

MOBILE MARKETING AND BRAND AWARENESS IMPACT ON PURCHASE INTENTION AMONG AYAM JUBER (*JUARA BERTAHAN*) CONSUMERS

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ABSTRACT

This study aims to analyze the influence of mobile marketing on purchase intention among Ayam JUBER consumers, with brand awareness as a mediating variable. As a mini quantitative research, the study employs an explanatory approach to test causal relationships between variables within the context of student-based culinary microbusinesses. Using a cross-sectional survey design, data were collected from 85 Instagram users aged 18–25 years who have been exposed to Ayam JUBER's mobile promotions. Measurement instruments were adapted from established scales by Gao et al. (2021), Keller (2020), and Kotler & Armstrong (2021), and analyzed using PROCESS Macro Model 4 by Hayes (2022). The results indicate that mobile marketing has a significant positive effect on brand awareness ($\beta = 0.3333$; $p < 0.001$) and directly influences purchase intention ($\beta = 0.3471$; $p < 0.001$). Furthermore, brand awareness significantly affects purchase intention ($\beta = 0.5112$; $p < 0.001$) and mediates the relationship between mobile marketing and purchase intention (indirect $\beta = 0.1704$). These findings confirm that consistent and targeted mobile marketing can enhance consumer awareness, shape positive brand perceptions, and stimulate purchase intention among Gen Z consumers. Theoretically, this study reinforces the AIDA model and the mediating role of brand awareness in digital purchase behavior. Practically, it suggests that small culinary brands should leverage personalized and engaging mobile content to strengthen emotional connection and conversion intent. Future research could expand the sample scope or integrate additional psychological factors such as trust or digital fatigue to deepen insights into mobile consumer behavior.

Key words: mobile marketing; brand awareness; purchase intention; Gen Z; digital marketing

INTRODUCTION

As a mini research project, this study was designed with a solid methodological and theoretical foundation despite being conducted on a limited population scale yet it is expected to contribute to both the literature and practical understanding of digital marketing in the student-based culinary sector. The online food delivery market in Indonesia has grown rapidly in recent years. According to Statista (2023), the market value of online food delivery in Indonesia has surpassed US\$6 billion, with user projections reaching up to 89 million by 2025. These figures indicate that consumers are increasingly accustomed to interacting with brands through digital and mobile platforms, reinforcing the urgency for local brands such as Ayam JUBER (*Juara Bertahan*) to optimize mobile marketing strategies in order to remain competitive amid the increasingly mobile-centric consumer behavior.

In modern marketing contexts, mobile marketing has become one of the most dynamic instruments that transforms how brands engage with consumers. This strategy enables communication that is personal, interactive, and location-based, thereby fostering emotional closeness between brands and their consumers (Dlamini & Mvula, 2024; Joo & Park, 2023). According to Teixeira and Nunes (2024), the effectiveness of mobile marketing is not merely determined by promotional intensity but also by its ability to create *perceived value* through accessibility, convenience, and the relevance of promotional messages to consumer needs.

However, the effectiveness of such strategies often depends on brand awareness as a key mediating factor. Keller (2013) defines brand awareness as the extent to which consumers can recognize or recall a brand within a specific product category. High brand awareness strengthens purchase intention because consumers tend to choose brands that are familiar and trustworthy (ElSubbaugh, 2025). Similarly, Etuk et al. (2024) found that mobile advertising significantly influences consumers' buying intention through enhanced awareness and digital engagement. A comparable study by Zeqiri et al. (2024) also confirmed that brand awareness functions as a mediating variable that strengthens the relationship between digital marketing activities and purchase intention.

On the other hand, several studies have shown varying results. Wang et al. (2022) revealed that although mobile-based contextual advertising can capture attention, it does not always lead to a substantial increase in purchase intention, as it is influenced by other factors such as perceived value, brand trust, and consumer involvement. These findings are supported by Hidayat and Wijaya (2023), who emphasized that overly frequent promotional messages may cause ad fatigue and diminish consumers' positive perceptions of a brand.

These inconsistencies indicate several research gaps that need to be bridged. First, an empirical gap: most previous studies have focused on social media marketing, while mobile marketing possesses more personal and real-time characteristics (Teixeira & Nunes, 2024). Second, a theoretical gap: although the AIDA model (Kotler & Armstrong, 2018) explains that awareness is the initial stage leading to purchasing behavior, few studies have explicitly tested the mediation model of mobile marketing → brand awareness → purchase intention within a local

context, especially in student-based culinary businesses. Third, a contextual gap: most research has been conducted in developed countries with different digital behaviors, whereas Indonesia has a unique student market characterized by high sensitivity to digital promotions, pricing, and social media trends (Pratama & Chandra, 2024).

In addition, phenomena such as digital fatigue and short attention spans among Generation Z influence how they respond to mobile-based promotional messages (Lee & Kim, 2023). Therefore, it is essential for brands like Ayam JUBER to focus not only on intensive promotions but also on building authentic brand awareness and emotional connection so that the promotional messages delivered are not merely seen but remembered.

Accordingly, this study aims to analyze the influence of mobile marketing on purchase intention among Ayam JUBER consumers, with brand awareness serving as a mediating variable. The findings are expected to provide empirical insights into the effectiveness of mobile marketing strategies in shaping consumer purchase intentions within the student culinary sector, as well as serve as a practical reference for culinary MSMEs in developing relevant, efficient, and youth-oriented digital promotional strategies.

METHOD

This study adopts a quantitative mini-research design with an explanatory approach, aiming to examine the influence of mobile marketing on purchase intention, with brand awareness as a mediating variable. Although conducted on a limited scale, the research design was systematically structured to ensure the validity and reliability of the findings (Azwar, 2007).

Research Design and Subjects

This study employed a cross-sectional survey design. The research population consisted of 335 followers of the official Instagram account of *Ayam JUBER (Juara Bertahan)*. The sampling technique used was the Slovin formula with a 5% margin of error, resulting in a total of 85 respondents. The inclusion criteria for respondents were active Instagram users aged 18–25 years (Generation Z) who had previously been exposed to Ayam JUBER's mobile promotions. The purposive sampling method was applied, as this demographic is considered the most relevant in understanding digital purchasing behavior and exposure to mobile marketing within the culinary sector.

Instruments and Data Collection

The research instrument consisted of an online questionnaire containing 12 statements across three main variables:

1. Mobile Marketing (X)
This variable covers dimensions of personalization, interactivity, convenience, and promotion, adapted from the works of Gao et al. (2021) and Mort and Drennan (2020).
2. Brand Awareness (M)
This variable includes dimensions such as brand recall, brand recognition, and top-of-mind awareness, based on brand theory developed by Keller (2020) and Aaker (2021).
3. Purchase Intention (Y)
This construct follows the AIDA model (Attention, Interest, Desire, and Action) as described by Kotler and Armstrong (2021) within the context of digital marketing.

All items were measured using a five-point Likert scale, ranging from 1 ("strongly disagree") to 5 ("strongly agree"). Prior to distribution, the instrument was validated by two experts in digital marketing to ensure content validity and clarity of statements.

Data Analysis Technique

The collected data were analyzed using IBM SPSS version 25, supplemented with PROCESS Macro version 4.2 by Hayes (2022) to test the mediating effects. Model 4 was employed, utilizing 5,000 bootstrap samples with a 95% confidence interval. The analysis involved several stages, including validity and reliability testing, descriptive analysis of respondent characteristics, and mediation regression testing to determine both direct and indirect effects. A significance value (p-value) of < 0.05 was used as the criterion for statistical decision-making.

RESULTS AND DISCUSSION

The results of data processing using the PROCESS Macro Model 4 (Hayes, 2022) revealed that all proposed hypotheses were supported. The analysis confirmed both the direct and indirect relationships among the studied variables. Table 1 summarizes the results of the correlation and regression analysis.

Table 1. Correlations between Variables

Path	Coeff (β)	SE	t	p	LLCI	ULCI	Result
X \rightarrow M (Mobile Marketing \rightarrow Brand Awareness)	0.3333	0.0598	5.57	0.000	0.2143	0.4523	Significant
X \rightarrow Y (Mobile Marketing \rightarrow Purchase Intention)	0.3471	0.0621	5.59	0.000	0.2236	0.4707	Significant
M \rightarrow Y (Brand Awareness \rightarrow Purchase Intention)	0.5112	0.0972	5.26	0.000	0.3177	0.7046	Significant
Indirect (X \rightarrow M \rightarrow Y)	0.1704	0.0652	—	—	0.0426	0.2978	Significant

Source: PROCESS Macro SPSS v4.2 (Hayes, 2022)

Based on the regression output from the PROCESS Macro Model 4 (Hayes, 2022), the model achieved a strong explanatory power with $R^2 = 0.5999$, indicating that nearly 60% of the variance in purchase intention can be explained by mobile marketing and brand awareness. The analysis demonstrated that:

- Mobile marketing has a significant positive effect on brand awareness ($\beta = 0.3333$; $p < 0.001$).
- Mobile marketing has a direct positive effect on purchase intention ($\beta = 0.3471$; $p < 0.001$).
- Brand awareness exerts a significant positive influence on purchase intention ($\beta = 0.5112$; $p < 0.001$).
- The indirect effect of mobile marketing on purchase intention through brand awareness was also significant ($\beta = 0.1704$; BootLLCI = 0.0426; BootULCI = 0.2978).

These results confirm that brand awareness mediates the relationship between mobile marketing and purchase intention among Ayam JUBER consumers.

Scientific Discussion

The findings of this study empirically demonstrate that mobile marketing effectively enhances purchase intention through improved brand awareness. Exposure to mobile-based promotional content allows consumers to interact more frequently with brand-related information, which shapes positive perceptions and strengthens purchase motivation. These results align with the AIDA model (Attention–Interest–Desire–Action), which explains that brand awareness is a fundamental stage that precedes the development of purchase intention. As consumers become more familiar with a brand through consistent and personalized mobile marketing messages, they develop emotional attachment and trust that lead to purchase behavior.

This finding is consistent with previous research by Pratama and Nugroho (2023), who identified that mobile marketing significantly influences purchase intention through enhanced brand awareness. Similarly, Chaffey (2021) emphasized that the effectiveness of mobile marketing depends on its capacity to deliver relevant and personalized messages that foster consumer engagement. Furthermore, the results underscore that mobile marketing’s strength lies in interactivity and contextual relevance, both of which are particularly appealing to Generation Z consumers who seek instant, engaging, and personalized experiences. Through mobile media, brands can maintain consistent consumer touchpoints, thus reinforcing awareness and stimulating purchase intentions both directly and indirectly. Practically, these findings suggest that food-service brands especially those operating through delivery platforms should prioritize interactive and personalized mobile campaigns to strengthen brand awareness and ultimately drive consumer purchase intention.

Overall, the research provides evidence that a well-executed mobile marketing strategy not only improves brand visibility and recall but also encourages behavioral intention to purchase. This highlights the dual role of mobile marketing: (1) as a direct driver of consumer decision-making, and (2) as an indirect enabler that builds emotional and cognitive attachment through brand awareness.

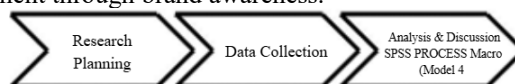


Figure 1. Research Procedure

The research procedure consisted of three main stages: (1) research planning, (2) data collection, and (3) data analysis and interpretation using the SPSS PROCESS Macro Model 4. These stages illustrate a systematic research process from framework design and data acquisition to inferential analysis and conclusion formulation ensuring validity, reliability, and replicability of findings.

CONCLUSION

This study concludes that mobile marketing exerts both direct and indirect influences on consumers' purchase intention, with brand awareness serving as a significant mediating variable. The empirical findings confirm that strategic and consistent mobile marketing efforts enhance consumers' familiarity with the brand, generate favorable brand associations, and ultimately increase their intention to purchase. Among Generation Z consumers of *Ayam JUBER*, mobile marketing initiatives emphasizing personalization, interactivity, and contextual relevance were found to be highly effective in cultivating brand awareness, which in turn strengthens purchase intention. The results validate the sequence proposed by the AIDA model, where awareness precedes desire and action, demonstrating that mobile media can accelerate this behavioral process through sustained digital engagement.

From a managerial perspective, these findings highlight the importance for small and medium-sized culinary enterprises to develop authentic and emotionally engaging mobile campaigns rather than relying solely on repetitive promotions. Balancing message frequency with creative storytelling can enhance brand recall while mitigating the effects of ad fatigue, particularly among Gen Z audiences. For future research, it is recommended to expand the study population to include broader demographic groups and to explore moderating variables such as digital trust, perceived value, and advertising fatigue, which may further refine the understanding of sustainable mobile marketing effectiveness in emerging markets.

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