

# The Influence of Brand Recall, Brand Recognition, and Attitude to Brand on Purchase Intention: A Study of Shopee COD Ads Targeting Generation Z

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**Abstract.** *Purposes* - The purpose of this research is to analyze the influence of Brand Recall, Brand Recognition, and Attitude to Brand on Purchase Intention among Generation Z consumers. The study focuses on the effectiveness of Shopee COD advertisements and how these brand-related factors shape consumer purchasing decisions in the context of digital advertising. *Methodology* - This study employs a quantitative research method using a correlational design. Data was collected through questionnaires distributed to 50 respondents, followed by data analysis using SmartPLS 3.0. Hypothesis testing was conducted using the bootstrapping method to assess the significance of relationships between variables. *Findings* - The research findings reveal that Brand Recall and Brand Recognition do not significantly influence Purchase Intention. However, Attitude to Brand has a significant and positive impact on Purchase Intention, indicating that consumers' favorable attitudes toward a brand are key drivers of their purchasing decisions. *Novelty* - This study contributes to the literature by providing a deeper understanding of the specific role that Attitude to Brand plays in influencing Purchase Intention in the context of digital advertising targeted at Generation Z. The findings challenge the traditional emphasis on brand recall and recognition, suggesting that attitude plays a more pivotal role in modern advertising strategies. *Research Implications* - The results suggest that businesses should focus on cultivating positive brand attitudes rather than solely relying on brand recall and recognition to influence purchase intentions. This research provides practical insights for marketers and advertisers, particularly those targeting Generation Z, on the importance of building strong emotional connections with consumers to enhance brand engagement and drive sales.

**Keywords:** Brand Recall, Brand Recognition, Attitude to Brand, Purchase Intention, Generation Z, Shopee COD, Digital Advertising

## 1. INTRODUCTION

Generation Z (Gen Z) refers to the generation that is most application-friendly and website-savvy, accustomed to using the Internet for a majority of their daily activities (Ayuni, 2019). Modern youth today can be referred to as digital natives or the digital society because they have never experienced life before the Internet (Szymkowiak et al., 2021). The term digital native does not refer to a specific generation, but rather to all children who grow up using technologies such as the internet, computers, and mobile devices. Thus, it can be said that Gen Z is the first generation to grow up with technology from the beginning of their lives (Zulfiqar Bin-Tahir et al., 2019).

The number of Gen Z members is predicted to continue increasing, and they are projected to become the largest market segment starting in 2020 (Munsch, 2021). In the future, Gen Z is expected to influence business strategies, particularly with the advent of the fourth industrial revolution (Industry 4.0), which will push companies to transform their business

models (Ayuni, 2019). Today, the Internet has become an essential tool in business management, decision-making, competition, development, and education (Hernandez-de-Menendez et al., 2020). One significant shift is the transition from traditional business models to internet-based business models (e-business/e-commerce), such as online stores (Childers & Boatwright, 2021). The evolution of shopping habits has been driven by the increasing prevalence of the Internet and smartphone users. Gen Z significantly influences family and household consumption decisions and dominates the global use of the Internet and smartphones (Ayuni, 2019).

Online shopping has now become a popular business trend, creating extreme competition in the market. In some countries, shopping mall entrepreneurs even blame online shopping behavior for the downfall of traditional stores (Ayuni, 2019). The advancement of technology has brought about changes in consumer behavior, making online advertising one of the most favored and effective advertising methods, especially for targeting Gen Z (Childers & Boatwright, 2021). The digital revolution has rendered many business models obsolete, and advertising companies see this as a welcome change (Wong Qi Ming et al., 2014). This shift has taken on various forms and implications, including changes in advertising strategies and tactics, particularly in online and traditional advertising (Liu-Thompkins, 2019). In addition to online advertising, technology has also given rise to another form of advertising, social media advertising. Social media encompasses online activities such as blogs, electronic messages, and social networking, where users engage in communication with one another, sharing opinions or experiences about specific products among connected peers (Wong et al., 2022). In this context, social media advertising refers to all advertising activities conducted on social media. Social media has proven to be an interactive channel filled with possibilities for showcasing audiovisual products and services, enhancing user control over their advertising experiences, and offering more engaging and sophisticated forms of digital advertising compared to traditional mass media (Belanche et al., 2019).



**Figure 1.** Shopee COD Ads

One of the advertisements that will be the focus of this research is the Shopee Cash on Delivery (COD) ad featuring the guest star Komeng. This Shopee COD ad was selected due to its catchy jingle and short duration, making it particularly appealing to Generation Z. By directly engaging listeners through an energetic rhythm and memorable melody, the jingle creates a positive impression and sticks firmly in memory. The combination of a brief message highlighting the convenience of Shopee's COD service and the captivating audio elements makes the ad effective in capturing the attention of a generation that tends to become easily bored and is frequently exposed to information at a fast pace.

Studying the technological behavior of Generation Z is crucial to staying relevant in the continuously evolving digital landscape. It enables businesses to tailor their approaches, remain innovative, and build meaningful relationships with a generation that has a unique relationship with technology. This knowledge is valuable not only for effective marketing but also for shaping products, services, and communication strategies that align with the expectations and behavior of Generation Z. This research emerges as a critical step in understanding the consumer behavior of Generation Z, who are digital natives, and in designing advertising strategies that meet their unique needs. Given their lifestyle, which is deeply connected with digital technology, a deep understanding of Gen Z's preferences, habits, and worldview has the potential to not only reshape advertising dynamics but also define the success or failure of marketing strategies. Therefore, this phenomenon is essential to be further studied, not only to understand current trends but also to project future trends, starting with the digital behavior of Gen Z, their online shopping habits, and how they absorb advertisements.

The dependence of Gen Z on technology and social media plays a key role in shaping their product preferences. Creative advertisements that resonate with their values can also build strong emotional connections. Moreover, social and environmental awareness is an important factor in Gen Z's purchasing decisions. Therefore, ads that highlight these aspects have great potential to capture their attention. Based on this, the research problems to be explored in this study are: *How do advertisements influence the purchasing decisions of Gen Z, and what factors play the most significant role in capturing their attention?* The objectives of this research are as follows: To identify digital media preferences, including the most frequently used social media platforms and the types of content that appeal to Generation Z; *To explore the impact of technology on consumer behavior, purchasing decisions, and engagement with advertisements; To provide a foundation for developing more relevant, engaging, and effective advertising strategies; To offer guidance for marketers, businesses, and policymakers to adapt*

*to the trends and preferences of this generation.*

This research is anticipated to offer several key benefits, including providing a comprehensive understanding of Generation Z's technological behavior, which can serve as a foundation for creating more effective marketing strategies. Additionally, it will help identify business opportunities by aligning products and services with Generation Z's preferences and habits. The study will also enhance the relevance of advertising campaigns by gaining insights into the social media platforms most frequently used by Generation Z and the types of content they prefer. Furthermore, it will support strategic marketing planning by offering a deeper understanding of the technological factors that influence the purchasing decisions of Generation Z and other generations.

## **2. LITERATURE REVIEW**

### **Technological Development and Consumer Behavior**

The entire network of human communication underwent radical changes with the emergence of global computer networks. The explosion of personal computer development and the digitalization of nearly all aspects of human life, combined with the advent of the World Wide Web in the early 1990s, significantly transformed societal functions (Scolari, 2019). The proliferation of social networks and mobile communications has drastically altered nearly every sector, including social, educational, cultural, economic, and political processes (Salaverría, 2020). The use and popularity of online shopping through e-commerce platforms continue to rise (Scolari, 2019). Traditional business models have now evolved due to changes in consumer behavior and the emergence of technologies such as the Internet, big data, and the Internet of Things, which have facilitated easier shopping for consumers (Fu et al., 2020). The shopping behavior of today's younger generation tends to be vastly different from that of previous generations due to the constant political, cultural, and socio-economic changes occurring in society (Thangavel et al., 2022).

### **Gen Z and New Markets**

The digital revolution has influenced the lives of all generations, especially Generation Z. Gen Z refers to individuals born between the 1990s and the late 2010s, specifically those born between 1997 and 2012 (Goldring & Azab, 2021). The rise of the Internet, smart devices, and social media has introduced new approaches to life and changed how people communicate with one another and make decisions related to shopping (Thangavel et al., 2022). Gen Z exhibits values, preferences, and consumer ideas that differ from previous generations;

therefore, it is important to identify the consumption characteristics of Gen Z (Agárdi & Alt, 2022). Gen Z represents an attractive market, particularly for social media marketing campaigns, as they are constantly connected to social media networks (Goldring & Azab, 2021). This generation is highly exposed to digital advertisements on social media as they tend to check their social media accounts, such as Instagram, at least five times a day (Lestari, 2019). Unlike previous generations who communicated via text and sought innovative content, Gen Z prefers to communicate through images (Djafarova & Bowes, 2021). Gen Z's social networks also exist online, where they gather information, shop, and engage in entertainment, leading to the description of Gen Z as 'living online' (Smith, 2019a). With technological advancements in multimedia, such as tablets, smartphones, social media, and flat-screen TVs, tech-savvy Gen Zers tend to favor technology-based communication over direct interpersonal contact (Munsch, 2021). Gen Z tends to think globally, communicate globally, and consume information from around the world, differing from previous generations by preferring digital media over traditional media and constantly seeking new and diverse information (Szymkowiak et al., 2021).

## **Modern Advertising Strategies**

### **Traditional vs. Modern Advertising**

Consumers typically pass through several stages of engagement before purchasing a product, and different types of advertising affect consumers differently during these stages (Sayedi et al., 2014). In general, advertising is the practice or technique of drawing public attention to a service or product (Lee & Cho, 2020). Advertising is based on efforts to engage consumers, particularly buyers, and influence them in their purchasing or acquisition decisions (Wong Qi Ming et al., 2014). What started about a hundred years ago as a relatively simple process of sellers trying to attract the attention of potential buyers through various forms of media and convincing them to make purchases has evolved into a complex combination of programmatic buying, including public relations, product placement, social media, content marketing, direct sales, coupons, and several other activities—some of which are old methods, while others are infused with new technology (Schultz, 2016).

A commonly used marketing framework to capture the sequential stages of the consumer decision-making process before the final purchase is the awareness-interest-desire-action (AIDA) model. Traditional advertising channels such as television, newspapers, radio, and billboards are typically geared toward the early stages of the AIDA model (Sayedi et al.,

2014). Traditional advertising offers sustainability and trust through long-term exposure, often creating emotional engagement through visual or audio storytelling (Ravi Kumar, 2018). On the other hand, the rise of online social networks and internal structural changes in media markets have transformed the way online advertising is conducted (Wong Qi Ming et al., 2014). Online advertising leverages advanced technology and can provide more precise targeting, allowing for the personalization of messages based on users' online behavior (Schultz, 2016). With measurable analytics, online advertising offers opportunities to track and evaluate campaign performance more accurately (Smith, 2019). However, the decline in click-through rates and the tendency of consumers to avoid banner ads have prompted advertisers to include other ad formats in their campaigns, such as pop-ups, interstitials, and animated ads. However, these formats often trigger more negative consumer responses, as their intrusive patterns can lead to stronger avoidance behaviors (Harms et al., 2019).

### **Online and Social Media Advertising**

In the rapidly evolving digital era, online and social media advertising have become foundational pillars of modern marketing strategies. The internet has revolutionized how we interact with information, products, and brands (Aliu, 2022). Online advertising leverages the technological ability to target specific audiences, provide personalized experiences, and measure campaign results with greater accuracy (Wong Qi Ming et al., 2014). On the other hand, social media has become an integral platform for advertising, enabling brands to engage directly with consumers, build communities, and create strong brand narratives (Appel et al., 2020).

Online advertising became the largest advertising medium globally in 2017, accounting for 37.6% of total advertising expenditures, and it was projected to grow to 44.6% by 2020, with the fastest-growing subcategory being display advertising, which includes banners, online videos, and social media (Harms et al., 2019). The rapid growth of online advertising is impressive, especially when considering that television advertising, which has been used by companies for decades, holds around a 35% market share (Sayedi et al., 2014). Online advertising is characterized by its creative elements, which can be divided into three categories: (1) attention-getting devices, where online ads feature different formats on each chosen platform; (2) engagement tactics, where online ads evoke emotional appeal; and (3) creative coordination across multiple ads, where the same ad is coordinated across different advertising platforms (Liu-Thompkins, 2019).

Mobile advertising is a form of advertising that occurs on mobile devices, such as



smartphones and tablets, contributing to about half of the global digital marketing revenue (Smith, 2019). Smartphones and mobile devices facilitate real-time communication, location-based communication, and quick access to information on consumers' timetables, thus shifting marketing activities toward mobile advertising. This shift is particularly effective as the emerging digital-native generation, which now dominates higher education, grew up with digital communication. This generation uses smartphones not only to connect with the world but also for shopping, with three-quarters of Gen Z currently using their phones for online shopping (Smith, 2019).

### **Advertisements That Appeal to Gen Z**

Gen Z is known for having a short attention span due to early exposure to digital content across multiple screens (Scolari, 2019). Advertisements that succeed in capturing Gen Z's attention combine unique creativity, interactivity, and alignment with relevant social media platforms and values (Childers & Boatwright, 2021). They tend to respond positively to campaigns that are not only entertaining but also provide educational or inspirational messages (Ayuni, 2019). With this understanding, advertisements can be effective tools for building engagement in the digital era.

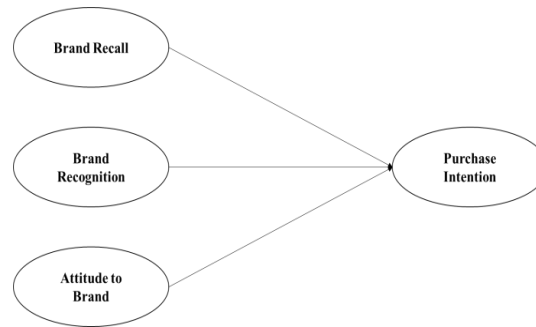
## **3. RESEARCH METHODOLOGY**

### **Type of Research**

The research method employed in this study is quantitative research. Quantitative research involves the use of narratives, numbers, and data as measurement tools, encompassing theory, hypotheses, and supporting data that reflect correlations or causal effects within a population (Zyphur & Pierides, 2017). This study uses a correlational quantitative research method, which can be used to determine prevalence, relationships between variables, and to predict events based on current data and knowledge (Curtis, Comiskey, & Dempsey, 2015).

### **Research Model**

This study focuses on the correlation between advertising strategy and effectiveness. In selecting the research model, the researcher builds upon previous studies. The model used as the basis for this research is the Harms et al. (2017) model, which examines the influence of advertising strategy on advertising effectiveness. The model is as follows:



**Figure 2.** Research Framework (Ravi Kumar, 2018)

**Research Hypotheses**

Referring to the study by Harms et al. (2017), the hypotheses raised in this research are as follows:

H1: Brand Recall has an influence on purchase intention.

H2: Brand Recognition has an influence on purchase intention.

H3: Attitude to Brand has an influence on purchase intention.

**4. FINDINGS, RESULT, AND DISCUSSION**

**Company Profile of Shopee Indonesia**

Shopee Indonesia is a leading e-commerce platform that offers a wide range of products and services online across Southeast Asia. As part of the Sea Limited Group, Shopee has created an innovative e-commerce ecosystem in Indonesia. Through a user-friendly superapp, Shopee provides a diverse array of products, from fashion to electronics, accompanied by attractive offers and promotional campaigns. Shopee facilitates not only Consumer to Consumer (C2C) transactions but also Government to Consumer (G2C) and Business to Consumer (B2C) transactions, allowing consumers to pay PLN electricity bills, insurance, and internet bills. Additionally, Shopee offers various payment methods such as virtual accounts, bank transfers, SPayLater, and payments through Alfamart or Indomaret. On the logistics side, Shopee now operates its own reliable delivery system, Shopee Express (SPX), which enables fast shipping.

**Respondent Description**

In this study, data was collected using questionnaires, which were distributed to 50 respondents with varying characteristics such as gender, birth year, and online shopping intensity. The results of the respondent description test are presented in the following table:

**Table 1.** Profile of Respondent

Respondent Identity	Klasifikas	Frekuensi	Presentas
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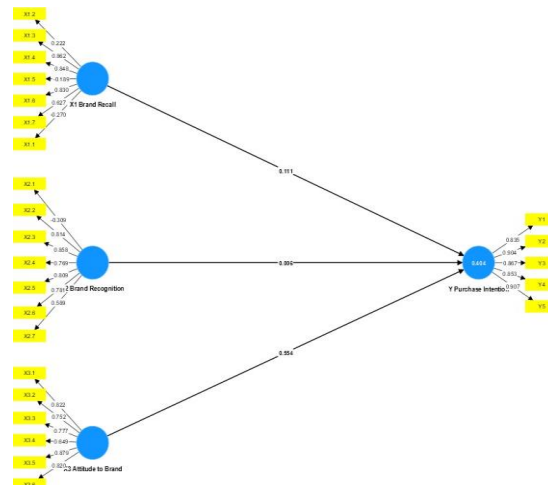
	i		e
Gender	Male	30	60%
	Female	20	40%
Total		50	
Year of Birth	1997	24	48%
	1998	6	12%
	1999	6	12%
	2000	6	12%
	2001	3	6%
	2002	5	10%
Total		50	
Online Purchase Intensity	Every day	2	4%
	Once a week	14	28%
	2-4 times a month	23	46%
	Once a month	7	14%
	< once a month	4	8%
	Total		50

Based on the table above, the respondent identities can be described as follows:

- Gender Column: The majority of respondents are male, with 30 individuals (60%), while the remaining 20 respondents (40%) are female.
- Birth Year Column: The majority of respondents were born in 1997, with 24 individuals (48%). Six individuals (12%) were born in 1998, another six (12%) in 1999, six (12%) in 2000, three (6%) in 2001, and five (10%) in 2002.
- Online Shopping Intensity Column: It was found that two individuals (4%) shop online daily, 14 individuals (28%) shop online once a week, 23 individuals (46%) shop online 2-4 times a month, seven individuals (14%) shop online once a month, and four individuals (8%) shop online less than once a month.

### **Data Analysis and Research Results**

The research data was processed using SmartPLS 3.0, and the results are as follows:



**Figure 3.** Data Processing Results Stage 1

**Measurement Model (Outer Model)**

a. Convergent Validity

The first stage of data processing was conducted based on four variables with a total of 25 statements. Convergent validity was assessed by evaluating the factor loadings, Average Variance Extracted (AVE), and Composite Reliability (CR) of the measurement items. Typically, convergent validity is established when: Factor loadings are above 0.7 for each item, AVE values are greater than 0.5, indicating that the construct explains more than half of the variance of its indicators.

Composite Reliability (CR) values exceed 0.7, reflecting good internal consistency.

**Table 2.** Loading Factor

Variables	Indicators	Loading Factor	Rule of Thumb	Result
Brand recall	X1.1	-0.270	0.700	Invalid
	X1.2	0.222	0.700	Invalid
	X1.3	0.862	0.700	Valid
	X1.4	0.848	0.700	Valid
	X1.5	-0.189	0.700	Invalid
	X1.6	0.830	0.700	Valid
	X1.7	0.267	0.700	Invalid
Brand Recognition	X2.1	-0.309	0.700	Invalid
	X2.2	0.814	0.700	Valid
	X2.3	0.858	0.700	Valid
	X2.4	0.769	0.700	Valid
	X2.5	0.809	0.700	Valid
	X2.6	0.781	0.700	Valid
Attitude to Brand	X2.7	0.589	0.700	Invalid
	X3.1	0.822	0.700	Valid

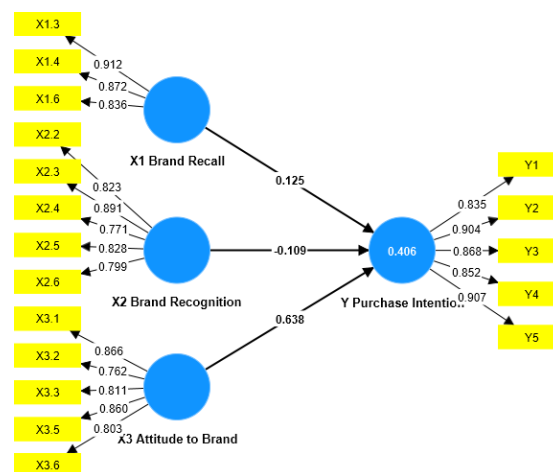
Purchase intention	X3.2	0.752	0.700	Valid
	X3.3	0.777	0.700	Valid
	X3.4	0.649	0.700	Invalid
	X3.5	0.879	0.700	Valid
	X3.6	0.820	0.700	Valid
	Y1	0.835	0.700	Valid
	Y2	0.904	0.700	Valid
	Y3	0.867	0.700	Valid
	Y4	0.853	0.700	Valid
	Y5	0.907	0.700	Valid

**Convergent Validity of the Measurement Model**

Convergent validity is established through the correlation between item scores and factor loadings, with the criterion that the factor loading for each item must be greater than 0.7. Based on the initial data processing, it was found that seven items were not valid, with factor loadings below 0.7: X1.1, X1.2, X1.5, X1.7, X2.1, X2.7, and X3.4. The remaining items were valid, with factor loadings greater than 0.7. The only variable with all items showing valid factor loadings (>0.7) was the purchase intention variable.

Since items with factor loadings below 0.7 do not meet the convergent validity requirement, they must be removed from the model. To achieve the required convergent validity (i.e., factor loadings > 0.7), a second round of data processing was conducted.

The results of the second round of data processing are as follows:



**Figure 4.** Data Processing Results Stage II

**Table 3.** Loading Factor

Variables	Indicator	Loading Factor	Rule of Thumb	Result
Brand recall	X1.3	0.862	0.700	Valid

	X1.4	0.848	0.700	Valid
	X1.6	0.830	0.700	Valid
Brand Recognition	X2.2	0.814	0.700	Valid
	X2.3	0.858	0.700	Valid
	X2.4	0.769	0.700	Valid
	X2.5	0.809	0.700	Valid
	X2.6	0.781	0.700	Valid
	Attitude to Brand	X3.1	0.822	0.700
X3.2		0.752	0.700	Valid
X3.3		0.777	0.700	Valid
X3.5		0.879	0.700	Valid
X3.6		0.820	0.700	Valid
Purchase Intention	Y1	0.835	0.700	Valid
	Y2	0.904	0.700	Valid
	Y3	0.867	0.700	Valid
	Y4	0.853	0.700	Valid
	Y5	0.907	0.700	Valid

After eliminating several invalid items, it was found that the second round of data processing met the criterion, with all factor loadings above 0.7.

Based on Table 1.3, the highest loading factor for the Brand Recall variable was on item X1.3, with a factor loading of 0.862, corresponding to the statement: “I can recall the product category and provide a general or detailed overview of the ad message or design.” For the Brand Recognition variable, the highest loading factor was on item X2.3, with a factor loading of 0.858, corresponding to the statement: “This advertisement helps me recognize the distinctive features of the advertised brand.” On the Attitude to Brand variable, the highest loading factor was on item X3.5, with a factor loading of 0.879, corresponding to the statement: “My opinion of this brand is positive.” For the final variable, Purchase Intention, the highest loading factor was on item Y5, with a factor loading of 0.907, corresponding to the statement: “The claims made in the advertisement will convince me to purchase the brand in the future.”

#### a. Discriminant Validity

Discriminant Validity is an assessment used to analyze the relationship between latent variables using the Fornell-Larcker criterion as well as cross-loading examinations (Rönkkö & Cho, 2022).

The results of the discriminant validity assessment are as follows:

**Table 4.** Fornell-Larcker Criterion Discriminant Validity

	Brand recall (X1)	Brand Recognition (X2)	Attitude to Brand (X3)	Purchase intention (Y)

Brand recall (X1)	0.874			
Brand Recognition (X2)	0.643	0.823		
Attitude to Brand (X3)	0.607	0.774	0.821	
Purchase intention (Y)	0.442	0.465	0.629	0.874

The results from Table 4.4 indicate that the loading for each indicator item on its respective construct is higher than the cross-loading values. Therefore, it can be concluded that all constructs or latent variables demonstrate good discriminant validity. This finding suggests that the indicators within each construct block are better at distinguishing their respective construct from others than indicators in other blocks.

**b. Composite Reliability**

After testing the construct validity, the next step is to assess the construct reliability using Composite Reliability (CR). CR is used to evaluate the high reliability of a construct, with a value above 0.6 considered acceptable, though a value greater than 0.7 is preferable (Bacon et al., 1995).

**Table 5.** Composite Reliability

	Composite Reliability	Rule of Thumb	Result
Brand recall (X1)	0.890	0.600	Reliable
Brand Recognition (X2)	0.891	0.600	Reliable
Attitude to Brand (X3)	0.896	0.600	Reliable
Purchase intention (Y)	0.929	0.600	Reliable

Referring to the table above, it was found that the CR results show values greater than 0.6, indicating that all variables are reliable.

**Inner Model Analysis**

After evaluating the measurement model and confirming that each construct meets the requirements for Convergent Validity, Discriminant Validity, and Composite Reliability, the next step is to evaluate the structural model. This evaluation involves testing the model fit, Path Coefficients, and R<sup>2</sup> values. The model fit test aims to assess the degree to which a model aligns with the existing data.

**a. Path Coefficient**

Referring to Figure 4.2, which reflects the results after eliminating invalid statements, the following conclusions can be drawn regarding the path coefficients:

- Brand Recall has an effect of 0.125 or 12.5% on Purchase Intention.
- Brand Recognition has an effect of 0.109 or 10.9% on Purchase Intention.

- Attitude to Brand has a significant effect of 0.638 or 63.8% on Purchase Intention.

These path coefficients indicate that Attitude to Brand exerts the strongest influence on Purchase Intention, followed by Brand Recall and Brand Recognition with more modest impacts.

Model Fit

**Table 6. Model Fit**

	Saturated Model	Estimated Model
NFI	0.646	0.646

The Normed Fit Index (NFI) scale, ranging from 0 to 1, is derived from the comparison between the hypothesized model and a certain independent model. A model is considered to have a high level of fit when the NFI value approaches 1.

Based on the table above, an NFI value of 0.754 indicates that this model demonstrates a good level of fit, aligning well with the data (Bacon et al., 1995).

**Table 7. SRMR Result**

	Saturated Model	Estimated Model
SRMR	0.096	0.096

According to Schermelleh et al. (2003), if the value of SRMR (Standardized Root Mean Square Residual) is below 0.10, the model can be considered acceptable. In this research, the SRMR value of 0.096 indicates that the model is still within the acceptable range and can be considered a good fit.

**Table 8. R Square**

Variabel	R Square
Purchase intention	0.406

According to Sarstedt et al. (2017), an R-square value of 0.75 is considered strong, 0.50 is moderate, and 0.25 is weak. Therefore, the influence of brand recall, brand recognition, and attitude to brand on purchase intention in this study falls within the moderate to weak category.

F Square

**Table 9. F Square**

	f-square
Brand Recall → Purchase Intention	0.015
Brand Recognition → Purchase Intention	0.007
Attitude to Brand → Purchase Intention	0.261

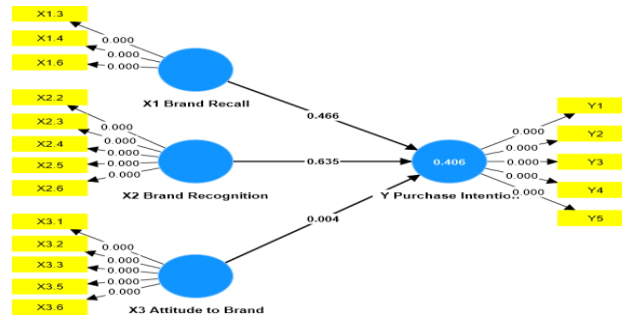
According to Sarstedt et al. (2017), an f-square value of 0.02 is considered low, 0.15 is



moderate, and 0.35 is high. Therefore, in this study:

- The influence of brand recall on purchase intention is at a low level.
- The influence of brand recognition on purchase intention is also at a low level.
- The influence of attitude to brand on purchase intention is at a high level.

**Direct Effect Hypothesis Test**



**Figure 5.** Hypothesis Testing Results

The next step is to examine the structural relationships between the latent variables. To assess this, hypothesis testing was conducted using SmartPLS with the bootstrapping method. This test compares the nominal p-value against the alpha (0.005) or t-statistics value (>1.96). The purpose of this testing is to evaluate the hypotheses in this study, which are as follows:

- H1: Brand Recall has an influence on purchase intention.
- H2: Brand Recognition has an influence on purchase intention.
- H3: Attitude to Brand has an influence on purchase intention.

The bootstrapping procedure was performed to determine the statistical significance of the paths between the variables. The results indicate whether the hypotheses are supported based on the t-statistics and p-values.

**Table 10.** Direct Effect

Kriteria	Brand Recall	Brand Recognition	Attitude to Brand	
t-statistics	0.729	0.474	2.904	Purchase Intention
P-value	0.466	0.635	0.004	

Hypothesis Testing:

Based on the table above, the following findings were made:

- Brand Recall: The P-value is 0.466, which is greater than 0.05, and the t-statistics value is 0.729, which is less than 1.96. Therefore, H1 is rejected, and it can be concluded that Brand Recall does not have an influence on Purchase Intention.
- Brand Recognition: The P-value is 0.635, which is greater than 0.05, and the t-statistics value is 0.474, which is less than 1.96. Therefore, H2 is rejected, and

it can be concluded that Brand Recognition does not have an influence on Purchase Intention.

- Attitude to Brand: The P-value is 0.004, which is less than 0.05, and the t-statistics value is 2.904, which is greater than 1.96. Therefore, H3 is accepted, and it can be concluded that Attitude to Brand has a significant influence on Purchase Intention.

**Table 11.** Hypothesis Results

Hypothesis	Conclusion
Hypothesis 1: Brand Recall has an influence on Purchase Intention	Rejected
Hypothesis 2: Brand Recognition has an influence on Purchase Intention	Rejected
Hypothesis 3: Attitude to Brand has an influence on Purchase Intention	Accepted

Thus, it can be concluded that among the three variables, only Attitude to Brand significantly influences Purchase Intention.

**Discussion of Research Results**

This study concludes that Brand Recall does not significantly influence purchase intention. This finding suggests that while consumers may remember a brand well, this does not directly affect their intention to make a purchase. The research contributes to understanding the complex dynamics between Brand Recall and purchase intention, highlighting the importance of other factors that may play a more dominant role in shaping consumers' desire to buy a product or service.

The study also finds no significant relationship between Brand Recognition and purchase intention. Even though consumers can recognize a brand, this does not directly influence their intention to make a purchase.

From the results of this study, it can be concluded that Attitude to Brand has a significant influence on purchase intention. This finding confirms that consumers' positive attitudes toward a brand can directly enhance their desire to purchase. The practical implications of this research can help companies design marketing strategies focused on building a positive attitude toward the brand as a key step in stimulating consumer purchases.

**5. CONCLUSION**

This research demonstrates that **Brand Recall** and **Brand Recognition** do not have a significant impact on **Purchase Intention**. Although consumers may remember and recognize

brands, these factors alone are not sufficient to drive their intention to purchase. On the other hand, **Attitude to Brand** exhibits a strong and positive relationship with **Purchase Intention**, highlighting the critical role of consumer attitudes in influencing purchasing decisions. These findings suggest that companies should prioritize efforts to build and enhance positive brand attitudes, as this is more likely to encourage consumer purchases. Businesses are recommended to focus on strengthening their brand image and communicating positive values to consumers, ensuring a deeper connection between the brand and consumer purchase intentions.

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