

The Role and Impact of Marketing Content on Consumer Purchase Decisions: A Feasibility Study in The E-Commerce Sector

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Abstract— This study aims to analyze the role and impact of marketing content on consumer purchasing decisions in the context of e-commerce business feasibility studies. A descriptive qualitative approach was used, employing thematic analysis on seven students from the 2022 Sharia Accounting cohort who actively use e-commerce platforms. Data were collected through structured interviews based on five aspects of marketing content (informativeness, entertainment, credibility, personalization, and visual appeal) and the five stages of consumer purchasing decisions. The results indicate that marketing content plays a crucial role in influencing all stages of the purchasing process, from need recognition to post-purchase behavior. Informative and credible content builds trust, while entertaining, personalized, and visually appealing content enhances interest and engagement. These findings affirm that marketing content is not merely a promotional tool but also a key indicator in digital business feasibility studies, as it reflects product value, gauges market response, and supports operational and financial planning. This research offers practical contributions for e-commerce entrepreneurs in designing effective content strategies and academic contributions to the development of digital marketing studies within the scope of business feasibility.

Keywords: Business Feasibility Study, E-Commerce, Generation Z, Marketing Content, Purchasing Decision

1. INTRODUCTION

Technological advancements in information systems have brought about significant changes in the modern business world, which is becoming increasingly competitive. One of the most influential innovations is the emergence of the Internet, which has not only transformed business operations and functions but also influenced people's lifestyles and behavior. The development of the Internet of Things (IoT) has further driven transformation in product buying and selling systems across various sectors [1].

According to data from the Indonesian Internet Service Providers Association (APJII), in 2023 the number of internet users in Indonesia reached 221 million out of a total population of 278 million [2]. This figure indicates great potential for businesses to utilize the internet as a medium for trade and promotion through digital marketing. This condition has led to the emergence of various online shopping platforms or marketplaces that provide convenience for consumers in finding products, comparing prices, and communicating directly with sellers. The steady growth of the e-commerce sector has even made it one of the key drivers of the national economy [3]. Meanwhile, data from

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Statistics Indonesia (BPS) show that the majority of e-commerce users in Indonesia are aged between 18 and 35 years. This group dominates digital transaction activities because they have grown alongside technological advancements and possess a high level of digital literacy [4].

With the increasing use of the internet, digital platforms have become essential components in supporting various economic activities. One of the most significant implementations is e-commerce, defined as the process of exchanging goods, services, and information via the internet [5]. This activity includes online customer service, digital payment systems, and online shopping, which increasingly facilitate people in meeting their needs. The social phenomena arising from this development show that consumers are becoming more dependent on digital information when making purchasing decisions. Based on a survey conducted by Etty Zuliawati Zed, digital channels such as Tokopedia, Shopee, and Lazada have now become not only transactional media but also interactive promotional platforms filled with digital content. Through short videos, live streaming, and influencer collaborations, companies strive to build emotional connections with consumers and enhance their purchase intentions [6].

However, behind these positive developments, there remain several issues that require deeper analysis. Not all content strategies implemented by e-commerce players produce equally effective results. Increasing competition demands companies to create content that is not only visually appealing but also relevant to consumer needs and behavior. This indicates a practical problem: many businesses have yet to understand which elements of marketing content most effectively influence consumer purchasing decisions and how these strategies can be optimized to achieve measurable business outcomes. Although digital platforms generate extensive engagement data, the relationship between such data and actual consumer purchasing behavior remains unclear.

A range of academic studies has attempted to explain the relationship between content marketing and consumer purchasing behavior. Fauzi, Purwaamijaya, and Nugraha (2024) found that content marketing has a positive and significant effect on purchase intention on Instagram. Similarly, Kumalasanti (2022) demonstrated that Tokopedia's content marketing significantly influences purchasing decisions in Yogyakarta. Salsabila and Ajibulloh (2024) reported a 47.5% influence of TikTok Shop content marketing on Generation Z consumers' purchase decisions. Furthermore, Zed, Indriani, and Wati (2025) found that digital marketing influences purchasing decisions by 29.7% in the e-commerce era.

While these studies confirm that marketing content affects consumer engagement and purchasing behavior, they also present several limitations. Most focus only on single platforms (for instance, platforms such as Instagram, Tokopedia, and TikTok Shop) and primarily measure *purchase intention* rather than *actual purchase behavior*. Few studies have examined how marketing content influences each stage of the consumer decision-making process from awareness to post-purchase evaluation. Moreover, the connection between marketing content effectiveness and business feasibility including factors such as revenue projection, market potential, and sustainability has not been comprehensively explored.

These limitations reveal a clear theoretical and empirical gap that requires further study. There is a need for an integrated approach that combines consumer behavior theory and business feasibility analysis to understand how marketing content affects both consumer decisions and business sustainability. Addressing this gap will not only strengthen theoretical perspectives in digital marketing but also provide strategic implications for practitioners operating in the e-commerce sector.

Therefore, this study aims to analyze the role and impact of marketing content on consumer purchasing decisions and evaluate its implications for business feasibility in the e-commerce sector. Theoretically, this research contributes to expanding digital marketing literature by incorporating a cross-platform and business-feasibility-based

perspective. Practically, it provides actionable recommendations for e-commerce entrepreneurs in designing creative, relevant, and competitive content strategies that enhance sales performance and ensure long-term business sustainability.

2. THEORETICAL REVIEW

2.1 Marketing Content

Marketing content is a communication strategy aimed at building relationships with consumers by delivering valuable and relevant information [7]. According to Koob, as cited in the journal by Mochamad Ardan Fauzi et al., effective content can enhance brand awareness and build trust, both cognitively and emotionally. The level of audience engagement serves as a key indicator of content effectiveness, directly influencing consumer perception and purchasing decisions [5]. In designing effective marketing content, there are several key elements that must be considered to ensure that the message is optimally received by the digital audience.

Table 1. Elements of Marketing Content

Elements of Marketing Content	Description
Visual design	Use of color, layout, typography for attraction
Relevance to current events	Link with current trends
Reading experience	Comfortable layout for reading
Publication timing	Posting schedule consistency [8].

The use of AI-generated content (such as from large language models) to craft marketing copy has a measurable impact on business metrics, reflected in an increase in Click-Through Rate (12.5%) and Conversion Rate (8.3%). These figures directly reflect demand and revenue potential for a product. Such data go beyond mere engagement metrics they serve as tangible benchmarks for revenue projection and financial feasibility of a business initiative [9].

This demonstrates that content is more than just a promotional tool; marketing content has now become a strategic indicator in digital business feasibility studies. Consumer responses to content such as engagement, comments, and conversions can reflect market potential and product appeal. Therefore, an effective content strategy not only supports marketing efforts but also serves as an initial benchmark in assessing the prospects and sustainability of an e-commerce business [10].

2.2 Purchase Decision

A purchasing decision is an approach individuals use to solve problems, particularly those related to buying products to fulfill their needs or wants. Consumer behavior plays a crucial role in this process, as it encompasses a range of activities carried out by individuals when they search for, select, purchase, use, and evaluate products or services to satisfy their desires and needs [8].

According to Kotler and Keller, the consumer decision-making process consists of five main stages:

- a. Problem Recognition
The initial stage of the purchasing process occurs when consumers realize that they have a need or problem that must be addressed.
- b. Information Search
After recognizing a need, consumers are driven to seek more information to understand the best way to fulfill that need.
- c. Evaluation of Alternatives
The gathered information is then analyzed to compare various brands or products, allowing consumers to assess which option best meets their needs.

d. Purchase Decision

After evaluating the options, the consumer makes a final decision by selecting the brand or product they believe is most suitable.

e. Post-Purchase Behavior

The final stage involves the consumer's reaction after making the purchase. If satisfied with the product or brand, they are more likely to make repeat purchases in the future [3].

Factors that influence purchasing decisions include product quality, price, brand, social recommendations, and product comparisons. In this study, these five indicators are used to measure the impact of marketing content on consumer purchasing actions [1].

2.3 E-Commerce

E-commerce is a process that involves buying, selling, exchanging, and distributing products, services, or information through computer networks, particularly via the internet [11]. Electronic commerce (E-commerce) enables users to access services and conduct transactions anytime and anywhere using internet-connected devices such as smartphones, tablets, or computers [12].

Meanwhile, Laudon classifies e-commerce into three main categories based on the direction of the transactions:

a. Business to Consumer (B2C)

This model describes buying and selling activities that occur between businesses and end consumers. In this scheme, companies offer products or services directly to individuals as end-users through digital media.

b. Business to Business (B2B)

This type of transaction occurs between companies or business entities, where the buying and selling processes are carried out electronically, usually on a large scale and on a regular basis. This system strengthens collaboration between business entities within the supply chain.

c. Consumer to Consumer (C2C)

This transaction type involves individuals as both sellers and buyers. Transactions are conducted digitally between consumers to meet specific needs, typically facilitated by intermediary platforms such as marketplaces [13].

2.4 Feasibility Study of a Business

A business feasibility study is an analysis that involves various aspects such as legal, socio-economic and cultural, market and marketing, technical and technological, as well as management and finance. All of these aspects are assessed qualitatively to determine whether a project or business is feasible to proceed, should be postponed, or should be canceled altogether. In other words, this study serves as an evaluation of the feasibility of implementing a major project, particularly one related to investment [14].

In the context of digital business, especially e-commerce, marketing content has also emerged as a new indicator in assessing business feasibility. Consumer responses to content on social media or digital platforms can reflect market interest, product relevance, and the potential for long-term success. Therefore, content effectiveness not only strengthens marketing strategies but also plays a role in testing market appeal in real time within a feasibility study [15].

A business feasibility study plays a vital role in the implementation of a business idea. This includes business planning, business development, franchise selection, and even business acquisition processes. The success of business growth is heavily influenced by capital strength, which can be obtained through funding from investors [16]. Stakeholders who require a business feasibility report include: investors, creditors, company management, the government and the public, as well as economic development initiatives [14].

2.5 Generation Z

Generation Z (born between 1995–2010) are digital natives who grew up with the internet and mobile technology. Their high digital literacy and preference for visual, fast, and accessible content make them the main target of digital marketing strategies in the e-commerce sector [17]. Students belonging to Generation Z demonstrate a strong interest in technological developments and tend to utilize the internet for various activities, ranging from communication and learning to economic transactions such as online shopping. The main characteristics of this generation include their dependence on digital technology, their speed in absorbing new information, and their intuitive ability to use various devices or applications without requiring formal [18]

In the context of this research, Generation Z is an important segment because they are active users of e-commerce and social media, and they represent the primary target of digital marketing content strategies that play a significant role in influencing consumer purchasing decisions in the digital era [19].

2.6 Relationship Between Concepts

Digital marketing content plays an important role in influencing consumer purchasing decisions, particularly in the era of e-commerce [7]. Visual design, style of delivery, and the relevance of content to current trends can attract attention, build trust, and stimulate purchase intention. This strategy serves as an indicator of promotional success as well as a component of digital business feasibility assessment, as it demonstrates effectiveness in reaching the market and increasing sales conversion [14]

For Generation Z, digital content has a strong influence because they were raised in a technology-based environment and tend to prefer content that is visual, informative, and easily accessible. Therefore, the consumption behavior of Generation Z can serve as a benchmark for evaluating the effectiveness of marketing content in shaping purchasing decisions [17]. Accordingly, the relationship between concepts in this study indicates that:

- a. Digital marketing content influences Generation Z's purchasing decisions through message appeal and relevance.
- b. The effectiveness of purchasing decisions reflects the feasibility of e-commerce business strategies, particularly in terms of marketing performance and market prospects [18].

In theoretical terms, marketing content influences consumer cognition and emotional responses, which in turn affect purchase decisions. These behavioral outcomes provide empirical indicators for assessing the market viability and sustainability of digital businesses, especially in the context of Generation Z consumers [19].

3. METHOD

This study employs a descriptive qualitative approach with the aim of systematically describing the role and impact of marketing content on consumer purchasing decisions, as well as evaluating the feasibility of content strategies in e-commerce businesses. The qualitative design was chosen because it allows for an in-depth exploration of participants' perceptions, experiences, and interpretations within a real-life context, particularly in understanding how consumers respond to digital marketing content.

Informants were selected using purposive sampling, with specific inclusion criteria: (1) active students of the Sharia Accounting Study Program at IAIN Bone, class of 2022, (2) users of at least one e-commerce platform such as Shopee, Tokopedia, or TikTok Shop, and (3) individuals who have made online purchases within the last three months. In total, seven informants were interviewed. Although the number of participants is relatively small, data collection was continued until data saturation was reached that is, when no new themes, categories, or insights emerged during the final interviews. The

determination of saturation was based on repetitive information patterns across participants and the absence of new conceptual variations in the coding process.

Data Collection was conducted through structured interviews guided by two main analytical dimensions:

- a. Five aspects of marketing content: informativeness, entertainment, credibility, personalization, and visual appeal.
- b. Five stages of the purchasing decision process as formulated by Kotler & Keller: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior.

Before the actual interviews, the interview guide was pre-tested on two non-participant students to ensure the clarity and reliability of questions. All interviews were recorded with consent and subsequently transcribed verbatim for analysis.

Data Analysis employed Braun and Clarke's (2006) six-phase thematic analysis framework, which includes: Familiarization with data, Generating initial codes, Searching for themes, Reviewing themes, Defining and naming themes, and Producing the report. The coding and theme development processes were conducted manually using code tables and theme maps to identify recurring patterns and relationships among variables.

To enhance data validity and reliability, several techniques were applied:

- a. Member Checking: participants were asked to review the preliminary interpretations of their statements to verify accuracy and ensure the authenticity of meaning.
- b. Data Triangulation: comparison between interview data, field notes, and existing literature was performed to strengthen the credibility of findings.
- c. Peer Debriefing: discussions with academic peers and research supervisors were carried out to minimize researcher bias and ensure analytical rigor.

Finally, this study acknowledges certain methodological limitations. Since the participants were drawn exclusively from a single program (Sharia Accounting) within one institution (IAIN Bone), the findings may not be fully generalizable to other populations. However, the study provides valuable contextual insights into the perceptions and behaviors of Generation Z students as active users of digital commerce platforms.

4. RESULTS AND DISCUSSION

4.1 Result

This study aims to analyze the role and impact of marketing content on consumer purchasing decisions in the e-commerce sector, with the research subjects being active university students who are regular users of e-commerce platforms. Data were collected through structured interviews with 7 active students majoring in Sharia Accounting who frequently use e-commerce platforms. The interviews were guided by five key aspects of marketing content and the five stages of consumer purchasing decisions.

Table 2. Analysis of Marketing Content Based on Student Interviews

No	Marketing Content Aspect	Findings Description	Respondent Statements
a.	Informative Aspect	Marketing content that clearly, thoroughly, and relevantly conveys product information plays a major role in capturing initial attention. Most informants stated that clarity on specifications, price, benefits, and usage is crucial when considering a product.	"I like it when the content gets straight to the point. It explains the product's function, so it doesn't waste time." (R2)
b.	Entertainment Value	Content with entertainment elements such as storytelling, humor, or engaging visuals	"If the content is funny or relatable to my life, I

		helps maintain attention and creates emotional connection. Informants admitted they are more engaged with entertaining content, especially if it relates to youth trends or lifestyle.	definitely watch it till the end.” (R3)
c.	Credibility	Most students trust content from credible sources, such as real user reviews, trusted influencers, or official e-commerce accounts. They are skeptical about overly promotional content without objective reviews.	“If the review is from a campus friend or an influencer I've followed for a long time, I trust it. But if it's from a brand ad, sometimes I doubt it.” (R5)
d.	Personalization	Content tailored to user preferences (based on interests or browsing history) is considered more relevant. Informants stated they are more interested in clicking content that “feels right” for their needs or habits.	“It's like the ad really knows I love skincare. The right kind of products keep popping up.” (R1)
e.	Visual Appeal	Visually appealing content with good graphic design contributes significantly to first impressions. Informants noted that product images, layout, and color combinations influence their perception of product quality.	“If the video looks cool and creative, I'm definitely more tempted to click on the product.” (R4)

Source: Data processed (2025)

Table 3. Analysis of Consumer Purchase Decision Stages Based on Student Interviews

No	Purchase Decision Stage	Findings Description	Respondent Statements
a.	Problem Recognition	Informants often realized new needs after viewing certain content. For example, after watching a product review, they became aware of its usefulness in daily life.	<i>“I didn't plan to buy at first, but after watching the video, I realized I might actually need it.” (R6)</i>
b.	Information Search	After exposure to content, students tend to search for additional information through e-commerce platforms, social media, or online forums. Content like user reviews and comparison videos help them dig deeper.	<i>“Usually after watching marketing content, I'll search for more reviews to compare.” (R1)</i>
c.	Evaluation of Alternatives	Students compare products based on available content such as features, prices, or reviews. Content that presents objective comparisons is especially helpful during evaluation.	<i>“If there's a content comparing prices or features, it makes it easier for me to choose.” (R3)</i>
d.	Purchase Decision	Content that includes discounts, testimonials, or endorsements greatly influences the final decision to purchase. Some respondents said they were motivated by exclusive offers found only in certain content.	<i>“If there's a discount, I'll buy directly from the content's link.” (R7)</i>
e.	Post-Purchase Behavior	Most informants felt satisfied if the post-purchase experience matched expectations set by the content. This not only leads to loyalty but also to product recommendations to friends or on social media.	<i>“If the product matches what was shown in the ad, I'll be satisfied and might recommend it to friends who need the same thing.” (R2)</i>

Source: Data processed (2025)

4.1.1 Marketing Content Aspects

a. Informativeness

Six out of seven respondents stated that clear and relevant information within content is the main factor that captures their attention. Detailed explanations of product specifications, prices, and benefits encourage further exploration.

“I like it when the content gets straight to the point. It explains the product’s function, so it doesn’t waste time.” (Respondent 2)

b. Entertainment Value

Most respondents emphasized that entertaining content—through humor, storytelling, or trending themes keeps their attention longer.

“If the content is funny or relatable to my life, I definitely watch it till the end.” (Respondent 3)

c. Credibility

Five respondents highlighted credibility as a determinant of trust. Reviews from real users or influencers are perceived as more reliable than promotional advertisements.

“If the review is from a campus friend or an influencer I’ve followed for a long time, I trust it.” (Respondent 5)

d. Personalization

Respondents felt that personalized content based on search history or user interests was more persuasive because it seemed tailored to their needs.

“It’s like the ad really knows I love skincare. The right kind of products keep popping up.” (Respondent 1)

e. Visual Appeal

All respondents agreed that attractive visuals (good design, layout, and color balance) strongly shape first impressions of quality.

“If the video looks cool and creative, I’m definitely more tempted to click on the product.” (Respondent 4)

4.1.2 Stages of the Purchasing Decision Process

a. Problem Recognition

Content often creates new awareness of needs. Respondents reported discovering products they had not previously considered.

“I didn’t plan to buy at first, but after watching the video, I realized I might actually need it.” (Respondent 6)

b. Information Search

After viewing content, most respondents searched for additional information via e-commerce or social media platforms.

“Usually after watching marketing content, I’ll search for more reviews to compare.” (Respondent 1)

c. Evaluation of Alternatives

Students preferred content that objectively compared products or prices, as it helped simplify decision-making.

“If there’s a content comparing prices or features, it makes it easier for me to choose.” (Respondent 3)

d. Purchase Decision

Discounts, testimonials, or exclusive offers featured in the content directly influenced purchase actions.

“If there’s a discount, I’ll buy directly from the content’s link.” (Respondent 7)

e. Post-Purchase Behavior

If product quality matched content promises, respondents felt satisfied and likely to recommend it.

“If the product matches what was shown in the ad, I’ll be satisfied and might recommend it to friends.” (Respondent 2)

4.2 Discussion

4.2.1 The Role of Marketing Content in the Consumer Purchasing Decision Process

The findings confirm that marketing content significantly shapes all stages of the consumer purchasing decision process, consistent with Kotler and Keller’s (2016) model. Informative and credible content strengthens consumer trust during problem recognition and alternative evaluation, while entertaining and personalized elements foster emotional engagement during information search. Visual design plays a vital role in shaping initial perceptions of quality, particularly influencing purchase decisions.

This study extends Kotler and Keller’s model by demonstrating that digital engagement metrics such as likes, comments, and shares now act as new stimuli influencing decisions. Thus, in a digital context, content engagement serves not only as communication but also as behavioral reinforcement that triggers purchase intention.

These findings align with Fauzi et al. (2021), who found that content clarity and credibility increase consumer confidence. However, this study adds that emotional and visual factors are equally important among Generation Z consumers, who are more responsive to dynamic, visually appealing messages [5].

4.2.2 Content as a Key Variable in E-Commerce Business Feasibility Studies

The results reveal that marketing content functions as an analytical variable in assessing the feasibility of digital business models.

a. Market Value Representation

Content acts as an initial channel to communicate product value to consumers, serving as an early test of product-market fit.

b. Market Response Validation

Respondents indicated that engagement indicators (likes, shares, comments) reflect public acceptance, functioning as qualitative evidence of market feasibility.

“If the content has many likes and positive comments, it shows that the product sells well.” (Respondent 5)

c. Operational Readiness Reflection

Responsiveness and content consistency were perceived as signals of business professionalism, a non-financial feasibility indicator.

“If the admin replies quickly, I feel like the shop is serious.” (Respondent 6)

d. Basis for Financial Projection

High engagement and conversion potential can be used to project revenue and reduce advertising costs through organic reach.

e. Competitive Differentiation

Unique and consistent content builds brand identity, which is crucial for market competitiveness in feasibility evaluations.

“Sometimes I buy a product not because it’s cheap, but because the promotion is funny and unique.” (Respondent 3)

Thus, content strategy is not merely promotional but a diagnostic tool for validating market interest, predicting financial performance, and strengthening operational credibility key pillars of business feasibility.

4.2.3 Strategic Relevance of Findings to Digital Business Feasibility

The qualitative findings highlight two strategic implications:

- a. Market Demand Validation: Likes, comments, and shares function as real-time qualitative indicators of market acceptance.
- b. Operational Projection: Consistent, visually strong content signals long-term business stability and managerial readiness.

These results support Nurjanah et al. (2019), who confirmed that digital content positively affects purchase intention in C2C platforms, but this study extends the insight by reframing content as a feasibility assessment metric [13].

When compared with Le et al. (2022) in Vietnam, this research identifies a contextual difference: Indonesian consumers emphasize personalization and visual engagement, while Vietnamese consumers prioritize price and promotion. This suggests cultural variations in digital consumption behavior and highlights the importance of localized content strategies [20].

5. CONCLUSION

This study concludes that marketing content plays a significant and multidimensional role in influencing consumer purchasing decisions across all stages of the decision-making process from problem recognition to post-purchase evaluation. Informative, credible, personalized, and visually appealing content was found to enhance trust, stimulate emotional engagement, and increase conversion potential among Generation Z consumers. Furthermore, marketing content functions not only as a promotional instrument but also as a strategic indicator of business feasibility in the e-commerce sector, reflecting market acceptance, operational readiness, and competitive differentiation.

Theoretically, this study extends Kotler and Keller’s (2016) consumer decision-making model by integrating *digital engagement metrics* (likes, comments, shares) as behavioral stimuli that shape purchase intentions in the online environment. It also introduces marketing content as an analytical variable in business feasibility assessment—linking consumer psychology with strategic business evaluation. This integration enriches digital marketing literature by connecting consumer behavior theory with business feasibility frameworks in the context of Generation Z consumers.

Practically, the findings provide actionable insights for e-commerce practitioners and digital marketers. Effective content strategies should balance informativeness and credibility with personalization and visual creativity to maximize engagement and conversions. Moreover, monitoring engagement data can serve as an early qualitative indicator of product-market fit, operational consistency, and financial projection. Thus, content management can be strategically aligned with business feasibility evaluations to strengthen competitiveness and sustainability in the digital marketplace.

This study has several methodological limitations. The sample consisted exclusively of students from the Sharia Accounting Study Program at IAIN Bone, limiting the generalizability of findings to broader populations. Additionally, the study relied solely on qualitative data without incorporating quantitative engagement metrics, such as click-through rates or conversion data, which could provide more robust validation. Time constraints also limited the scope of cross-platform comparisons.

Future studies are encouraged to adopt a mixed-methods approach by combining qualitative insights with quantitative analysis of digital engagement and conversion metrics. Expanding the research scope to include diverse demographic and cultural groups would also enhance external validity. Further exploration could examine how artificial intelligence, algorithmic personalization, or influencer credibility mediate the relationship between marketing content and business feasibility. Integrating longitudinal analysis may also help assess how content performance evolves over time and impacts long-term brand sustainability.

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