

# Social Media Marketing Activities in Increasing Purchase Intent through Consumer Brand Engagement in Trendy Beverage Products among Generation Z in South Tangerang City

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## ARTICLE INFO

## ABSTRACT

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Generation Z are the new active social media users with ever-changing loyalties to brands in the time of digital marketing. With beverage brands compete for attention in this field, the correlation between digital engagement and actual purchase behavior will be key. Hence, this study investigates the role of Social Media Marketing Activities on Purchase Intention through Consumer Brand Engagement of lifestyle beverage products among Gen Z. The methodology employed in this study is quantitative, focusing on measurable and predictable social behaviours. This research adopts a positivist paradigm, where objectivity and scientific methods are utilised to generate knowledge. The findings reveal that Social Media Marketing Activities have a favourable influence on Purchase Intention, both directly and through Consumer Brand Engagement.

Keywords: Social Media Marketing Activities, Purchase Intent, Consumer Brand Engagement

## 1. INTRODUCTION

Along with the increase in global internet users, the number of social media users has also increased significantly. Today, more than 5 billion individuals are actively engaging on social media platforms, connecting with approximately 62.3% of the global population. Over the last year, the global social media user base has grown by 266 million, demonstrating an annual expansion of around 5.6%. We Are Social's recent study revealed that there are 14 social media platforms boasting a minimum of 500 million active users each month. In the instant messaging category, Telegram currently has over 800 million monthly active users, while Facebook Messenger has around 1 billion users. On social networking platforms, the number of Instagram users has reached over 2 billion.

Globally, 94.7 percent of users aged 16 to 64 use chat and messaging services every month. In the Generation Z demographic, which includes individuals aged 16 to 24, most users access multiple social media platforms, particularly social networking sites. This presents a prime opportunity for businesses to utilise social media as a marketing tool. Just like the global trend, internet usage in Indonesia has been steadily increasing every year. Over the last five years, there has been a 78.19% rise in internet users in Indonesia. The high number of internet users in the country opens up possibilities for companies to grow their businesses online. To tap into this, companies are expanding into online marketplaces and using social media for advertising and engaging with customers.

The following are the number of social media users in Indonesia in 2023:



**Figure 1. MAU of various social media platforms in Indonesia**  
Source: DataReportal

According to the data provided in the table, YouTube and Facebook continue to be the preferred social media channels in Indonesia. TikTok, ranked third, has surpassed Instagram in popularity, followed by Facebook Messenger, Twitter, LinkedIn, and Snapchat, which are not as popular as the other four platforms. Indonesia, with a population of 276 million people, ranks as the fourth most densely populated nation globally. The Indonesian society is highly engaged in using the internet, especially for activities like online shopping and social media interaction. This presents both challenges and opportunities for businesses looking to promote and sell their products through social media. However, with the proliferation of various trendy beverage brands competing in the market, social media marketing has become a key strategy for attracting consumers, especially Generation Z, who tend to be less loyal to a particular brand.



**Figure 2. Market shares of trendy drinks 2024 in Indonesia**

Based on the data above, out of 120 beverage brands on the market, only 6 brands are able to compete in the market. Effective and consistent social media marketing activities and consumer brand engagement are able to maintain market share.

Shah and Ali (2024) studied the relationship between social media marketing tactics and Customer Brand Engagement (CBE) in contemporary beverages following the pandemic. Findings reveal that social media campaigns significantly affect consumer emotions, particularly pleasure and arousal, contributing to CBE. Additionally, in a study conducted by Cheung et al. (2021), the main aim was to study how different aspects of social media marketing affect consumer behavior and brand awareness. According to Kim and Ko (2010), in a study on brands, social media marketing was found to have a beneficial impact on customer relationships and their willingness to make purchases. This aligns with the research conducted by Sudarman et al. (2021) on the correlation between Social Media Marketing Strategies, CBE, and customer feedback, focusing on aspects such as inclination to pay more and likelihood to make a purchase, specifically in the context of high-end brands.

Prior literature has found that SMM can affect consumer emotions, brand attitude and purchase intention. Nonetheless, there is a knowledge gap regarding the way such marketing activities will subsequently lead to Purchase Intention in terms of consumer brand engagement (CBE) particularly with respect to consumers from the gen Z in the trendy beverage category. This research attempts to fill that void, providing actionable guidance to brands in demonstrating how they can use social media to create a stronger brand connection and drive purchase behavior among one of today's most social and digital-savvy consumer groups. The objective of this study is to analyze the effect of Social Media Marketing Activities on Purchase Intention, mediated by Consumer Brand Engagement for modern beverage targeted to Gen Z.

## **2. LITERATURE REVIEW**

The rise in social media communication has transformed social media into a key tool for marketing purposes. The reasons for utilising social media for marketing include the convenience of accessing information, cost-effectiveness, personalisation, following trends, and enabling consumer interaction and feedback (Rosdiana & Indrawati, 2024; Yuliza et al., 2023). In other words, social media marketing activities can serve as an important facilitator for consumer participation in the process of co-creating value with a brand. This provides an opportunity for brands to interact and communicate with buyers, thereby strengthening buyers' capacity during the time spent creating shared value (Meulensteen et al., 2016).

Engagement with a consumer brand is a psychological condition impacted by multiple factors and characterised by fluctuating levels of commitment, occurring in an ongoing and repetitive cycle of interaction. This intricate concept encompasses cognitive, emotional, and behavioural components that play a vital role in the connection between consumers and brands, where continuous participation in a brand's community is influenced by additional relational concepts (Brodie et al., 2013). Consumer Brand Engagement refers to the mental, emotional, and behavioural connection between customers and a brand that is viewed positively in relation to particular consumer/brand exchanges. It acts as a gauge for the amount of enthusiasm, dedication, and time that customers invest in direct online interactions with a brand, going beyond just financial transactions (Hollebeek et al., 2014).

In a competitive market, the idea of Purchase Intention involves consumers actively showing interest in a particular product or service and weighing other choices that are available (Kudeshia et al., 2016; Pang & Wang, 2025). Buying inclination is thought to be one of the most reliable indicators of real buying habits (Farzin & Fattahi, 2018; Pang & Wang, 2025).

Social media platforms are seen as an effective means of boosting company credibility by actively engaging with customers. When businesses engage with customers on social media, they establish themselves as a reliable source of information, which in turn helps in building corporate visibility and brand reputation. Utilising social media for customer service can help in transforming negative customer interactions into positive results for the company (Sudarman et al., 2021)

### 3. RESEARCH METHODS

The research project was created with a focus on quantifiable and patternable elements of social behaviour, rather than just analysing the meanings behind individuals' actions, and the outcomes can be applied more broadly (Rahman, 2016). This study is founded on the positivism paradigm, which involves conducting research with a focus on objectivity and scientific methods in order to generate knowledge (Rahi, 2017). This study aims to explore the concept of succinct research, employing a deductive model that is logical and systematic. It will investigate causal relationships to validate existing theories and utilise surveys as tools for gathering data. The results will be examined for their applicability to broader contexts.

#### 3.1. Data Sources and Determination Methods

The study utilises both primary and secondary data sources. The primary focus of the study is on Generation Z social media users residing in South Tangerang. These individuals will be considered as the research population, encompassing the entire group of interest for the study's investigation into their characteristics. In the meantime, the process of identifying data pertains to the approach or strategy used to identify the source of data. This implies that not all data sources will be utilised in this investigation, but will be selected based on the research requirements. Therefore, a research sample will be selected to determine the data source for the study. The research sample will be chosen using a purposive method, which is a sample that meets the criteria specified in the research. The participants in this research are young social media users from Generation Z in order to investigate their intentions to purchase modern beverage items and to respond to questionnaires on the research variables.

### 4. RESULTS AND DISCUSSION

The research utilises the PLS (Partial Least Squares) method for data analysis. Two different methods were used to examine the hypotheses - direct and indirect effects. Below, you can see the findings from testing the direct effect hypothesis in the table provided.

**Table 1. Testing Direct Effects Hypothesis (Path Coefficients and T Statistics)**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Consumer Brand Engagement → Purchase Intention	0,340	0,339	0,059	5,742	0,000
Social Media Marketing Activities → Consumer Brand Engagement	0,820	0,820	0,031	26,473	0,000
Social Media Marketing Activities → Purchase Intention	0,557	0,558	0,054	10,216	0,000

Table 1 shows the results of hypothesis testing with the following details:

The interaction between consumers and a brand greatly influences their likelihood of making a purchase, as shown by a t-statistic of 5.742, with a p-value of 0.000, which is below the standard threshold of 0.05. This finding supports the hypothesis and refutes the null hypothesis. Essentially, any changes in consumer brand engagement levels will result in a notable boost in purchase intention.

The influence of social media marketing strategies on consumer engagement with brands is substantial, as indicated by a high score of 0.820. This is supported by a significant t-statistic of 26.473, which is greater than 1.96, or a p-value of 0.000, which is less than 0.05. The original hypothesis is therefore confirmed, and it is evident that making changes to social media marketing campaigns can greatly boost consumer interaction with brands.

The impact of social media marketing on the intention to purchase is significant, with a t-statistic of 10.216, which is greater than 1.96, indicating a p-value of 0.000, which is less than 0.05. The hypothesis is upheld/ H0 is refuted. Any adjustment in the social media marketing activity factor will considerably raise consumer purchase intention.

Mediation analysis assesses whether the consumer brand engagement factor functions as a mediating (intervening) element in the influence of social media marketing activity on purchase intention, as observed through the analysis of indirect effects.

The results of the hypothesis testing for indirect effects can be seen in the table 2 below:

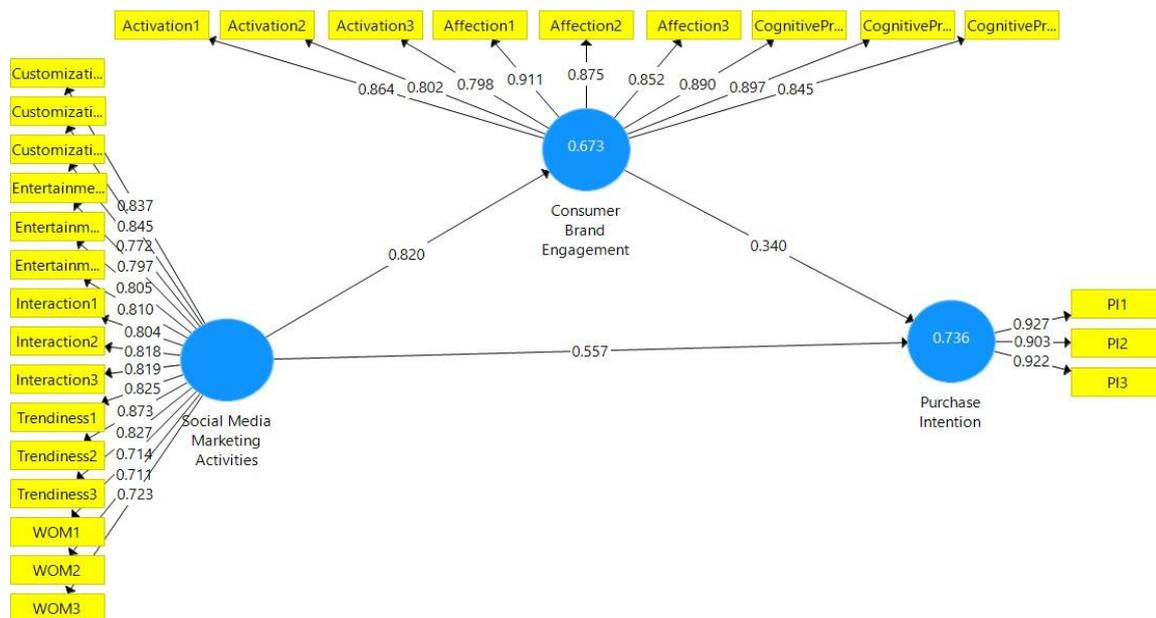
**Table 2. Hypothesis Testing for Indirect Effects (Path Coefficients and T Statistics)**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Consumer Brand Engagement → Purchase Intention					
Social Media Marketing Activities → Consumer Brand Engagement					
Social Media Marketing	0,279	0,278	0,048	5,769	0,000

Based on Table 2, the results of the hypothesis testing are as follows:

The research showed evidence backing the theory that social media marketing has an impact on purchase intention through engaging consumers with the brand. The statistical analysis revealed a path coefficient of 0.279 along with a t-statistic of 5.769 and a p-value of 0.000, demonstrating the significant role played by consumer brand engagement in linking social media marketing efforts to consumer purchase intent.

Hypothesis testing involves making a decision whether to accept or reject the hypothesis. Therefore, the hypothesis must be tested for validity through statistical testing using the bootstrapping research test method.



**Figure 3. Path Coefficients and P-values**

The results of the examination, based on the t-values for the test with two tails, indicate 1.65 (with a significance level of 10%), 1.96 (with a significance level of 5%), and 2.58 (with a significance level of 1%). If the p-value is < 0.05, there is an influence between the significant variables. The bootstrap method can be selected between the Bias Corrected and Accelerated (BCA) method and the percentile method. The BCA method is recommended because in some situations, abnormal data distribution can affect the PLS estimate, resulting in peak and skewed data distribution. However, with the BCA method, the confident interval estimate of the parameter can be scaled/adjusted (Hair et al., 2021).

## 5. CONCLUSIONS

Social media marketing efforts play a role in shaping the interest in buying products, meaning that all marketing efforts on social media impact the purchasing interests of followers of modern drinks among Gen Z in South Tangerang. As a result, it can be inferred that boosting social media marketing activities is essential for spurring the interest of consumers who follow modern drinks among Gen Z in South Tangerang. The implications for managers suggest that, given the impact of social media marketing actions on consumer purchasing decisions, the company should concentrate on strategies that amplify engagement and interaction on social media. This goal can be achieved through interactive promotions, competitions, question and answer sessions, and partnerships with influencers.

Marketing on social media has an effect on how consumers engage with brands. This means that each marketing activity on social media affects the thoughts, emotions, and actions of consumers who follow trendy beverage brands in South Tangerang. Therefore, it can be concluded that an increase in social media marketing activities is necessary to enhance cognitive, emotional, and positive behavioural relationships between consumers and followers of contemporary beverage brands on social media among Gen Z. Practically, businesses have the ability to analyse social media data to gain insights into consumer interaction trends and determine the most successful content for enhancing consumer brand engagement. Utilising this information can help refine content strategies and marketing campaigns moving forward.

Consumer brand engagement influences purchase intent, meaning that every cognitive, emotional, and positive behavioural relationship activity between consumers and the brand influences the purchase intent of social media followers of contemporary beverages among Gen Z. Therefore, it can be concluded that any increase in cognitive, emotional, and positive behavioural relationship activities between consumers and the brand is necessary to increase the purchase intent of social media followers of contemporary beverages. In managerial implications, companies can encourage active interaction with their followers on social media. Quick responses to comments and questions, as well as hosting live events or Q&A sessions, can strengthen positive behavioural relationships with consumers.

Engagement with consumer brands plays a role in how social media marketing affects the intention to make purchases. In other words, the influence of social media marketing on the desire to purchase trendy beverage brands among Gen Z followers can be influenced by how engaged consumers are with the brand. Therefore, it can be concluded that an increase in social media marketing activities is necessary to enhance cognitive, emotional, and positive behavioural relationships with consumers, as well as the purchase intent of Gen Z followers of contemporary beverages in South Tangerang. In managerial implications, companies can conduct marketing activities that encourage active interaction, such as contests, challenges, and live events on social media. These campaigns can increase consumer engagement directly, strengthen positive behavioural relationships, and increase purchase intent.

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