5%).

Outer Model

Nilai Outer Loading

Variabel	Indikator	Outer Loading	Keterangan
Brand Awareness	BA 1	0,715	Valid
	BA 2	0,791	Valid
	BA 3	0,766	Valid
	BA 4	0,747	Valid
	BA 5	0,809	Valid
	BA 6	0,760	Valid
	BA 7	0,717	Valid
	BA 8	0,780	Valid
Customer Engagement	CE 1	0,729	Valid
	CE 2	0,854	Valid
	CE 3	0,837	Valid

Influencer Marketing	CE 4	0,826	Valid
	CE 5	0,816	Valid
	CE 6	0,851	Valid
	CE 7	0,816	Valid
	CE 8	0,810	Valid
	IM 1	0,806	Valid
	IM 2	0,875	Valid
	IM 3	0,820	Valid
Purchase Decisions	IM 4	0,787	Valid
	IM 5	0,767	Valid
	IM 6	0,763	Valid
	IM 7	0,747	Valid
	IM 8	0,732	Valid
	KP 1	0,800	Valid
	KP 2	0,755	Valid
	KP 3	0,795	Valid
	KP 4	0,798	Valid
	KP 5	0,814	Valid
	KP 6	0,812	Valid
	KP 7	0,767	Valid
	KP 8	0,855	Valid

Based on the test results, all research indicators had outer loadings exceeding the minimum threshold of 0.70, thereby meeting the criteria for convergent validity and making them suitable for use in further analysis. These results indicate that each indicator met the criteria for convergent validity and can therefore be used to accurately represent the research construct. (Sarstedt & Liu, 2024). High outer loading values indicate that the research indicators are effective in explaining the latent variables in the SEM-PLS model; therefore, the research instruments are deemed suitable for use in the next stage of analysis (Ringle et al., 2023).

Uji Validitas Deskriminan

	Brand Awareness	Customer Engagement	Influencer Marketing	Keputusan Pembelian
Brand Awareness	0,761			
Customer Engagement	0,830	0,818		
Influencer Marketing	0,710	0,808	0,788	
Purchase Decisions	0,820	0,881	0,781	0,800

The discriminant validity values indicate that each construct has sufficient ability to distinguish itself from other constructs in the research model. This indicates that each variable is able to explain its specific construct, thereby fulfilling the criteria for discriminant validity in the SEM-PLS model. (Cheung et al., 2024).

Uji Validitas dan Reabilitas

	Cronbach's Alpha	Reliabilitas Komposit	(AVE)
Brand Awareness	0,896	0,917	0,580

Customer Engagement	0,929	0,942	0,670
Influencer Marketing	0,912	0,929	0,621
Purchase Decisions	0,919	0,934	0,640

The results of the validity and reliability tests show that all variables in the study have Cronbach's Alpha and Composite Reliability values above 0.70. These values indicate that all research constructs meet the reliability criteria, meaning that the instruments used are capable of producing consistent and reliable data for SEM-PLS analysis. (Aziz & Mirza Ashfaq Ahmed, 2023).

Uji R Square

	R Square	Adjusted R Square
Customer Engagement	0,785	0,781
Purchase Decisions	0,812	0,806

The results of the SEM-PLS analysis using SmartPLS show that the R-squared value for the Customer Engagement variable is 0.785 and the adjusted R-squared value is 0.781. These values indicate that the independent variables explain 78.5% of the variation in Customer Engagement. According to (Mejía Zambrano et al., 2026), An R-squared value of 0.75 can be categorized as "substantial," while values of 0.50 and 0.25 indicate the "moderate" and "weak" categories, respectively. Therefore, the R-squared value in this study falls into the "substantial" category because it is above the 0.75 threshold, indicating that the model has a strong explanatory power for the Customer Engagement variable.

Uji F Square

	Brand Awareness	Customer Engagement	Influencer Marketing	Keputusan Pembelian
Brand Awareness		0,618		0,113
Customer Engagement				0,316
Influencer Marketing		0,451		0,052
Purchase Decisions				

According to (Selya et al., 2012), An F² value of 0.02 indicates a small effect, 0.15 a moderate effect, and 0.35 a large effect. Based on the F-square test results, the effects of Brand Awareness on Customer Engagement (0.618) and Influencer Marketing on Customer Engagement (0.451) fall into the large category. The effect of Customer Engagement on Purchase Decisions (0.316) falls into the moderate category, while the effects of Brand Awareness on Purchase Decisions (0.113) and Influencer Marketing on Purchase Decisions (0.052) fall into the small category. This indicates that Customer Engagement has the most dominant influence on Purchase Decisions.

Inner Model

Path Coefficients / Hypothesis Testing (Direct)

	Sampel Asli (O)	Rata-rata Sampel (M)	Standar Deviasi (STDEV)	T Statistik (O/STDEV)	P Values

Brand Awareness ->	0,517	0,522	0,085	6,115	0,000
Customer Engagement					
Brand Awareness ->	0,263	0,266	0,100	2,616	0,009
Purchase Decisions					
Customer Engagement ->	0,526	0,526	0,142	3,703	0,000
Purchase Decisions					
Influencer Marketing ->	0,441	0,439	0,090	4,918	0,000
Customer Engagement					
Influencer Marketing ->	0,170	0,163	0,117	1,445	0,149
Purchase Decisions					

These findings indicate that recommendations made by influencers do not necessarily encourage consumers to make a purchase immediately. These findings indicate that recommendations made by influencers do not necessarily encourage consumers to make a purchase immediately. Generation Z tends to conduct a more comprehensive evaluation by considering product quality, price, other users' experiences, and the benefits gained before making a decision. This suggests that influencers primarily serve as sources of information and help shape initial perceptions of a product. These findings are consistent with (Lou & Yuan, 2019) which explains that influencers' impact on consumer behavior generally occurs through increased trust in branded content and brand awareness before ultimately influencing purchase intentions and decisions.

In contrast to the findings from influencer marketing studies, this research shows that brand awareness has a positive and significant effect on purchasing decisions. These findings indicate that the higher the level of consumer recognition of a brand, the greater the likelihood that the brand will be considered in the decision-making process. Brands with high levels of awareness tend to attract attention and gain consumer trust more easily than less well-known brands. Among Generation Z, the high intensity of digital media use means that consumers are more frequently exposed to various information about a brand through social media and other digital platforms. Repeated exposure to this information helps reinforce consumers' memory of the brand, thereby increasing the likelihood of a purchase. These results are consistent with research (Citamani & Firdausy, 2024) which indicates that brand awareness has a positive influence on consumer purchasing decisions.

In addition to indirectly influencing purchasing decisions, influencer marketing has also been shown to have a positive and significant impact on customer engagement. These findings indicate that content shared by influencers encourages consumers to engage more actively with brands through various forms of interaction, such as leaving comments, sharing information, and following updates on published content. For Generation Z, who are heavy social media users, influencers are often viewed as a source of information that is closer to and more relevant to their daily lives, making the messages they convey more readily accepted. This fosters a stronger relationship between consumers and brands through increased engagement on digital platforms. These findings are consistent with research (Mir & Salo, 2024) which shows that an influencer's attributes and the quality of the content they share can increase brand content engagement, thereby encouraging consumers to interact more actively with the brand on social media.

This study also found that brand awareness has a positive and significant effect on customer engagement. These results indicate that consumers who are familiar with a brand tend to be more interested in following updates, interacting with content, and participating in various activities organized by that brand. Strong brand awareness not only helps consumers recognize products but also fosters a closer relationship between consumers and the brand. Among Generation Z, who are active on social media, strong brand recognition can increase consumer participation in various forms of digital interaction. These findings are consistent with research (Vanitha & Subramanian, 2020) which found a positive correlation between brand awareness and customer engagement.

Furthermore, the research findings indicate that customer engagement has a positive and significant effect on purchasing decisions. This finding indicates that consumers with a high level of engagement with a brand tend to demonstrate stronger confidence in making purchasing decisions. This engagement is reflected in the attention,

participation, and interaction consumers demonstrate toward various brand activities. The higher the level of engagement, the greater the likelihood that consumers will respond positively to the products offered. This finding supports the view that (Brodie et al., 2011) which explains that customer engagement is a psychological state that develops through ongoing interactions between consumers and brands, which can ultimately influence consumer behavior.

Path Coefficients / Hypothesis Testing (Indirectly)

	Sampel Asli (O)	Rata-rata Sampel (M)	Standar Deviasi (STDEV)	T Statistik (O/STDEV)	P Values
Brand Awareness -> Customer Engagement -> Keputusan Pembelian	0,272	0,276	0,092	2,953	0,003
Influencer Marketing -> Customer Engagement -> Purchase Decisions	0,232	0,230	0,077	3,008	0,003

The results of the study show that customer engagement mediates the effect of influencer marketing on purchasing decisions. These findings indicate that the success of influencer marketing activities depends not only on the influencer's ability to convey promotional messages but also on the extent to which consumers engage with the content and the promoted brand. High engagement fosters a closer relationship between consumers and the brand, thereby increasing consumer interest in and confidence in the products offered. This, in turn, ultimately drives consumers to make purchasing decisions. Thus, customer engagement acts as a mechanism that strengthens the influence of influencer marketing on consumer behavior. These findings are consistent with research (Zhao et al., 2024) which shows that influencer attributes can increase purchase intention by fostering positive consumer responses to the brand.

In addition to mediating the effect of influencer marketing, customer engagement has also been shown to significantly mediate the effect of brand awareness on purchasing decisions. This finding indicates that high brand awareness does not automatically drive consumers to make a purchase; rather, it first increases consumer engagement with the brand. As consumers interact more frequently with the brand's content, information, and activities, the relationship that forms becomes stronger and ultimately influences purchasing decisions. Thus, customer engagement acts as a mechanism that strengthens the influence of brand awareness on purchasing decisions. This finding is supported by research (I Gusti Agung Ayu Mas Suariedewi & I Gusti Ayu Athina Wulandari, 2023) which indicates that the mediating variable strengthens the relationship between brand awareness and purchase decisions in the context of digital marketing.

CONCLUSION

Based on the research findings, it can be concluded that brand awareness and customer engagement are key factors influencing Generation Z's purchasing decisions for food products. Consumers with high levels of brand awareness tend to more easily recognize, remember, and consider a brand when making a purchase. Additionally, customer engagement has been shown to strengthen the relationship between consumers and brands through active participation in various digital activities, thereby increasing consumer confidence in making purchasing decisions. These findings are consistent with research (BİLGİN, 2018) which indicates that digital marketing activities capable of increasing brand awareness will strengthen the relationship between consumers and the brand and encourage purchasing behavior. The results of this study are also supported by (Gong et al., 2023) which explains that customer engagement is a key factor that can increase consumers' purchase intention. The higher the level of consumer engagement with a brand, the more likely consumers are to exhibit positive responses that lead to a purchase decision.

This study also found that influencer marketing does not have a significant direct effect on purchasing decisions, but it does have a positive and significant effect on customer engagement. These findings indicate that the effectiveness of influencer marketing in driving purchasing decisions does not occur directly, but rather through increased consumer engagement with the brand. Thus, customer engagement has been shown to act as an intervening variable that bridges the influence of influencer marketing and brand awareness on Generation Z's food product purchasing decisions.

In practical terms, the findings of this study imply that businesses in the food industry should not only rely on influencers as a promotional tool but also need to build sustainable customer engagement by presenting content that is engaging, interactive, and relevant to the characteristics of Generation Z. Additionally, companies need to strengthen brand awareness through a consistent brand identity, ongoing digital marketing activities, and communication that fosters a closer connection between consumers and the brand. These efforts are crucial because consumers with high levels of brand awareness and engagement tend to exhibit a greater propensity to make purchases.

Nevertheless, this study still has several limitations. First, the study was conducted only among Generation Z in Kediri City; therefore, the results cannot yet be broadly generalized to consumer groups in other regions. Second, this study examined only the effects of influencer marketing, brand awareness, customer engagement, and purchase decisions; thus, there are other factors that could potentially influence consumer behavior but were not analyzed in this study. Third, the study used a cross-sectional approach that describes the respondents' conditions at a specific point in time; therefore, it was not able to observe changes in consumer behavior over time.

Given these limitations, future research is advised to expand the study's geographical scope and increase the number of respondents so that the findings have a higher degree of generalizability. Additionally, future research could develop a research model by incorporating other variables such as electronic word of mouth (e-WOM), brand trust, perceived value, customer satisfaction, and purchase intention, thereby providing a more comprehensive understanding of the factors influencing consumer purchasing decisions. The use of a longitudinal approach could also be considered to gain a deeper understanding of the dynamics of how digital marketing strategies influence consumer behavior over time.

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